



Going global

- Exploring and analysing customer personas across international markets for the online lingerie retailer Curve Catch -

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Dissertation written under the supervision of professor Joren Gijbrecchts, with the collaboration of the industry experts Kimia Namadchi and Nils Heymann-Dewitte

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Abstract – [ENGL]

This study examines the occurrence of customer personas, particularly within the lingerie sector. It focuses on the online lingerie retailer Curve Catch, which intends to expand its services into different markets. Therefore a deep understanding of customer needs and motivations is required. The use of customer personas is proposed as a valuable tool for gaining such understanding which will be further explored within this study. Customer personas are fictional characters that embody typical characteristics of the target audience. By analyzing qualitative and quantitative data, the appropriate user groups can be identified. A balanced approach is necessary, providing enough details to create impactful personas without overwhelming potential customers. Through user interviews, focus interviews, qualitative research, and an online survey, potential customer personas are identified, including fitting room quitters, size outcasts, time starvers, money savers, perfect fits, and comfort seekers. The research also explores the fluid nature of personas, as interviewees relate to multiple personas based on their needs and experiences. Further investigation is conducted through an online survey among participants from Germany, the USA, Portugal, and the UK. The findings contribute to a comprehensive understanding of customer preferences and enrich business strategies for the company Curve Catch.

Keywords: customer persona, online lingerie market, archetypes, customer persona development, qualitative data analysis, quantitative data analysis

JEL classification: C12, C55, C83, D11, D12, L81

Globalização - Exploração e análise de perfil do clientes em mercados internacionais para o retalhista de lingerie em linha Curve Catch

Kira Walenski

Abstrato – [PORT]

Este estudo examina a ocorrência de perfil do clientes, particularmente no sector da lingerie. Centra-se no retalhista de lingerie online Curve Catch, que pretende expandir os seus serviços para diferentes mercados. Por conseguinte, é necessário um conhecimento profundo das necessidades e motivações dos clientes. A utilização de personas de clientes é proposta como uma ferramenta valiosa para obter essa compreensão, que será mais explorada neste estudo. As personas dos clientes são personagens fictícias que incorporam características típicas do público-alvo. Através da análise de dados qualitativos e quantitativos, podem ser identificados os grupos de utilizadores adequados. É necessária uma abordagem equilibrada, fornecendo detalhes suficientes para criar personas com impacto sem sobrecarregar os potenciais clientes. Através de entrevistas a utilizadores, entrevistas de foco, investigação qualitativa e um inquérito em linha, são identificadas potenciais personas de clientes, incluindo desistentes de provedores, excluídos do tamanho, que perdem tempo, que poupam dinheiro, que se adaptam perfeitamente e que procuram conforto. A investigação também explora a natureza fluida das personas, uma vez que os entrevistados se relacionam com várias personas com base nas suas necessidades e experiências. É realizada uma investigação mais aprofundada através de um inquérito em linha entre participantes da Alemanha, dos EUA, de Portugal e do Reino Unido. Os resultados contribuem para uma compreensão abrangente das preferências dos clientes e enriquecem as estratégias comerciais da empresa Curve Catch.

Palavras-chave: persona do cliente, mercado da lingerie em linha, arquétipos, desenvolvimento da persona do cliente, análise de dados qualitativos, análise de dados quantitativos

Classificação JEL: C12, C55, C83, D11, D12, L81

Preface

The lingerie market occurred to me by accident. Once I've started the third semester and attended the course *Supply Chain Management*, I was sure that I have found the right supervisor for my master thesis. Little did I know how popular he would be as a supervising professor. Joren already had an idea what the vague topic of the thesis could be and introduced me to the company Curve Catch and their mission. This opened up to be a possibility which would challenge me and that would get me out of my comfort zone.

I would like to express my gratitude towards my academic advisor Joren Gijsbrechts who has dedicated time and effort into the development of this master thesis. He was available for additional meetings, gave valuable feedback as well as food for thoughts. I am sure that I didn't make enough use of the help he was offering but I was always appreciative towards the advice he gave during those extra sessions. Lastly, I would like to thank him for his understanding and trust in me when I made the decision to extend my dissertation.

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I dedicate my master thesis to my friend Momo. I hope you make heaven a brighter place with your warm laughter. Tu me manques!

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II. List of abbreviations

CP	Customer persona
UK	United Kingdom
USA	United States of America

1 Introduction

1.1 Research problem

The behaviour of consumers has always been a subject of change. Due to the drastically technological development within the recent years this transformation has evolved even faster by influencing customer's lives and behaviours, and therefore simultaneously customer's product and service expectations. Ultimately the pandemic has altered the business world in a way that consumers moved their shopping experiences to a large extent to online channels for various product and service categories. This is also the case for the lingerie market.

Hereby the focus will be placed on the company Curve Catch. Curve Catch is an online lingerie retailer which was founded in Antwerp, Belgium in 2021. The company's mission is to minimise negative experiences that women encounter when buying undergarment. By answering a concise questionnaire, "perfect" fitting lingerie items will be selected and shipped. With the help of artificial intelligence individual needs and desires of a customer such as size, fit, and style are considered. The scope of the business entails an at home-try-on service where solely the items are invoiced which are being kept by the respective consumer.

As Curve Catch has established its place within the Belgium market, further growth is desired to offer their services and products to a broader customer base outside the borders of Belgium. According to the oxford dictionary, the term growth can be classified as the "increase in (...) size, amount, or degree of something" or as "an increase in economic activity" (Stevenson, 2010, p. 776). Hence, growth implies different procedures for different businesses. This can entail expansions into different markets, an upgrade of the current product line, identification of new sales opportunities, acquisition of new clients and/or the establishment of new business partnerships. Nevertheless, growth is an important element for a company as it is crucial for the long-term survival by adding monetary security which increases the companies resistance to changes that can occur within a given market (Cirillo et al., 2020, p. 733). In the case of Curve Catch, the term growth implies an expansion into different markets outside the borders of Belgium which requires knowledge and awareness of the domestic customer base and their respective individual needs and desires within these new markets.

Therefore the aim of this master thesis is to identify the current present customer persona (in the following CP) within the markets of Germany, the United States of America (in the following USA), Portugal, and the United Kingdom (in the following UK), and to analyse the customer base considering demographic features and individual shopping behaviour preferences.

1.2 Research methodology

This thesis deals with the online lingerie industry, a sector within the e-commerce market that is not sufficiently academically explored which implies that barely any scientific literature is available. Additionally, the thesis is written on behalf of the company Curve Catch which desires business-specific questions to be clarified. These circumstances refuse a sole literature-based research approach as a comprehensive answer to the initial research question could not be given. Following this, a mixed research approach has been selected that combines literature research to explore the academic status quo, with empirical methods to analyse the findings which were made during the research process. More specifically, qualitative research methods in form of concise focus interviews were held to understand the individual attitudes towards lingerie shopping as well as the needs, desires and struggles of consumers. Hereby, the interview partners were selected based on differences in age groups, nationality, and professions to receive a broad insight and understanding among shoppers. Combined with the customer interviews held by Curve Catch which were conducted in summer 2021 and an intensive research among different online forums that allowed to derive insights from consumers worldwide, information will be aggregated and generalised in order to be able to discover existing CPs in the markets and to observe differences in characteristics among them. Quantitative research methods in form of an online survey were published that intended to provide numerical understanding and proof which complements the previously applied qualitative research methods. With the software SPSS and Excel, insights will be obtained about the predominantly presence of certain consumer personas in different countries and their underlying demographical facts and shopping behaviours.

An empirical solution-driven style has been chosen for the structure of this thesis. Therefore, after the introduction of the research question an analysis of the academic status quo will be conducted. This is followed by the qualitative and quantitative data collection and evaluation. Finally, a conclusion will summarise the findings and provide the results of this thesis. Since the topic requires an extensive research to enable insights into data of consumers of different countries and their respective needs, desires and challenges in regards to lingerie shopping, this master thesis is limited to the countries Germany, the USA, Portugal, and the UK. The insights which will be derived identify a starting point for Curve Catch and the awareness of the various present CPs in these different markets. Future research about possible entry strategies has to be undertaken to guarantee a holistic approach of expansion possibilities.

1.3 Course of investigation

The theoretical background will be explained within the second chapter in order to answer the research question which has been introduced in chapter 1.1. Starting with chapter 2.1 an overview of the concept of CPs will be given. This is done by defining the respective term. Following the introduction of the concept, the development process of CPs is explained where an emphasis will be placed on qualitative and quantitative data resources which should be utilised to ensure an optimal development of personas. Chapter 2 is concluded by highlighting challenges and benefits that the concept of CP's inherit. Hereby advantages and disadvantages for consumer as well as for businesses are explored.

Subsequently chapter 3 will describe the empirical research methods that were selected for this master thesis. The different qualitative and quantitative research methods will be introduced as well as the selection approach of interviewees of the focus group and channels where the online survey was published and shared. Chapter 4 will outline the process of the data collection and the analysis part for the qualitative data collection. First, insights in form of the definitions of CPs from the qualitative analysis will be given that were derived from the customer interviews held by Curve Catch in summer 2021 and the concise focus interviews held in winter 2022. Following this, the process of detecting additional personas is portrayed which were derived from comprehensive online research approaches. Lastly, the concept of online surveys will be introduced and the published survey will be explained as well as the selected distribution channels. Afterwards chapter 5 discusses the findings of the online survey considering country individual results covering demographical facts, insights into shopping behaviour, and the occurrence of the previously identified CPs. The testing of different hypotheses will conclude this chapter. The final chapter intends to answer the research question by summarising the findings. A critical acclaim of the limitations as well as the restrictions will complement this master thesis.

2 Literature research on customer personas

2.1 Definition

Even though personas originate from the marketing sector, they are not solely applied within this field (Klepek, 2019, p. 886f.). The technique was introduced and developed in 1999 by Allan Cooper who pursued the goal that the focus of product developers should solely be on a small user group known as customer personas (Brickey et al., 2010, p. 2). Dependent on the industry's focus, different definitions for the term CP exist. A concise definition has been issued by Calde who defines personas as "(...) fictional, detailed archetypical characters that represent distinct groups of behaviours, goals and motivations observed and identified during the research phase." (Calde et al., 2002, p. 5). To oversimplify one can say that the intention of personas is to impersonate target groups (Aimé et al., 2022, p. 818). Real data is derived from user research which provides the foundation for the representation of fictional user archetypes (Klepek, 2019, p. 887). These archetypes resemble notional people which portray desires, needs, attributes, and goals of any detected end-user group (Salminen et al., 2022, p. 1) as well as mutual behavioural characteristics (Miaskiewicz & Kozar, 2011, p. 418f.). Names are assigned to the individual personas to maximise the identification between the potential customer and the respective persona (Korzeniowski, 2020, p. 28). Pictures bring CPs to life as well as a descriptions written in a narrative form (Miaskiewicz & Kozar, 2011, p. 419). The intention is to create a living character with depth which resembles flaws and strengths that a human being would naturally inherit (Korzeniowski, 2020, p. 28). As different areas require different needs and aim to include different target audiences, personas therefore are obliged to represent diverse attributes in accordance to the audience they target (Klepek, 2019, p. 889).

The concept of CPs can be applied in various contexts such as communication strategies, service designs, marketing or within the development process of products (Klepek, 2019, p. 888). These areas set the focus on goal-oriented design where the ambitions of the persona represents corporate or personal intentions which were derived from real data, stemming from marketing research that has been previously conducted (Tu et al., 2010, p. 1). Hence, personas represent an efficient tool for various stages within product development as consumer specific needs are being prioritised in accordance with product requirements (Bradley et al., 2021, p. 2). But they are also a helpful tool for the development team as they simplify developing empathy towards the personas as they make real users more tangible (ibid.) by focussing on their frustrations, goals, and needs (Brickey et al., 2010, p. 2). Although personas mirror an

exemplary customer, no details of personal information are revealed (Korzeniowski, 2020, p. 28).

2.2 Development process of customer personas

As resources in form of data build the foundation for the creation of CPs, they are of extreme importance (Aimé et al., 2022, p. 818). Therefore, it has to be ensured that the derived data will be transformed into knowledge within the planning and analysis phase (Alvarez et al., 2006, p. 223). Emphasis should be placed on precision for a detailed description of the personas whereas a high degree of accuracy can be neglected as it would lead to a low identification process for potential end-users (Tu et al., 2010, p. 1).

Using both, qualitative and quantitative data is the traditional approach for the development of CPs in which qualitative data serves the purpose to identify user groups and quantitative data identifies persona dimensions such as demographics (Brickey et al., 2010, p. 2). Applying a mixed approach rectify the enrichment, selection, and evolution of personas (ibid.). The data-driven persona descriptions are enhanced by the progression of various analytical tools, big data, and science techniques (Jansen et al., 2021, p. 2). Hereby the internet simplifies the availability of information where qualitative data can be derived from different sources (Klepek, 2019, p. 889f). Statistical software is used to cluster and determine the relationship between variables (Brickey et al., 2010, p. 4). But also user observations or user interviews contribute towards the development process of CPs (Tu et al., 2010, p. 1). Thereby clustering techniques simplify grouping data into correlating topics (Brickey et al., 2010, p. 2). Patterns of behaviour, communication favouritism and the overall preference pattern of users can be understood (Klepek, 2019, p. 890).

Fundamental is the number of personas that is intended to be created. On one hand an extremely low number inherits the risk that central end-users are being overlooked or misunderstood or that their needs are not being considered and on the other hand too many personas lead to a cognitive congestion which overcomplicates the decision-making process (Salminen et al., 2022, p. 1f.). A clear number that is considered to be most effective does not exist but five to ten CPs is declared as an acceptable amount as this range has proven to be manageable while still carrying a degree of diversity (ibid., p. 2f.).

2.3 Challenges and benefits

When creating CPs several obstacles can occur that need to be considered in order to make them a successful tool for the company that decides to make use of them. In the following

paragraph possible challenges will be highlighted but also advantages that the concept of personas inherit.

Firstly, it has to be understood that CPs do not represent a universal fix (Miaskiewicz & Kozar, 2011, p. 419) as they can only be helpful when they are integrated into larger marketing efforts (Korzeniowski, 2020, p. 31). The amount of aggregated data facilitates feeling lost and companies can forget to focus on the broader picture (Korzeniowski, 2020, p. 31).

One major challenge is the qualitative method of persona clustering as this approach relies on several text data which can easily become progressively complex and therefore aggravates an objective judgement (Brickey et al., 2010, p. 2f.). CPs can end up being too subjective where different creators detect different personas by solely using qualitative methods which inherits the danger of not representing the typical end-user (Tu et al., 2010, p. 1). Being too subjective implies the risk of loss of empathy which is why it is of utmost importance that CPs are qualitative empathetic while being quantitative accurate (Jansen et al., 2021, p. 1f.). Additionally, data protection regulations imposed by governments can make it difficult collecting data with the depth that is required to represent the full scope of personas (Korzeniowski, 2020, p. 31). Moreover, creating CPs is a process which requires sufficient resources regarding time and money (Brickey et al., 2010, p. 5). It has to be highlighted that personas change over time and therefore do not impersonate the behavioural patterns or the respective demographics of the underlying population (Jansen et al., 2021, p. 2). Those changes within behaviour and attitude among the population occur on a regular basis which is why it is from utmost importance to monitor and detect such transitions (Aspinall et al., 2001, p. 79f.). Hence, additional cycles of data collection are required to update current CPs in according with the target segment (Jansen et al., 2021, p. 2). Otherwise an incorrect persona conception might lead to friction between the real and perceived user segment which can result in decisions which are not user-centric as they can incur a false belief about the product or service of the respective company and thus result in a decreased user experience (Salminen et al., 2021, p. 2).

As previously mentioned personas belong to the customer centric approach and play an essential part for companies to pursue strategies which keep their existing customer base bound to the business (Alvarez et al., 2006, p. 222f.). Their intention is to increase the focus on the desires of the identified target group as information are grouped and brought to life (Miaskiewicz & Kozar, 2011, p. 419). Thereby information about the skills, abilities, motivations, concerns, goals, and the knowledge about the buyer persona can be collected (Rinjani & Dellyana, 2017, p. 101). This enables the possibility for personalised interactions

along each stage of the cycle and to create targeted marketing possibilities based on the decision making process of the individual customer which is appreciated and simultaneously expected by consumers nowadays (Korzeniowski, 2020, p. 28ff.). Marketing content needs to stand out as there exists a high competition within the market which is facilitated by the usage of personas (ibid, p. 30).

Not only the consumers benefit from the application of CPs in form of personalised interactions but also the company itself experiences advantages. First of all, detailed insights regarding the buying process can be collected where occurring problems are detected that can arise during the purchase phase or the phase of the usage of the product or service (Rinjani & Dellyana, 2017, p. 101). This enables that all participants within a project share the same understanding (Klepek, 2019, p. 888) and cohesion can be achieved on various department levels through a common customer perception (Korzeniowski, 2020, p. 30). The shared perception facilitates the identification process with the respected target group and enhances effective communication within project teams (Miaskiewicz & Kozar, 2011, p. 420) which positively influences the product positioning as an improved user design is facilitated (Salminen et al., 2021, p. 2). Lastly, by applying the accessible customer information data appropriately a company's competitive situation can be improved (Alvarez et al., 2006, p. 230). Based on the correct application of data a higher demand can be generated which ideally turns into higher revenues for companies that decide to integrate the concept of CPs (Korzeniowski, 2020, p. 31). To summarise personas can be defined as fictional archetypical characters that impersonate target groups representing their specific attributes, motivations, goals, and behavioural characteristics. Their intention is to represent a character with depth that is brought to life by the available qualitative and quantitative data stemming from interviews, online surveys, and observations. Hereby different methods are applied to cluster correlating topics into various personas which share commonalities such as pattern of behaviours, communication styles, and other preferences. Overall the concept of CPs can inherit a great amount of benefits for companies that decide to apply this method. Due to the customer centric approach desires, needs, and wants from consumers are detected and can be considered for product and/or service design decisions which ultimately results in a higher amount of revenues for a business. Caution is required during this process as misinterpreted data or outdated input can result in wrong product or service decisions as the customer base is not correctly portrayed.

3 Methods

As mentioned within the introduction part, the topic of this thesis deals with a subject that represents a real life issue and which is distinct for the company Curve Catch. Hence, a pure academic literature research approach would not be suitable in order to answer the initial research question. The mixed research approach which has been chosen for this thesis integrates quantitative and qualitative research methods with the intention to maximise the individual strengths and usefulness of both techniques (Williams, 2007, p. 69f.). As different research strategies are being applied research results can be better represented (Döring & Bortz, 2015, p. 17). Based on a deductive or inductive analysis research approach, theories can be formulated and tested in order to understand the underlying phenomenon (Williams, 2007, p. 70).

Traditionally for the creation of personas, qualitative data collection approaches such as interviews, surveys, and focus interviews have been applied (Jansen et al., 2021, p. 2). These qualitative research approaches represent unstructured research methods that make use of non-numerical data that is being used for further rendition possibilities of data analysis (Döring & Bortz, 2015, p. 16). For this thesis, empirical methods in the form of short focus interviews have been conducted. The characteristics of potential interviewee candidates should entail that they are of female gender, belong to different age groups, and originate from heterogeneous countries to ensure that different experiences have been encountered while shopping for lingerie. These candidates were retrieved from the immediate circle of acquaintances. In total five short focus interviews were conducted where each interview lasted about 10-15 minutes and covered seven to eight questions. The five interviews and their transcriptions can be found in the appendix under a. The questionnaire for the focus interviews was semi structured which allowed that questions were subjoined when the course of conversation allowed it. Applying this type of interview enables the researcher to receive more input from the respondents as their viewpoint can be individually considered (Rinjani & Dellyana, 2017, p. 103). The goal of the short focus interviews are to determine if the previously detected CPs by Curve Catch can also be found among potential customers within different markets outside of Belgium. The results will be created in a deductive manner where contentual categories will be created based on the interviews (Flick et al., 2004, p. 24). Hereby the qualitative content analysis is applied where different categories are being build that represent the different customer personas which are detected from the non-numerical data material (Döring & Bortz, 2016, p. 541). The categories represent the central element of the content analysis (Mayring, 2014, p. 37). Different techniques for systematic text analysis can be applied within the concept of the qualitative content analysis where the various degrees of context can be classified and main ideas represent

its primary content (Mayring, 2000, p. 2f.). Results were gathered based on inductive reasoning. Inductive reasoning implies that conclusions which were taken from specific conditions and are applied as a general principle (Döring & Bortz, 2016, p. 35). The key principle is hypothesizing a general rule which stands for a given set of observations (Kimmig, 2013, p. 1019). With the approach of inductive reasoning, new theories will be build and approved (Döring & Bortz, 2016, p. 35). Whilst inductive interpretations might give the possible evidence, they are never certain or logically necessary (Liew, 2015, p. 1).

As this thesis makes use of a mixed research approach, a questionnaire has been developed in order to be published as an online survey to cover the quantitative research approach. Hereby numerical data will be collected that can be further used for statistical methods with the software SPSS in regards to data analysis (Döring & Bortz, 2015, p. 15). The online survey has been shared among social media channels from the author of this thesis as well as among friends and family members. Additionally, the survey was shared on several websites to maximise the diversity of participants and to receive an insight about the potential customer base that lives outside of the borders of Belgium. These survey results were analysed based on deductive reasoning. Deductive reasoning implies that conclusions were taken from general rules to a specific matter (Döring & Bortz, 2016, p. 35).

4 Data collection and qualitative analysis

4.1 Identified customer personas by the company Curve Catch

In summer 2021 user interviews have been conducted by Curve Catch in order to understand and identify the different personas which are present among their existing customer base. Those user interviews represent an efficient method to understand customers as well as their underlying problems and needs (Özal & Münch, 2020, p. 3). Furthermore insights about consumer's interaction with the service, products, and their touchpoints among the buyer journey can be understood and applied accordingly to improve the personalised approach of customer interactions (Korzeniowski, 2020, p. 29).

Overall twelve interviews were conducted. Hereby three CPs were identified by Curve Catch: *fitting room quitters*, *size outcasts*, and *time starvers*. In order to understand the individual attributes and characteristics of the previously mentioned personas, a detailed qualitative analysis of the user interviews was accomplished. This allowed for a deeper understanding which user belongs to which CP and what are their individual characteristics and features. In the following paragraph the individual personas and their correlating attributes will be introduced.

Fitting room quitters were identified to be women that dislike the process of trying on the undergarment in the changing rooms within a store which is mostly due to the process of removing all their layers of clothing. Additionally, they do not seem to enjoy asking the shop assistants for help, recommendations or their opinions for specific items.

Size outcasts have the tendency to have difficulties finding a bra that fits perfectly in regards to the fit of the cups and the underwire. Especially when shopping for bras of different brands this seems to be a reoccurring issue that the consumers experience. Some users have mentioned the unawareness of their correct size due to a lack of knowledge on how to take measurements correctly or due to recent weight fluctuations. Shopping for lingerie is connected with a feeling of frustration and disappointment. Often there exists a discrepancy of the fit, style, and the comfort of the undergarment that is being purchased. Hence, full contentment is hard to achieve.

Time starvers are customers that regard the shopping procedure of undergarment especially the process of looking at the available styles and the try-on process as a waste of time as there exist low interest in lingerie shopping in general. Their priority lies on other, more important element that are superior to them than lingerie shopping. Mostly time starvers prefer to shop on their own and prefer not to interact with the shop assistant.

During the analysis of the user interviews it has been noted that a consumer can be assigned to more than one of the previously identified CPs. This implies that a consumer can embody characteristics and attributes of all three detected personas to a different extend. Hence, the assumption has been made that the concept of CP is a fluid phenomenon where several possibilities of combination of attributes and characteristics exist and clear persona affiliations are difficult to determine.

4.2 Identified customer personas from focus interviews and online forum findings

As mentioned within the previous chapter, short focus interviews were conducted. The intention was to analyse if the three personas which were detected and defined during Curve Catch's user interviews in summer 2021, can be found outside of the company's customer base. The script of the focus interviews consisted of seven to eight questions. Dependent on the natural course of the conversation some questions were left out or added if the flow of the discussion allowed that. The set of questions were developed in close connection with the initial series of queries that were asked during the user interviews executed by Curve Catch. Reason for that was to ensure a certain degree of similarity between the answers from the user interviews and the focus interviews conducted for this thesis. This allowed the possibility to associate the interviewees with the three CPs while simultaneously being open for further explorations of additional

personas if the answers indicate that. Overall five short focus interviews were held with women from the immediate circle of acquaintances. As already mentioned, the participants were chosen because of their variances in age, social circle, country of origin, and occupation. Hereby the intention was to receive as many insights as possible and to develop an understanding of the possible existing CPs in other countries than Belgium. Even though the interviewees could be associated with the identified personas from Curve Catch, not always a perfect overlap has been perceived. While trying to match the interviewees with the characteristics and attributes of the three personas it has been recognised that women can belong to more than just one customer identity as previously assumed, which implies that it is possible to inherit individual attributes and characteristics of various CPs to a certain degree. Taking anonymous 2 as an example shows that this interviewee would have been initially recognised as a size outcast as she stated to experience difficulties finding a bra which fits due to the misalignment of the available cup size and underwire length (Anonymous 2, personal communication, 2022, II. 62ff.). Simultaneously she has stated that she does not enjoy the try-on process of undergarment within bigger shops (Anonymous 2, personal communication, 2022, II. 59). Hence, anonymous 2 inherits characteristics from the personas size outcast as well as fitting room quitter. Another example resembles anonymous 4. This interviewee could be associated initially as a size outcast due to her cups size and the correlating problems that she experiences when shopping for lingerie (Anonymous 4, personal communication, 2022, II. 123f.). During the interview process she emphasised the general dislike of removing her clothes in order to try on the undergarment in the changing rooms (Anonymous 4, personal communication, 2022, II. 139). Furthermore, spending a lot of time in order to find an underwear item is something that is connected to be undesirable by her (Anonymous 4, personal communication, 2022, II. 140-143). According to her description, anonymous 4 inherits attributes from all three customer personas. Besides the discovery of the ambiguity of the concept of CPs, indications of other existing personas were detected. Two out of the five interviewees emphasised that the price is a crucial factor when they were asked to describe their lingerie shopping behaviour. “The price is very important” (Anonymous 3, personal communication, 2022, II. 115). Either the amount of money that will be spend has always been a decisive factor for a purchase decision (Anonymous 1, personal communication, 2022, II. 36f.) or a high amount of money spend on a lingerie item appears not as justifiable (Anonymous 3, personal communication, 2022, II. 92f.). Hence, the concern was raised if more personas exist within the lingerie customer market. Hereby an intensive research in relevant online forums and blogs has been conducted to analyse and identify other possible personas as well as their correlating characteristics and attributes. The forums and blogs which

have been studied and analysed were: a bra that fits via reddit, bratabase, busenfreundinnen, you-look-fab, and digital spy. Thereby the existence of the previously identified personas *fitting room quitters*, *size outcasts*, and *time starvers* was validated which allowed for a completion of their profile description. Furthermore, additional three CPs were able to be identified which were named *money savers*, *comfort seekers*, and *perfect fit*. The following paragraph will introduce the final six personas and their correlating characteristics and attributes.

Fitting room quitters are customers that strongly dislike the process of trying on the lingerie items within the changing rooms of a store. Removing all the layers of clothing and standing semi-naked in front of a mirror with non-optimal lighting conditions in the changing rooms is something that is not considered as enjoyable but rather connected with the feeling of being annoyed. Additionally, fitting room quitters do not seem to like asking the shop assistants for help, recommendations or their personal opinions for items.

Size outcasts can be defined as consumers that experience difficulties finding a bra which fits perfectly. This persona often experiences a mismatch between the cup size and the scope of the underwire as one seems to fit perfectly whereas the other is either too small or too big. Sometimes women of this persona group experience the phenomenon to be between two cup sizes which is the reason for their own size unawareness. Hence, being measured by the shop assistant within a store is a service which is appreciated and utilised. A feeling of frustration and disappointment is associated with the process of lingerie shopping as there often exists a discrepancy of the fit, style, and the comfort of the undergarment that is being purchased. Thus, full contentment is hard to achieve.

Time starvers regard the process of lingerie shopping as a waste of time. Women that can be connected to this persona do not enjoy spending their time in lingerie boutiques, trying on different items, and going through the available styles within a store. Their prioritisation lies elsewhere. Mostly time starvers prefer to shop on their own and not to interact with the shop assistant.

Money savers have a fixed amount of money internalised that is intended to be spend on a lingerie item which will not be exceeded. Consumers of this persona are in general unwilling to splurge on lingerie which is the reason why they don't shop at expensive boutiques but rather at warehouses and big chains that offer undergarment items within a certain price range. Money savers are price sensitive customers and tend to go to the same shops once they have found a store which aligns with their priorities. There is no strongly positive nor negative feeling connected with lingerie shopping.

Comfort seekers can be defined as consumers which prioritise the feeling of comfort of undergarment. Their preferred lingerie item is a sports bra or a bralette as they connect a classical bra that holds an underwire and formed cups as uncomfortable. This longing for comfort has been often developed during the pandemic when people tend to work predominantly from home. Simultaneously it can be stated that women who prefer these style do not have a large bust size. Overall they don't experience the feeling of excitement for lingerie shopping.

Lastly as a *Perfect fit* are those customers considered that have found the perfect bra from their preferred lingerie brand after experiencing several trial and error purchases. Women that belong to this persona enjoy giving recommendations to friends and family members. Consumers experience a general feeling of excitement when shopping for undergarment as they love the holistic experience and regard lingerie shopping as a way of treating themselves.

4.3 Online survey compilation and distribution

In order to explore the occurrence of the six defined CPs among potential consumers, quantitative data is required. Therefore, a questionnaire in form of an online survey has been developed and published to receive as many insights in form of numerical data as possible from women worldwide. A survey resembles an approach which gathers information from individuals about their behaviours, expectations, knowledge, attitudes, and beliefs (Scheuren, 2004, p. 10). It has to be highlighted that a survey solely represents one element of an information gathering process (Sue & Ritter, 2012, p. 3). This form of obtaining information is normally carried out before the establishment of a new product or the entrance of a new market (Scheuren, 2004, p. 10). Previously conducted focus interviews can support the development process of survey questionnaires (Sue & Ritter, 2012, p. 3). The results should be presented in an anonymously form that does not enable associations to any individual participant (Scheuren, 2004, p. 10). Several benefits can be connected with the usage of online surveys. First of all internet surveys can be applied for a wide range of subjects (van Selm & Jankowski, 2006, p. 436). It also represents the most cost efficient form when a high number of participants is emphasized as more respondents can be contacted (Sue & Ritter, 2012, p. 10). Nowadays more people have access to the internet which results in a higher response rate (Evans & Mathur, 2005, p. 196f.). Because many potential consumers can be contacted this approach is particularly attractive for studies that focus on a large geographic region (van Selm & Jankowski, 2006, p. 438). Especially for sensitive topics online surveys provide the anonymity that can influence the response rate and communication of personal opinions positively (ibid.,

p. 437). Furthermore, internet surveys are time efficient as the speed of distribution allows interactions with participants almost at real-time (Evans & Mathur, 2005, p. 198). Lastly, a major benefit of online surveys is that different types of questions can be included like multiple choice, single-response, close-ended, and open-ended questions (ibid., p. 199). This allows for a wide range of evaluation methods. Taking the benefits of online surveys into consideration, especially the possibility to cover a high number of participants from various geographic locations and the option to include different question types has led to the decision for the conception and distribution of an online survey questionnaire for this thesis.

Overall the survey consisted of 21 questions. Hereby, the total length needs to be considered as a high number of questions will negatively impact the response rate and the motivation to complete the questionnaire (van Selm & Jankowski, 2006, p. 438). The survey can be divided into three blocks that focus on different aspects of the respondents attitudes and shopping behaviour. The first block starts with eight questions that cover the general purchasing behaviour in regards to lingerie shopping. Following that, six questions intend to investigate the attitude towards undergarment and the shopping process. This allows to draw connections to the previously defined CPs and to investigate to which extend a respondent inherits characteristics from the individual personas. Each of those six statements were linked to a CP which the respondents were ask to rank depending on the degree the statement was applicable to them. Then, the ranking received an individual scoring which allowed to calculate the individual degree of characteristics that an average respondents within the different countries inherits. The last set of questions deals with the demographics of the participants. The full scope of the online survey and its questions can be seen in the appendix under b. The survey was distributed via different channels. Firstly it has been shared on social media channels of the author, specifically speaking via Instagram and Facebook as well via WhatsApp. Friends and family members have distributed the survey among their immediate circle of acquaintances. Moreover, the survey has been spread on the following websites: reddit, bratabase, Pollpool, and different Facebook groups where surveys are being published and shared.

Thereby, 319 responses were collected from 16 different countries where 234 were completed and could be used for further analyses. To ensure that there is enough data for a quantitative approach that can complement the qualitative analysis, four countries were selected: Germany, the USA, Portugal, and the UK as these were the geographical areas that provided enough data for further statistical analyses.

5 Discussion of findings

5.1 Germany

5.1.1 Demographical facts

Applying descriptive statistics, the current investigation has uncovered important findings about the demographic characteristics of Germany. The dataset captured in Table 5 unveils a preponderance of individuals within the age group of 25-32 years, comprising the highest occurrence at approximately 53% of the sampled population. Subsequently, respondents falling within the 33-40 age group contribute around 14%, while those surpassing the age of 55 account for roughly 12% of the respondents. Examining Table 6 in the appendix, section c, reveals that a considerable share of potential customers in Germany, approximately 37%, possess a bachelor's degree or a comparable educational attainment, followed by graduates with master's degrees constituting 24% of the sample. Conversely, around 21%, hold an educational level below high school graduation. Furthermore, the analysis of Table 7 exposes that approximately 50% of respondents are engaged in full-time employment, with part-time employment arrangements representing 19% of the surveyed individuals. Notably, students account for 15% of the participant pool. Table 8 delves into the realm of monthly net income within Germany, revealing a uniform distribution among the respondents, where 33% earn above 2500€ compared to 20% falling within the income range of 2001€ to 2500€. Additionally, more than 70% of the respondents are city residents, while rural areas accommodate 10% of the sample, and approximately 16% inhabit towns, as explicated in Table 9 in the appendix.

5.1.2 Shopping behaviour

To comprehend the shopping behaviour within Germany, a thorough analysis has been undertaken herein. The findings, presented in Table 10 of the appendix, reveal that over 58% of respondents prefer a combination of online and offline shopping, closely followed by approximately 18% who exclusively engage in offline shopping, and roughly 13% who exclusively choose online shopping. Focussing on the willingness to spend on a bra, the mean value indicates that German respondents are willing to allocate slightly over 40€ for this item. The standard deviation of 27 signifies considerable dispersion of data, indicating substantial deviations from the mean. Regarding the frequency of lingerie shopping, the mean value indicates that potential customers in Germany undertake approximately three shopping trips per year, as outlined in the accompanying table 11. Additionally, it is discerned that the preferred shopping item among German respondents is the purchase of a slip and a bra together, constituting 63% of preferences. Purchasing slips and bras separately is infrequent and not as

in demand. By excluding the category of slips and bras, whether together or separately, it becomes evident that among bralettes and sports bras, the latter is the favoured choice, with over 60%. Within Germany, the majority of online orders encompass 3-5 items, accounting for 42% of responses, followed by 1-2 items, as indicated by 24% of the respondents. Moreover, 19% of participants stated that online shopping is not a medium they utilise. Notably, a significant portion, 41%, do not engage in returning any purchased items, or returning 1-2 items which also makes up 41% of respondents. Tables 16-18 within the appendix outline the preferred payment methods by ranking. PayPal emerges as the most favoured payment method, with 54%, followed by electronic bank transfer, encompassing 41%, while the usage of debit cards constitutes 60% in the final round of analysis where other options were eliminated. To rank the factors deemed significant by German customers when engaging in online shopping, multiple rounds of analysis have been conducted, as documented in tables 19-24 in the appendix. The most crucial factor, as experienced by Germans, is free shipping, with 56% expressing its importance. This is followed by free return costs, a large assortment of items, and comprehensive product imagery from multiple angles. Conversely, personal recommendations displayed on the landing page and showcasing products on diverse body and skin types are perceived as less desirable factors.

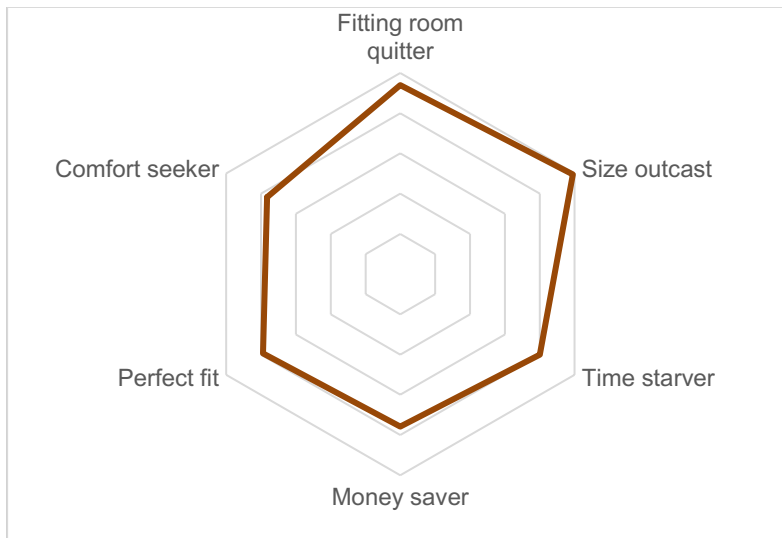
5.1.3 Identified customer personas

The analysis of the present customer persona has numerically confirmed the previously made assumptions that customers belong to more than one CP. This inherits that all CPs are represented within the German market among the potential customer base, simply to a different degree. The following graph and table illustrate and provide numerical evidence of the verified assumption.

Table 1: Average customer persona distribution in Germany

Average customer distribution in Germany – all ages	Score of the average customer
Fitting room quitter	23,49
Size outcast	24,76
Time starver	20,00
Money saver	18,95
Perfect fit	19,72
Comfort seeker	19,11

Figure 1: Average customer persona distribution in Germany



Looking at figure 1, the different CPs are reflected and their individual degree in which they are being represented within Germany by an average potential customer. Taking table 1 into consideration it becomes clear that the most present persona within Germany is the *size outcast* with almost 25 points, closely followed by the *fitting room quitter*, scoring around 23 points. The persona *money saver* is the one which is being least represented among the German customer base and the remaining CPs *time starver*, *perfect fit*, and *comfort seeker* scored similar numerical results.

5.2 United Stated

5.2.1 Demographical facts

Applying descriptive statistical analyses, some significant insights regarding the demographical characteristics within the USA were generated. Table 5 reveals that the predominant age group representation comprises individuals aged 25-32 years, accounting for the highest occurrence at approximately 52%. Subsequently, respondents falling within the age brackets of 33-40 years and 18-24 years account for proportions of approximately 15% each. Analysis of Table 6, featured in the appendix, demonstrates that more than 45% of potential customers in the USA possess a bachelor's degree or an equivalent educational qualification, with master's degree holders constituting 40% of the sample population. Moreover, examination of Table 7 reveals that around 52% of the respondents are engaged in full-time employment, with self-employed individuals comprising almost 17% of the sample. Detailed in Table 8, the monthly net income within the USA ranges from approximately 1501\$ to above 2500\$, with each income category representing roughly 25% of the respondent distribution. Notably, the city residents account for

80% of the total population, while rural areas accommodate a mere 3% and towns encompass 16% of the sample, as stated in Table 9 within the appendix.

5.2.2 Shopping behaviour

In order to define the shopping behaviour within the USA, an analysis of the respective survey questions has been undertaken. The results, presented in Table 10 of the appendix, demonstrate that 48% of respondents prefer a hybrid approach, engaging in online and offline shopping. Following closely behind, approximately 41% of respondents solely partake in online shopping, while the prevalence of pure offline shoppers is relatively scarce, constituting a mere 3% of responses. Focussing on the willingness to spend on a bra, the mean value indicates that respondents from the USA are inclined to allocate slightly over \$47 for such an item. This is accompanied by a standard deviation of 24, suggesting significant dispersion of data points, signifying considerable variability from the mean. Regarding the frequency of lingerie shopping, the mean value elucidates that potential customers in the USA undertake approximately three shopping trips per year, as outlined in Table 11. Furthermore, analysis reveals that the preferred shopping item among USA respondents is bras, accounting for 50% of preferences, followed by slips and bras purchased together, representing 34%, and bralettes with 12%. By excluding the category of slips and bras, whether together or separately, it becomes evident that among bralettes and sports bras, the latter is the preferred choice, accounting for over 100%. In terms of order composition, the majority of purchases within the USA encompass 1-2 items, representing 43% of responses, followed by 3-5 items, as indicated by 29% of the respondents. Moreover, 20% of participants disclosed that online shopping is not a medium they utilise. Notably, a significant portion, 60%, do not engage in returning any purchased items, while 27% of respondents reported returning 1-2 items from their orders. Tables 16-18 within the appendix outline the preferred payment methods, ranked from one to three. The prevailing payment method in the USA is the credit card, accounting for 80%, followed by PayPal and debit card, each representing 47%. To establish a ranking of the factors deemed crucial by American customers when engaging in online shopping activities, multiple rounds of analysis have been conducted, as evidenced in tables 19-24 in the appendix. The most significant factor identified is free shipping, with 54% of respondents emphasizing its importance. This is closely followed by the consideration of free return costs, a wide selection of items, and comprehensive product imagery showcasing the product from various angles. Conversely, personal recommendations provided on the landing page and the presentation of products on diverse body and skin types are perceived as less desirable factors.

5.2.3 Identified customer personas

As previously mentioned, the following table and graph allow for a visual and numerical understanding of the presence of CPs within the USA.

Table 2: Average customer persona distribution in the United States

Average customer distribution in the USA – all ages	Score of the average customer
Fitting room quitter	22,07
Size outcast	21,93
Time starver	20,33
Money saver	20,85
Perfect fit	19,49
Comfort seeker	21,33

Figure 2: Average customer persona distribution in the United States

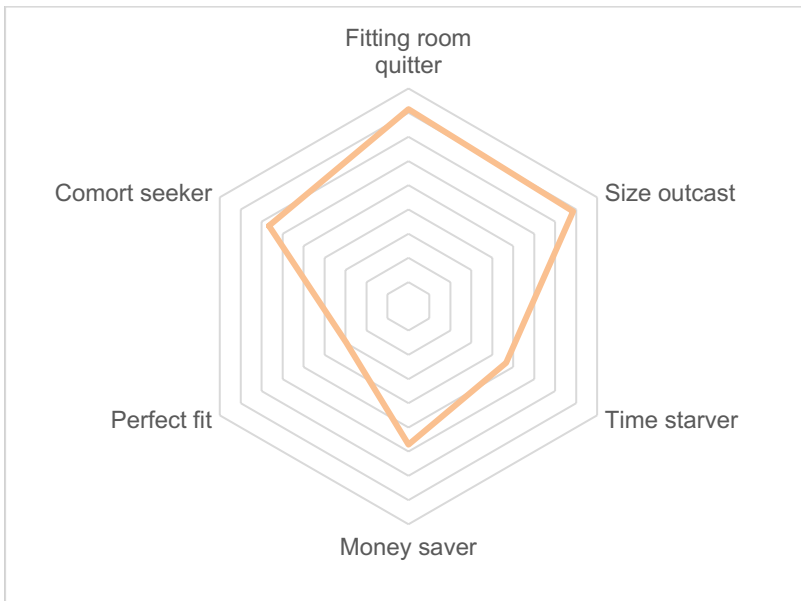


Figure 2 shows the distribution of the different CPs among the respondents from the USA. It is easy to detect that the CP perfect fit is not strongly represented among the respondents. Considering table 2 which provides numerical information also confirms the initial finding. The most present CP within the USA is the persona fitting room quitter scoring 22 points, closely followed by the size outcast, and comfort seeker scoring each around 21 points. Money saver and time starver seem equally distributed with around 20 points whereas the persona perfect fit resembles the least present CP.

5.3 Portugal

5.3.1 Demographical facts

Utilising descriptive statistics, the present study enables to derive insights about demographic characteristics within the context of Portugal. Notably, the data in table 5 unveils that the predominant demographic cohort consists of individuals aged between 18 and 24 years, accounting for approximately 43% of the sample. Subsequently, respondents of the 25-32 age bracket constitute approximately 40%, while those aged between 33 and 40 years represent a modest proportion of approximately 15%. Table 6 in the appendix, section c, demonstrates that approximately 50% of potential customers in Portugal possess a master's degree or its equivalent, with bachelor's degree holders constituting 43% of the sample. Moreover, Table 7 reveals that approximately 50% of respondents are engaged in full-time employment, while nearly 19% are involved in part-time work arrangements. Furthermore, 12% of respondents are identified as students. Regarding income distribution, as illustrated in Table 8, the majority of individuals in Portugal exhibit a monthly net income within the range of 1001€ to 1500€. Approximately 25% of respondents earn less than 1000€ per month, or fall within the income bracket of 1501€ to 2000€. Furthermore, the data from Table 9 in the appendix indicate that over 93% of the respondents reside in cities, while the remaining percentage resides in rural regions.

5.3.2 Shopping behaviour

To comprehensively comprehend the shopping behaviour within Portugal, an analysis of the survey questions was conducted. The findings presented in Table 10, available in the appendix, reveal that the majority of respondents, accounting for 41%, prefer offline shopping. This is followed by 34% of respondents who engage in both offline and online shopping, while 17% solely opt offline purchases after an initial online search. The mean value indicates that respondents from Portugal are willing to allocate slightly over €30 for a bra. The standard deviation of 11 implies that the data points are relatively concentrated, suggesting a narrower range of responses. Turning attention to the frequency of lingerie shopping, the mean value provides an indication that individuals in Portugal go lingerie shopping approximately three times a year. Furthermore, the preferred shopping item among Portuguese respondents are slips and bras purchased together, comprising 75% of preferences, followed by separate purchases of slips and bras. Upon excluding the category of slips and bras, whether purchased together or separately, it becomes evident that among bralettes and sports bras, the sports bra emerges as the preferred choice, surpassing 100% preference. In Portugal, approximately 53% of

respondents indicated their non-participation in online lingerie shopping. Furthermore, within online orders, a substantial proportion of respondents, 18%, tend to purchase 3-5 items, while 15% prefer 1-2 items. It is notable that Portugal exhibits a lower rate of item returns, with 65% of respondents reporting no returns for their purchased items. This finding aligns with the significant portion of the customer base that abstains from engaging in online shopping altogether. Following this, 31% of respondents expressed their likelihood to return 1-2 items. Tables 16-18 in the appendix outline the preferred payment methods, ranked from one to three. PayPal emerges as the most preferred payment method in Portugal, representing 80% of respondents, followed by the debit card. To discern the factors deemed important by Portuguese customers when engaging in online shopping, several rounds of analysis have been conducted, as depicted in tables 19-24 in the appendix. The most crucial factor identified for online shopping purposes is free shipping, as emphasized by 59% of respondents. This is closely followed by considerations of free return costs, a wide selection of items, and comprehensive product imagery showcasing the product from various angles. Conversely, personal recommendations provided on the landing page and the presentation of products on different body and skin types are perceived as less desirable factors.

5.3.3 Identified customer personas

The following graph and table visualise the average persona distribution within Portugal with a numerical complementation.

Table 3: Average customer persona distribution in Portugal

Average customer distribution in Portugal – all ages	Score of the average customer
Fitting room quitter	24,38
Size outcast	18,97
Time starver	20,28
Money saver	21,81
Perfect fit	20,94
Comfort seeker	19,63

Figure 3: Average customer persona distribution in Portugal

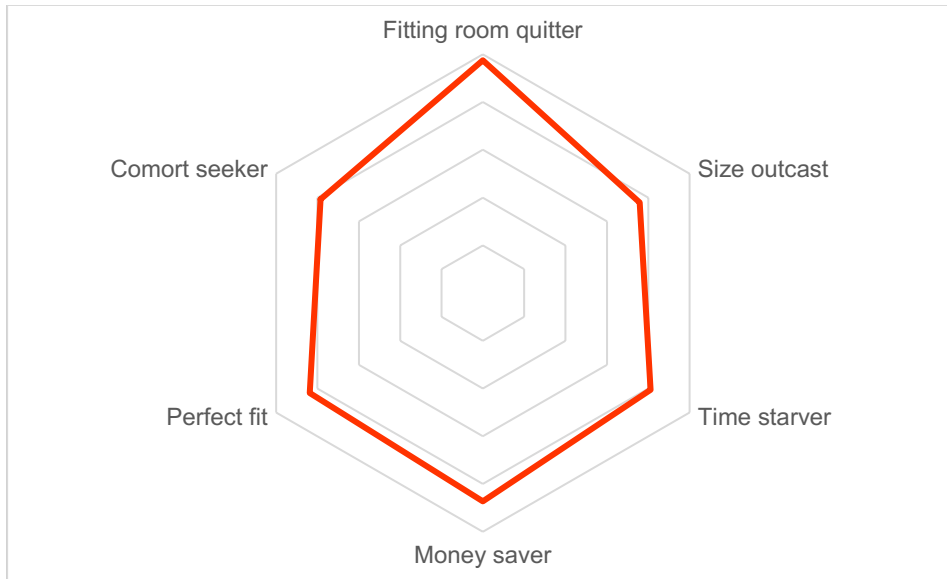


Figure 3 shows the distribution of the different CPs among the respondents from Portugal. Hereby it is clear to detect that the persona *fitting room quitter* is strongly represented with around 24 points, followed by *money saver* that scored 21 points. *Perfect fit* and *time starvers* represent the centre of the distribution with 20 points, whereas *comfort seeker* and *size outcast* are the least present CPs with 19 points.

5.4 United Kingdom

5.4.1 Demographical facts

By employing descriptive statistics, valuable insights into the demographic characteristics of the United Kingdom could have been aggregated. Table 5 reveals that the age group most prominently represented is individuals aged between 25-32 years, constituting the highest occurrence at approximately 71% of the sample. Furthermore, around 12% of respondents fall within the age group 33-40. The analysis of Table 6 in section c of the appendix demonstrates that more than 60% of potential customers in the UK possess a bachelor's degree or an equivalent qualification, while master's degree holders constitute 32% of the sample. Moreover, Table 7 highlights that approximately 80% of the respondents are engaged in full-time employment, with self-employed individuals representing nearly 10%. Table 8 indicates that the monthly net income in the UK predominantly falls within the range of 1501£-2000£, encompassing almost 60% of the sample. Notably, 25% of respondents earn around 2001£-2005£ pounds per month, while approximately 10% receive a monthly income between 1001£-1500£. Furthermore, over 90% of the population reside in cities, with rural areas accounting for 3% and towns constituting 6%, as stated in Table 9 in the appendix.

5.4.2 Shopping behaviour

To comprehensively understand the shopping behaviour in the UK, an analysis of the respective survey questions is undertaken. Table 10, found in the appendix, demonstrates that a majority of respondents (48%) exhibit a preference for both offline and online shopping, followed by 41% who solely engage in online shopping. Subsequently, the mean expenditure reflects respondents' readiness to allocate slightly over £34 for a bra. The standard deviation of 12 implies that the data points are relatively concentrated, indicating a narrower range of responses and a degree of uniformity. Turning attention to the frequency of lingerie shopping, the mean value indicates an average of three shopping occasions per year. However, the high standard deviation signifies a substantial variability in responses, with diverse patterns, as illustrated in Table 11. The preferred shopping item among UK respondents is the are slips and bras purchased together, accounting for 58%, followed by individual preferences for bras and bralettes at 19%. In terms of shopping quantities, approximately 38% of UK respondents indicate purchasing either 1-2 items or 3-5 items, with an equal distribution between the two categories. Notably, the UK exhibits a relatively low rate of item returns, as 51% of respondents reported no returns, while just over 30% indicated returning 1-2 items from their orders. Tables 16-18 in the appendix present the ranking of preferred payment methods. PayPal emerges as the most favoured payment option in the UK, with 45% of respondents selecting it, followed by credit cards and debit cards. To rank the factors perceived as important by UK customers in the context of online shopping, multiple rounds of analysis were conducted, as depicted in tables 19-24 of the appendix. The most crucial factor identified for online shopping purposes is free shipping, emphasised by 59% of respondents. This is closely followed by free return costs, a diverse selection of items, and comprehensive product imagery showcasing various angles. Conversely, personal recommendations on the landing page and product demonstrations on different body and skin types are perceived as less desirable factors.

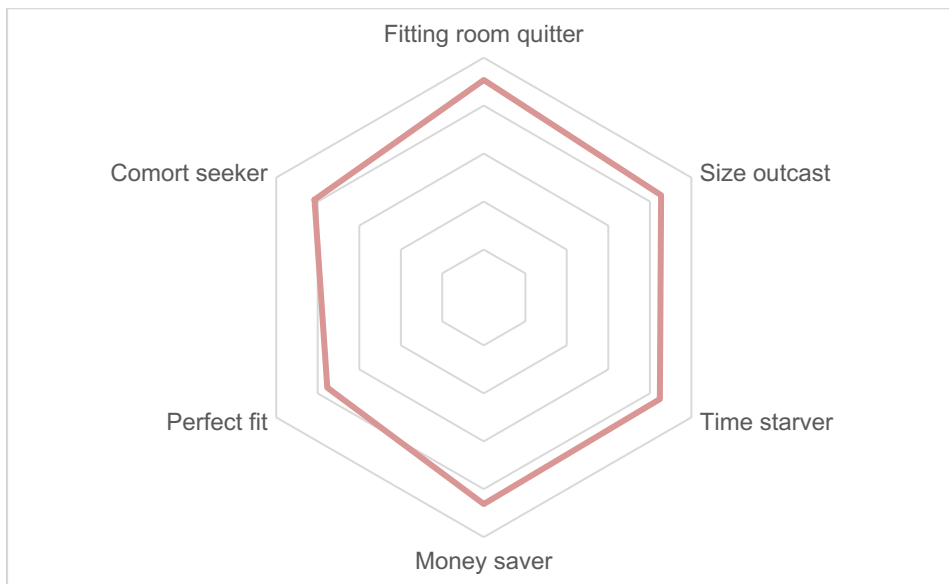
5.4.3 Identified customer personas

Lastly, figure 4 visualise the individual degree of persona distribution within the UK considering numerical representations in form of table 4.

Table 4: Average customer persona distribution in the United Kingdom

Average customer distribution in the UK – all ages	Score of the average customer
Fitting room quitter	22,68
Size outcast	21,35
Time starver	21,19
Money saver	21,55
Perfect fit	18,84
Comfort seeker	20,39

Figure 4: Average customer persona distribution in the United Kingdom



Within the UK, a more equal distribution of CPs is visible even though it is visible that the persona *perfect fit* is the least present CP within the UK scoring 18 points. Again, the persona *fitting room quitter* is the CP which is represented the most scoring almost 23 points. The remaining personas *money saver*, *size outcast*, *time starver*, and *comfort seeker* reach a similar scoring with around 20-21 points.

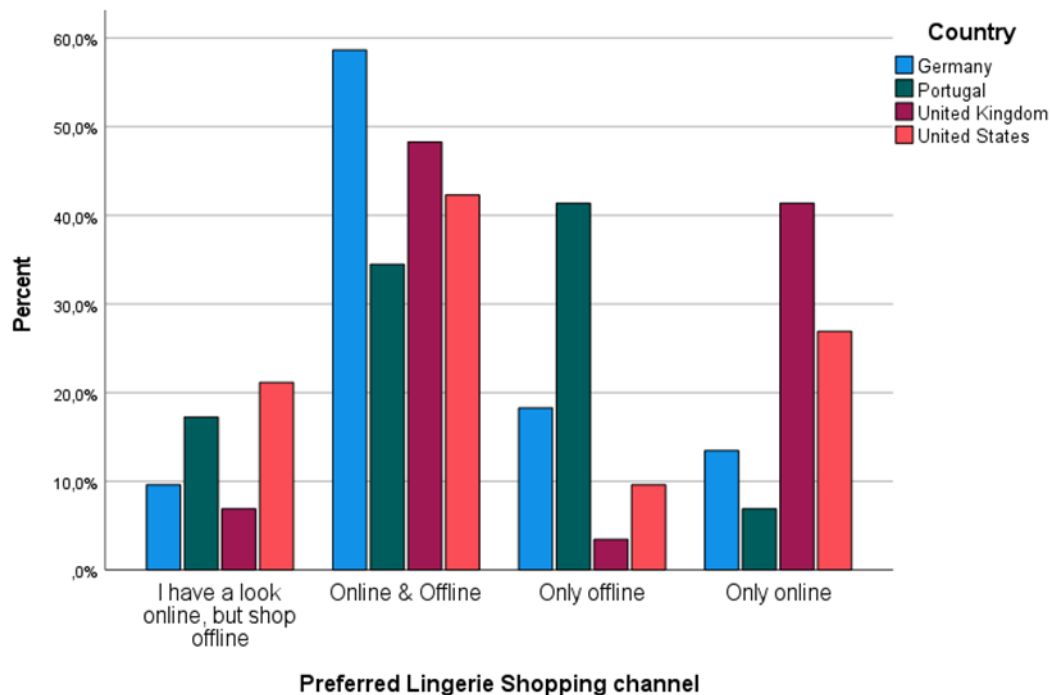
5.5 Hypotheses testing

In order to be able to make assumptions about the population and simultaneously potential customer base within the countries Germany, USA, Portugal, and the UK, hypotheses are being defined and tested with different statistical techniques. The definition of hypotheses which are being investigated were derived from the descriptive analysis which has been previously carried out within this thesis.

H1: Respondents from the UK are more inclined towards online shopping than respondents from Germany and Portugal.

Table 10 within the appendix shows the corresponding crosstabulation that initiated that hypothesis. For the further investigation of the hypothesis, responses which selected that they do not have a preferred lingerie shopping channel, were excluded from the analysis. Hereby the approach chi-square test for testing hypotheses has been selected. The results as shown in table 25 and 26 results show that there are significant differences across countries addressing preferred shopping channels. The level of significance $<0,001$ proves it statistically. Also within the graphic below it is visible that the USA and the UK are more present within the categories only online and online & offline. In comparison Portuguese respondents have a higher tendency to shop offline. The hypothesis is hereby confirmed.

Figure 5: Shopping channel preferences by country



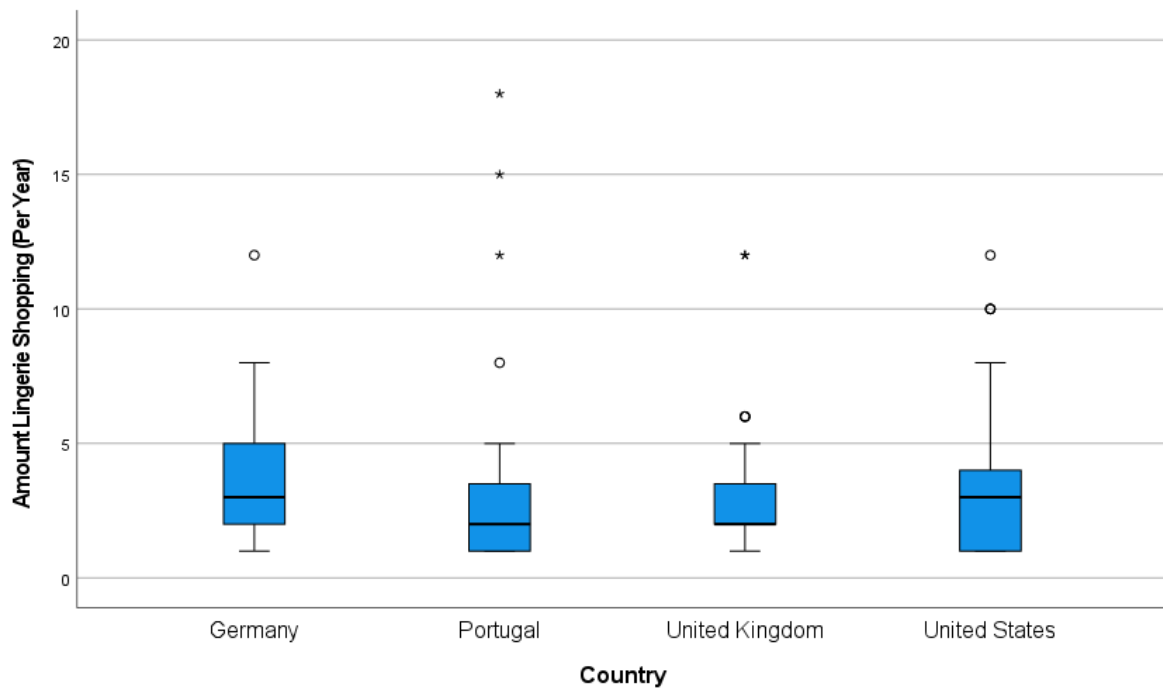
H2: The feature free return costs is more important to respondents under the age of 32 years than to respondents above the age of 32 years.

Again, the chi-square test has been applied to test this hypothesis. The features free return and free shipping were contrasted with any other option. The result of the analysis does not give insight about any specific differences as the tables 27 and 28 display because the level of significance is $>0,001$. Statistical relevance cannot be achieved. Hence, the hypothesis cannot be confirmed.

H3: The number of lingerie items that are shopped per year vary across countries.

As a normal distribution among the answers was not given, the Kruskal-Wallis test was chosen to be performed as a non-parametric alternative. The test statistics of table 29 shows that significant differences across countries exist. The figure 6 displays these differences graphically, that Germany inherits a higher median as well as an overall higher distribution. Hypothesis is confirmed.

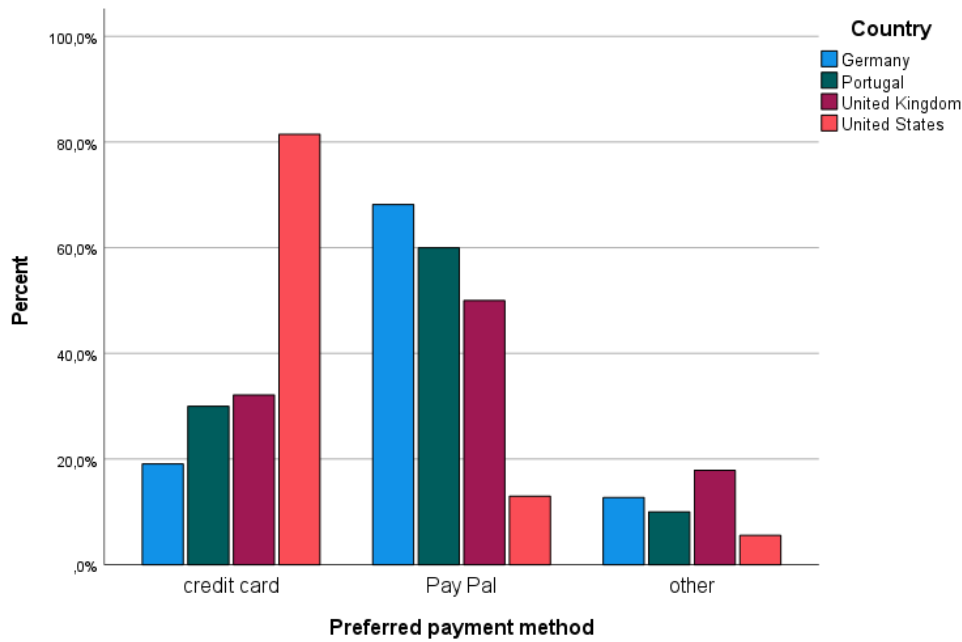
Figure 6: Hypothesis 3 Boxplots of yearly shopping sprees across countries



H4: The preferred payment method varies across countries.

The chi-square test has been chosen to analyse the hypothesis. To meet the assumption test requirements, categories of payment methods were merged. PayPal and credit card payment possibilities are contrasted with the group other, divided by country. People without preferences were excluded. Tables 32 and 33 show significant differences between the countries. As highlights within the figure 7, credit card payment options are preferred within the USA whereas PayPal is more dominant in the German market. Hypothesis is confirmed.

Figure 7: Hypothesis 4 preferred payment method by country



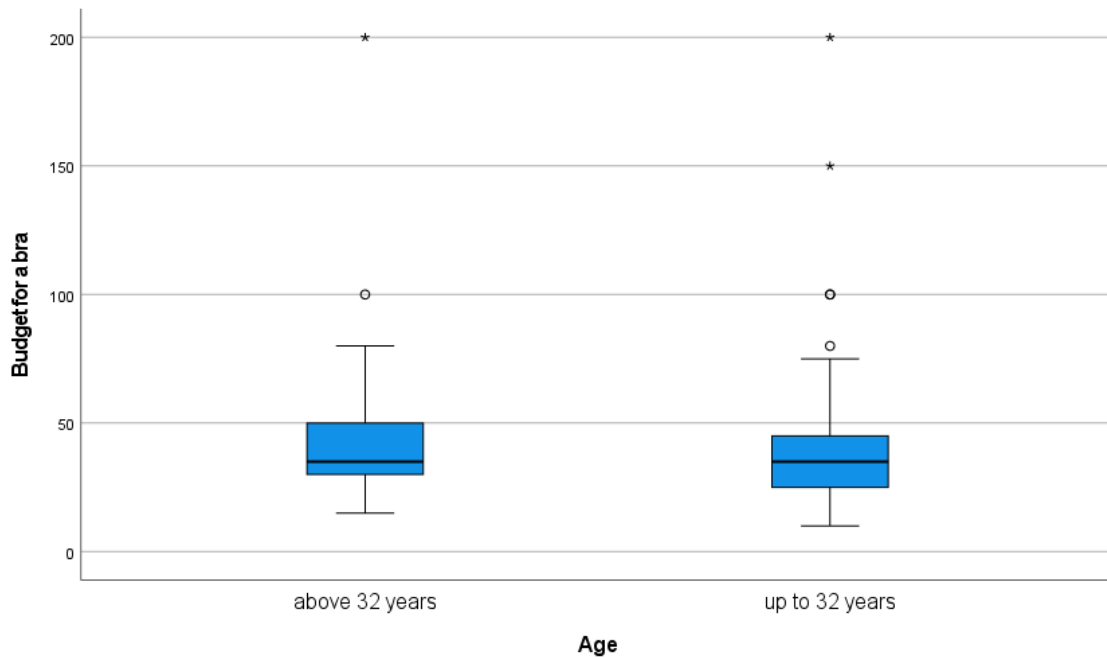
H5: Respondents living in cities order less online than respondents within cities.

Again, the chi-square test is used for testing purposes. Respondents without shopping channel preference were excluded to compare city habitants with habitants from rural areas and towns. The test shows that there are no significant differences detectable as the significant level is $>0,001$ in the tables 35 and 36. The distribution highlights that there is a tendency for those living in a city to shop more offline than the comparison group. Hence, the hypothesis has to be rejected.

H6: Respondents below the age of 32 years tend to spend less money on a bra than respondents above 32 years.

As normal distribution is not given, the U-test need to be applied. The test result which can be seen in the appendix under the table 37 & 38. The following figure representing the boxplot of the different defined age groups only show minor differences. As a result. The hypothesis has to be rejected.

Figure 8: Hypothesis 6 Boxplot age and willingness to spend



H7: Respondents below the age of 32 years prefer PayPal as a payment method than respondents above 32 years.

The chi-square test is used for this statistical analysis. The payment method was reduced to three categories in order to meet the assumptions of the test. The merged responses can be seen in the crosstabulation table 39. No significant differences were able to be detected within the tables 40 and 41 as the significant level was $>0,001$. However, a tendency was able to be detected within table 39 that respondents under the age of 32 selected PayPal more frequently as their preferred payment method. The hypothesis has to be rejected.

6 Conclusion

6.1 Summary

The fast paced technological development as well as the occurrence of the pandemic has altered the service and product expectations of customers. A possibility to purchase products online became inevitable for consumers as behavioural patterns began to change which required alterations within the business world as changes were recognised across industries – also within the lingerie sector. This is from utmost importance for the online lingerie retailer Curve Catch as intentions to expand their business are being taken into consideration. To better understand and reach the customers, their underlying needs, wants, and motivations need to be understood. Here, customer personas should be applied. Customer personas resemble archetypes characters that are fictional and inherit typical characteristics of the target audience that is trying to be

reached. With the help of qualitative and quantitative data the correct user groups can be identified with the required depth. Attention has to be paid for the correct balance of displayed information as too many details hinder the identification process of potential customers but simultaneously enough details need to be provided to create emphasis with a customer persona. To be able to identify potential customer personas within the lingerie sector, qualitative and quantitative data in form from user interviews, focus interviews, qualitative research, and the distribution of an online survey, has been collected and analysed. The findings of the qualitative research detected six customer personas that are present among the potential customer base. These identified customer personas are *fitting room quitter*, *size outcast*, *time starver*, *money saver*, *perfect fit*, and *comfort seeker*. While conducting the qualitative research and analysing the findings, the assumption of a fluid concept of customer personas arose as interviewees displayed that more than one persona can be connected to their needs, desires, and experiences. Hence, qualitative data was collected in form of an online survey to investigate the assumption whereby the focus was laid on the four countries: Germany, USA, Portugal, and the UK.

To answer the research question a detailed analysis of the respective countries has been undertaken. Every country has specific findings that need to be considered individually by Curve Catch in order to ensure the right approach for market expansion possibilities. Starting with Germany, it was detected that the majority of respondents were from the age group 25-32 years, hold an academic degree, and live mostly in cities. They are full-time employed and earn most commonly above 2500€ per month. The potential customer base within Germany prefers a mixture of online and offline shopping even though a certain amount of responses were collected that indicated that German customers don't prefer to shop online. Their willingness to spend per bra includes amounts up to 40€. When they shop online, normally 3-5 items are being purchased and non or 1-2 items are being returned from this order. PayPal is the most preferred payment method and the feature of free shipping and free returns are considered to be most important. The most present CP within Germany is the size outcast, followed by the fitting room quitter. The money saver is the CP which is least represented among German participants. Within The USA, the most represented customer base were people from the age of 25-32, holding an academic degree, work full-time for a monthly net income which ranges around 1501\$-2500\$. They majority lives in a city. US citizens prefer a mixture of online and offline shopping, closely followed by purely online shopping. Per bra they are willing to spend around 47\$ which also represents their favourite shopping item in regards to lingerie. Normally when ordering online, 1-2 are being purchased which mostly none are being returned. A clear

preference for credit card payment exists. Same as in Germany, free shipping and free returns are desired. The most present CPs within the US are fitting room quitter, followed by size outcasts, and comfort seekers. The perfect fit is the persona which is least represented. Within Portugal, most respondents were from the age group 18-24 and hold an academic degree. They are full-time employed, live in cities, and earn around 1001€-1500€. The Portuguese population prefers offline shopping and tend to spend 30€ on a bra. Purchasing slips & bras together is the preferred item. When they decide to purchase online, 3-5 items are being ordered. Similar like in Germany is PayPal the preferred item. Also, free shipping and free return costs are desired. The most present CP is fitting room quitter, followed by money saver which the willingness to spend accurately represents. Size outcast is the persona which is least represented. Lastly the UK respondents were from the age group 25-32. They mostly hold an academic degree, are full-time employed, live in cities, and earn around 1501£-2000£ per month. They prefer a mixture of online and offline shopping, closely followed by purely online shopping channels. Normally, 3 shopping sprees for lingerie per year is executed where 34£ per bra is spend on average. When ordering online, 1-5 items are being purchased where either no returns occur or a number of 1-2 items. PayPal is the preferred payment method, followed by credit or debit card. They also prefer features of an online shop that offer free shipping options and free returns. The most common CP within the UK are fitting room quitters, followed by money savers, and size outcast. The persona perfect fit is represented the least among UK citizens.

To summarise there exists no all fits one customer persona which was able to be detected and reflect many potential customers within different regions but trends were able to be detected and that certain countries share similarities especially within the feature of online shops concerning the free shipping and free return options.

6.2 Critical acclaim

First of all it needs to be mentioned that this thesis deals with a company-specific topic. Hence, the derived insights are not applicable for other companies within the industry as a holistic approach for the creation of CPs cannot be guaranteed. The analysis of qualitative research is highly subjective. Therefore, the identified CPs and their individual characteristics and attributes can differ in case of additional research which could result in different quantities of detected personas. Furthermore, the CP *size outcast* comprises women that experience a mismatch between the cup size and the underwire size. Here, a distinction did not take place whether the phenomenon of the wrong cup size or the underwire size is experienced more frequent which could represent a valuable insight for the further development of the products

offered by Curve Catch. Secondly, the distributed online survey did not consider buying triggers of lingerie shopping which could promote the understanding of underlying motivations and purchase situations of potential customers which represents a possibility to optimise Curve Catch services. Additionally, the amount of responses from the online survey could have been higher especially in regards to the individual countries. In an ideal setting, the amount of responses across the four countries should have been similar to ensure findings of high statistical relevance. The constant removal of the online survey link has negatively impacted the data collection possibilities. Moreover, the defined age groups were not created with equal intervals which impacts the comparison possibilities. In regards to the quantitative analysis, only a small proportion of hypotheses were able to be tested as otherwise the guidelines of the thesis would have been exceeded. Additionally, it has to be mentioned that the identified CPs and the statistical analyses of the potential customer base within the examined countries only represents a snapshot of the current status quo and will be subject to change in the future. Hence, further analyses need to be undertaken and data needs to be collected and revised regularly to ensure the correct understanding of the current status quo of consumers within these markets where needs, desires, and wants are accurately reflected. Lastly, for a holistic approach to enter new markets, different expansion strategies are obliged to be investigated while simultaneously considering different factors such as local laws and regulations, geopolitical risks which influence the supply chain, as well as rivals within the new markets. Taking all these aspects into account would have extended the scope of the thesis as some of the factors require sensitive information which would result in estimations and accurate recommendation for actions cannot be guaranteed.

III. Glossary

Archetype	Represents a typical or perfect example of a certain thing or person inheriting all of the most important characteristics
Artificial intelligence	Computer systems that simulates human intelligence for different purposes
Behavioural pattern	Repetitive behaviour by an individual or group in relation to a specific object or within a particular situation
Big data	Large and diverse set of data which cannot be handled with commonly used software tools
Customer centric approach	An approach which is embedded in a company culture that intends to create the best experience for customers
Customer persona	Semi-fictional character which portrays attributes and characteristics of specific targeted consumers which is normally used for marketing and communication activities
Data-driven	Strategic decisions which are made based on the analysis and interpretation of data that has been collected for that specific purpose
Data protection	Legal jurisdiction about the access, storage, and usage of data
Demographics	Statistical information regarding selected groups within a society such as age, income, gender, and educational level
Diversity	Inclusion of people from a wide range of various ethnic and social backgrounds
End-user	The person that intends or ultimately uses the particular product or service

Focus interview	A marketing tool where a small group of participants are chosen and questioned about their opinion of a specific subject to collect information
Global reach	The capability of a company to sell their service or product to consumers in different regions of the world
Goal-oriented design	Design which is focused on reaching a desired result
Insight	Deep and clear understanding about a previously unclear problem addressing specific groups of people or situations
Online survey	Source that enables data-collection from respondents of a specific target group via the world wide web
Pandemic	A disease that is prominent in the a whole country or the world
Price sensitivity	Changes in demand that was caused by the change of the cost of a service or a product
Quantitative data	Information in form of data that can be counted or measured, and has a numerical value which can be used for further statistical analyses
Qualitative data	Non-numerical information that is unable to be measured or counted and which is recorded and observed in form of field notes, interviews, and open-ended survey questions
Snapshot	Specific fragment of information that intends to interpret a situation at a particular time
SPSS	Software that is used for statistical data analysis
Survey	A process that has the intention to collect, analyse, and interpret data from several individuals and which enables insights into a specific topic

Target group	Particular group of consumers that is intended to be reached with specific marketing efforts
User interviews	Pre-defined set of questions that a previously detected user is asked about a specific topic
User observation	Observation of the behaviour of a specific user group or an individual to understand behaviours
User research	The process of understanding and analysing the needs and interactions by users
User segmentation	Groups or segments that users are separated into according to shared pre-defined characteristics

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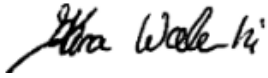
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V. Declaration of originality

I hereby declare that this master thesis and the work herein was composed by and originated entirely from me. Information derived from published and unpublished work of others has been acknowledged in the text and references are given in the list of references.



Hamburg, Monday, 12 June 2023

VI. Appendix

a. Focus interviews

i. Anonymous 1: Housewife - 60 years old - German

1 Interview questionnaire

2 1. How do you shop for lingerie?

3 • I usually shop alone for lingerie and always do the shopping offline, going into a store
4 which is familiar to me. I never try underwear on even though I have had bad
5 experiences where the items didn't fit me at all once I came home. This just happened
6 recently to me where the under band just didn't fit me at all anymore. The process of
7 trying on underwear and especially a bra is just too exhausting for me which is more
8 than true in winter where you have to remove too many layers. Normally I shop for
9 underwear every 3-4 months and always go to shops that I am familiar with and that I
10 have shopped before and had a good experience.

11 2. How did it change before and after the pandemic?

12 • Never changed during the pandemic and even after the pandemic as I still continue going
13 to the shops and there were enough items of lingerie that I had so there was no need to
14 do online shopping during the pandemic.

15 3. What do you like about this experience?

16 • I like to look at the different designs in the shops and I like to treat myself with a
17 beautiful bra that makes me feel good.

18 4. What do you dislike about this experience?

19 • I don't like the process of trying on bras. It's not specifically about the time that I save
20 there even though it's a benefit but it's simply about the process of taking off all my
21 clothes. Also in the shops that I go to which are H&M and other similar warehouses I
22 don't appreciate the existing chaos and that these stores are not always the cleanest they
23 can be. Sometimes items lay on the floor or you simply have to look for certain things
24 and sizes too long.

25 5. Can you tell me about the last time you were shopping for lingerie?

26 • The last time I went lingerie shopping I went to a new warehouse that I haven't tried
27 before, so it took more time to get familiar with the set up of the shop. I was looking for
28 a specific type of bra, so I've spend more time looking at every stand and every item

29 which was matching the image I had in my mind. I took my time to look at the material,
30 the straps and the bra catch if these things were according to my vision.

31 6. When you are shopping offline what is important to you?

32 • The style and the quality of the bra. I like that when the straps of the bra are easy to
33 adjust and are of good quality. Also, that the bra catch has at least two if not three hooks.
34 Regarding the atmosphere in the shop it's important to me that the environment is clean
35 and tidy and that there are enough cash desks opened so the waiting time in the queue
36 is not too long. Pricing was always important to me and I've kept it in the back of my
37 mind when looking for a new item. I wouldn't spend more than 20,-€ for a bra that I
38 like.

39 7. What are your preferred payment methods?

40 I pay in cash all the time.

41

ii. Anonymous 2: Primary teacher - 27 years old - German

42

43 1. How do you shop for lingerie?

44 • I either shop online or offline in shops, so I would say maybe 50/50.

45 If I know that the size will fit me well, I am shopping online with confidence. Offline I
46 prefer the shop "CHANGE" as they measure your size and the shopping assistance will
47 bring you a broad selection into the fitting rooms that you can try on and get amazed by
48 the fact how perfectly some bras can fit. The shop assistances have expertise and know
49 their products very well. Every time I am in a store, I will try on the items.

50 2. How did it change before and after the pandemic?

51 • Online is more present nowadays than going to shops. This can be caused by the
52 pandemic even though I am not 100% certain about this transition.

53 3. What do you like about this experience?

54 • It's a kind of a self-care for me. Lingerie can be something that someone else sees but
55 first of all I shop underwear for myself. I especially like it when I find something which
56 flatters my body type and which helps me to have a different perspective about my body,
57 and that the right parts of my body gets highlighted.

58 4. What do you dislike about this experience?

59 • In bigger shops or warehouses I do not enjoy the process of trying on the bras. Whereas
60 in small boutiques I do enjoy it as the atmosphere is different because it's a specialty
61 shop which only exists for this purpose.

62 I often have the problem that the bra's don't fit me well. The problem is that I am petite
63 but have a large bust size. This means that either the cups fit well but the under band is
64 too wide or the other way around that the under band fits but the cups are too small.
65 There exists the general assumption that if you have big boobs, you automatically have
66 a large underbust measurement.

67 5. Can you tell me about the last time you were shopping for lingerie?

68 • The last shopping experience I had was shopping for a pregnancy bra. I've ordered some
69 items online and had to return them once and re-order the correct size because I had the
70 same problem. The under band was okay but the cup was too small. Now it's the other
71 way around and even though it does not fit perfectly, I have to think ahead that it will
72 fit me in the future with a further development of my pregnancy.

73 6. When you are shopping offline what is important for you?

74 • I prefer smaller boutiques and in case I need it, good customer service from a shop
75 assistance that has knowledge and don't want to squeeze you into things which don't fit
76 well. A clean store and a wide range of sizes is important, so that even big sizes will be
77 carried and won't stop after a C or maybe a D cup. It's not a secret that women have
78 bigger breasts. Therefore, bigger cups with various sizes of under band should exist
79 because the need is there.

80 7. When you are shopping online what is important for you?

81 • Seeing the fit of the items on models is important. One shot of the product without a
82 model is not enough. Additionally, I would like to see different body types wearing the
83 products as well as women with different skin colours.

84 Free shipping and return policies are not the most important aspect to me but are for
85 sure relevant.

86 8. What are your preferred payment methods?

87 • I prefer Paypal when shopping online. Mostly I choose the payment option that has been
88 already saved within the system on my laptop. This is mostly Paypal, or my debit card
89 or when there is also the option of the automatic debit transfer system..

iii. Anonymous 3: Resilience manager - 31 years old - German

90 1. How do you shop for lingerie?

91 • I only shop offline for lingerie and do this mostly alone as I don't want to have someone
92 with me who tries to convince me buying something that I don't want to spend so much
93 money for. Even though I go to the same shops every time I am buying underwear, I
94 try on every item to make sure it fits. This doesn't happen very often – maybe twice a
95 year.

96 2. How did it change before and after the pandemic?

97 • Hasn't changed because I only shop in stores and not online.

98 3. What do you like about this experience?

99 • I like to show at home what I have bought. The process of actually buying the lingerie
100 is nothing that I really like as you have to get undressed every time and get dressed
101 again. Sometimes you need the bra in a different size but there is no assistance near you
102 who can bring it, so you would have to get dressed again in order to get the correct size.
103 So I just end up leaving when this happens as I don't want this procedure of undressing
104 everything all over again.

105 4. What do you dislike about this experience?

106 • I have the feeling that the cups fit but the form of the cups is sometimes crucial as they
107 should not be too pointy or off from the natural shape. Often, in the back it fits but it
108 doesn't look good because the under band is not fitting well – it's more of an aesthetic
109 thing than a comfy thing.

110 5. Can you tell me about the last time you were shopping for lingerie?

111 • I was actually under time pressure and went to a shop that I was familiar with and had
112 a big selection and is relatively cheap. I have tried on everything that I liked and
113 surprisingly all items fit well – so I bought all of them.

114 6. When you are shopping offline what is important to you?

115 • The price is very important. I wouldn't spend more than 40,-€ for a bra. Also an
116 assistance should be near in the shop in order to bring me another size when I'm in the
117 fitting room. A big selection of different styles is also nice. I don't really care about if
118 the slip matches the bra.

119 7. What are your preferred payment methods?

120 I pay per debit card.

121 .

iv. Anonymous 4: Graphic designer - 26 years old - French

122 1. How do you shop for lingerie?

123 • I'm quite thin from the corpus but have big boobs which makes it quite hard to find a
124 good bra. I only found one store that carries the perfect bras for me, so I make sure to
125 always go there once they have a sale which is twice a year. As they are from good
126 quality, I can stay with them for a long time.

127 I only go to the shops and never order online as I need to try them on. Different models
128 will fit me differently.

129 I need to find the perfect cup, that is more covering but also comfortable.

130 I've tried ordering online once but the fit wasn't right and I had to return it which also
131 takes time to actually go to the post office but also to receive the money back – it's way
132 too complicated.

133 2. How did it change before and after the pandemic?

134 • I just didn't buy any underwear during the pandemic.

135 3. What do you like about this experience?

136 • It's a necessity, so I don't really enjoy going shopping for lingerie.

137 4. What do you dislike about this experience?

138 • It's so hard for me to find the perfect size, so I have to stay in the shop for a long time.
139 In winter I hate that you have to remove everything in order to try on a bra. Then there
140 is a queue in front of the fitting rooms and you need to wait to try items on or you see
141 something in the shop but your size isn't available and then when they order your size
142 it might not fit in the end and then you end up leaving disappointed and having spend
143 much time in the shop for nothing.

144 5. Can you tell me about the last time you were shopping for lingerie?

145 • It was a long time ago actually – maybe one year ago or even more. I went to the shop,
146 I've looked around and chose some items and then went to the fitting rooms where the
147 shop assistance was checking on me if everything fits well. She brought me other bras
148 in different sizes when they didn't fit well and I ended up buying two or three bras which
149 were on sale.

150 6. When you are shopping offline what is important for you?

151 • I prefer a shop that is clean, has good lighting, and also a big selection which is organised
152 by colour and/or size, so it makes it easy for me to find my size. Also, that the shop
153 actually carries my size which is not always the case in all the shops.

154 7. What are your preferred payment methods?

155 • Debit card or cash.

156

v. Anonymous 5: Lawyer - 36 years old - Brazilian

157 1. How do you shop for lingerie?

158 • I prefer going to the store and shop in person because when I arrived in Lisbon all
159 measurements were different from the one I knew in Brazil. To understand my
160 measurement, I needed to go to the shops to understand which size I need to get now.

161 Additionally, I can only wear the material cotton. So for me that is the most important
162 thing. Not the colour or the shape – I need this material. I either shop alone or with
163 friends, so there is no actual preference that I have. Personally, I've never bought
164 underwear online because I try the underwear in the store in order not to go back and
165 change it for a different size.

166 2. How did it change before and after the pandemic?

167 • I just didn't buy any underwear during the pandemic.

168 3. What do you like about this experience?

169 • I love to buy underwear. I was excited the last time because it has been a long time since
170 I bought new underwear and I had to look through the colours, size and shapes. The
171 whole process of feeling the material, seeing the different options that I have, and which
172 styles exists.

173 4. What do you dislike about this experience?

174 • I don't like trying on the underwear. Clothes in general because it gets boring. You have
175 to take off everything you're wearing and think about if the bra is good and that there
176 are no things that can hurt me or disturb it.

177 5. Can you tell me about the last time you were shopping for lingerie?

178 • The last time I went shopping for underwear more than one year ago. I went to the shop
179 and I tried a couple of bras on. Once one was fitting, I asked the sales assistance to bring
180 me every colour of the bra as I loved the fit and shape.

181 6. When you are shopping offline what is important for you?

- 182 • The last time I went shopping for underwear more than one year ago. I went to the shop
183 and I tried a couple of bras on. Once one was fitting, I asked the sales assistance to bring
184 me every colour of the bra as I loved the fit and shape.

185 7. What are your preferred payment methods?

- 186 • Debit card. Always by card, only sometimes cash.

187

b. Online survey questionnaire

188

189 Dear Participant,

190 The following survey was created as part of my master thesis at Universidade Católica
191 Portuguesa Lisbon, under the supervision of Joren Gijsbrechts and in cooperation with the
192 Company Curve Catch.

193 Curve Catch is an online lingerie retailer which is currently present in the Belgium market.
194 After completing a short questionnaire of 15 questions, a box of personal selected lingerie
195 aligned with your answers and according to your personal preferences will be delivered to you.
196 You are only charged for the items that you decide to keep.

197 As this survey intends to collect information regarding the shopping behaviour of lingerie,
198 please only continue this survey if you are female.

199 I assure that the information you provide will be held anonymously and all data will be kept
200 strictly confidential.

201 This survey should take about 5 minutes to complete.

202 Thank you for your time and participation!

203

Shopping behaviour in regards to lingerie

204 The following questions will help to understand your shopping behaviour in regards to shopping
205 for lingerie and to learn about your preferences that you have.

206 1. How do you preferably shop for lingerie?

207 only online

208 online & offline (almost the same percentage)

210 have a look online, but shop offline

211 only offline

212 no preference

213 2. How often do you approximately go lingerie shopping within a year?

214 Please estimate a number: _____

215 3. What do you usually purchase when shopping for lingerie?

216 Bra

217 Bralettes

218 Slips

219 Slips & Bra (matching/mix & match)

220 Sports bra's

221 4. How much money do you approximately spend when you purchase a bra?

222 Please enter the amount you appr. spend: _____

223 5. When you shop for lingerie online, how many items do you usually purchase?

224 I don't shop lingerie online

225 1-2

226 3-5

227 6-8

228 more than 8

229 6. How many items do you send back from the items purchased online?

230 None

231 1-2

232 3

233 4

234 most of them

235 7. When shopping online, what is important to you? (Please rank the following statements
236 according to your personal preferences, starting with 1 which represents the most important
237 thing and ending with 6 the least important thing)

238 free shipping

239 free return costs

- 240 big selection of different lingerie pieces
- 241 large amount of pictures from various angles
- 242 showing the products on different body types & skin colours
- 243 personal recommendations on home dashboard according to personal preferences
- 244 8. What is your preferred payment method when shopping lingerie online? (Up to 3 answers
- 245 can be given)
- 246 Credit card
- 247 PayPal
- 248 Electronic Bank transfer
- 249 Debit Card
- 250 No preference

251

252 **Attitude towards lingerie shopping – Questions to determine the persona’s**

253 The following questions will ask about the experiences you have made when you were shopping

254 for lingerie. These questions will help to get an insight about any likes and dislikes that you

255 inherit.

- 256 9. What is something you pay special attention to when shopping for lingerie?
- 257 (Please rank the following statements according to your preference, where 1 indicates the
- 258 statement that resonates with you the most and 6 the statement that resonates with you the least)

- 259 That I can leave the store without trying anything on
- 260 The perfect fit for me
- 261 It should not take too much time
- 262 That I don’t spend more than a certain budget I have set for myself
- 263 Style/Colour as I have found the perfect bra already
- 264 Feeling of a comfortable fit

- 265 10. What do you like about the experience of shopping for lingerie?

266 (Please rank the following statements according to your personal preferences. From 1

267 starting with your favourite experience to 6 indicating your least favourite experience)

- 268 Good return policies when as I prefer trying the lingerie on at home

269 () The option of having my size taken in case of confusion about my correct
270 measurements

271 () I like a smooth experience. When I quickly find lingerie that I like and which fits

272 () I love when I feel like I have made a good deal with my purchase

273 () I enjoy the feeling of treating myself & share a positive experience with friends and
274 family

275 () I like when the purchased item leaves me with a comfortable feeling

276 11. What do you dislike about the experience of shopping for lingerie?

277 (Please rank the following statements according to your personal preferences. From 1
278 starting with the thing you dislike the most to 6 indicating the experience that you dislike
279 the least)

280 () I don't enjoy undressing in fitting rooms due to lightings, mirrors & taking all my
281 layers off

282 () Nothing fits perfectly – Cup & under bust wire never seem to fit right for me

283 () I don't care much about shopping for lingerie and think it's a waste of time

284 () I don't like to spend that much money on lingerie

285 () Nothing, I love the whole experience

286 () Feeling uncomfortable in traditional bra's

287 12. Which below stated scenarios describe you and your shopping trips for lingerie the best.

288 (Please rank the following scenarios from 1-6 where 1 represents the scenario where you
289 feel the best represented and 6 indicating the scenario in which you feel the least
290 represented)

291 () I skip the try-on in the store and do this at home

292 () I usually get sized in the store to make sure the lingerie will fit my body shape

293 () I set myself a certain time frame that I spend specifically for lingerie shopping

294 () Only choose underwear in a specific price range which won't blow up my budget so
295 I end up going to the same warehouses

296 () I know to which shop I am going to and also know my size – It's a walk in the park
297 for me

298 () Walking directly towards the bralette and/or Sport's bra section as this is my
299 preferred choice

300 13. What is your biggest problem in regards to lingerie shopping?

301 (Please rank the following stated problems according to your personal experiences where 1
302 represents your biggest problem and 6 indicates the least problematic issue for you)

303 I don't like to ask for help or personal assistance

304 I think my perfect size doesn't exist in the stores

305 I don't have the time for it and don't want to make it a priority

306 I cannot afford the type/brand of lingerie that I really want to wear

307 I personally don't have any more problems after several trial & error experiences

308 Wearing bra's always leaves me with an unpleasant and uncomfortable feeling

309 14. Which of the following words do you associate with the experience of shopping for lingerie?

310 (Please rank the following words on a scale from 1-6 where 1 represents the word that you
311 associate with lingerie shopping the most and 6 indicating the word that you associate the
312 least with lingerie shopping)

313 Annoying

314 Frustration

315 Waste of time

316 Waste of money

317 Exciting

318 Comfort above everything

319 15. Would you be willing to test a service which sends out personalised boxes of lingerie
320 according to your size, style, and colour preference based on a short questionnaire that you
321 have answered and where you only pay the items that you keep?

322 Extremely likely

323 Very likely

324 Somewhat likely

325 Not so likely

326 Not likely at all

327

328 **Demographics**

329 In order to conclude this questionnaire you're kindly ask to provide some input regarding you're
330 demographic information. As previously mentioned, these information will be held strictly
331 confidential and no connections can be made to you as a person.

332 16. Please indicate your age

333 Under 18

334 18–24

335 25–32

336 33–40

337 41–55

338 56 and above

339 17. What is your educational level?

340 Less than high school grad

341 High school grad or similar

342 Bachelor's degree or similar

343 Master's degree or similar

344 PhD

345 18. What is your employment status?

346 Unemployed

347 Student

348 Part-time employed

349 Full-time employed

350 Self-employed

351 Retired

352 19. What is your monthly net income?

353 Less than 1000,-€

354 1001,-€ - 1500,-€

355 1501,-€ - 2000,-€

356 2001,-€ - 2500,-€

357 above 2500,-€

358 20. In which country do you currently live?

359 Please specify: _____

360 21. In which environment do you live?

361 City (50k habitants and more)

362 Town (5k habitants and more)

363 Rural area (less than 5k habitants)

364

365 Thank you for taking the time in answering the survey. Your response has been recorded. These
 366 answers will support the company Curve Catch to understand and analyse potential customer
 367 bases in various countries for expansion possibilities.

368 In case this survey has made you curious about Curve Catch, feel free to check out their website:
 369 curvecatch.com

c. Statistical analyses

i. Demographics

Table 5: Crosstabulation age distribution among countries

		Country_neu					
		Germany	Portugal	United Kingdom	United States	Total	
Age	18-24 years	Count	12	14	3	8	37
		% within Country_neu	10,3%	43,8%	9,7%	14,5%	15,8%
	25-32 years	Count	62	13	22	29	126
		% within Country_neu	53,4%	40,6%	71,0%	52,7%	53,8%
	33-40 years	Count	17	5	4	9	35
		% within Country_neu	14,7%	15,6%	12,9%	16,4%	15,0%
	41-55 years	Count	10	0	2	6	18
		% within Country_neu	8,6%	0,0%	6,5%	10,9%	7,7%
	older than 55 years	Count	15	0	0	2	17
		% within Country_neu	12,9%	0,0%	0,0%	3,6%	7,3%
	under 18 years	Count	0	0	0	1	1
		% within Country_neu	0,0%	0,0%	0,0%	1,8%	0,4%
Total		Count	116	32	31	55	234
		% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%

Table 6: Crosstabulation educational level among countries

			Country_neu				Total
			Germany	Portugal	United Kingdom	United States	
Educational_level_neu	Less than high school grade	Count	25	0	0	1	26
		% within Country_neu	21,6%	0,0%	0,0%	1,8%	11,1%
	High school grade or similar	Count	18	2	0	6	26
		% within Country_neu	15,5%	6,3%	0,0%	10,9%	11,1%
	Bachelor degree or similar	Count	43	14	20	25	102
		% within Country_neu	37,1%	43,8%	64,5%	45,5%	43,6%
	Master degree or similar	Count	28	16	10	22	76
		% within Country_neu	24,1%	50,0%	32,3%	40,0%	32,5%
PhD	Count	2	0	1	1	4	
	% within Country_neu	1,7%	0,0%	3,2%	1,8%	1,7%	
Total	Count	116	32	31	55	234	
	% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%	

Table 7: Crosstabulation employment status among countries

			Country_neu				Total
			Germany	Portugal	United Kingdom	United States	
Employment_Status_neu	Full-time employed	Count	60	17	25	29	131
		% within Country_neu	51,7%	53,1%	80,6%	52,7%	56,0%
	Part-time employed	Count	22	6	2	5	35
		% within Country_neu	19,0%	18,8%	6,5%	9,1%	15,0%
	Retired	Count	6	0	0	1	7
		% within Country_neu	5,2%	0,0%	0,0%	1,8%	3,0%
	Self-employed	Count	9	3	3	9	24
		% within Country_neu	7,8%	9,4%	9,7%	16,4%	10,3%
	Student	Count	18	4	1	7	30
		% within Country_neu	15,5%	12,5%	3,2%	12,7%	12,8%
	Unemployed	Count	1	2	0	4	7
		% within Country_neu	0,9%	6,3%	0,0%	7,3%	3,0%
	Total	Count	116	32	31	55	234
		% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%

Table 8: Crosstabulation monthly net income among countries

			Country_neu				Total
			Germany	Portugal	United Kingdom	United States	
Monthly_Net_Income_neu	less than 1000	Count	17	8	1	10	36
		% within Country_neu	14,7%	25,0%	3,2%	18,2%	15,4%
	1001-1500	Count	20	15	3	3	41
		% within Country_neu	17,2%	46,9%	9,7%	5,5%	17,5%
	1501-2000	Count	16	8	18	14	56
		% within Country_neu	13,8%	25,0%	58,1%	25,5%	23,9%
	2001-2500	Count	24	1	8	13	46
		% within Country_neu	20,7%	3,1%	25,8%	23,6%	19,7%
	above 2500	Count	39	0	1	15	55
		% within Country_neu	33,6%	0,0%	3,2%	27,3%	23,5%
	Total	Count	116	32	31	55	234
		% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%

Table 9: Crosstabulation living environment among countries

			Country_neu				
			Germany	Portugal	United Kingdom	United States	Total
Living_Environment_neu	City	Count	85	30	28	44	187
		% within Country_neu	73,3%	93,8%	90,3%	80,0%	79,9%
	Rural area	Count	12	0	1	2	15
		% within Country_neu	10,3%	0,0%	3,2%	3,6%	6,4%
	Town	Count	19	2	2	9	32
		% within Country_neu	16,4%	6,3%	6,5%	16,4%	13,7%
Total	Count	116	32	31	55	234	
	% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%	

ii. Shopping behaviour

Table 10: Preferred shopping channel

			Country_neu				
			Germany	Portugal	United Kingdom	United States	Total
Preferred_Lingerie_Shopping_channel_neu	I have a look online, but shop offline	Count	10	5	2	11	28
		% within Country_neu	9,6%	17,2%	6,9%	21,2%	13,1%
	Online & Offline	Count	61	10	14	22	107
		% within Country_neu	58,7%	34,5%	48,3%	42,3%	50,0%
	Only offline	Count	19	12	1	5	37
		% within Country_neu	18,3%	41,4%	3,4%	9,6%	17,3%
	Only online	Count	14	2	12	14	42
		% within Country_neu	13,5%	6,9%	41,4%	26,9%	19,6%
	Total	Count	104	29	29	52	214
		% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%

Table 11: Budget spend on lingerie & frequency of lingerie shopping

Country_neu		Budget_for_a_bra	Amount_Lingerie_Shopping_Per_Year
Germany	Mean	40,82	3,81
	N	116	116
	Std. Deviation	27,106	1,892
	Median	35,00	3,00
Portugal	Mean	30,94	3,59
	N	32	32
	Std. Deviation	11,390	4,079
	Median	30,00	2,00
United Kingdom	Mean	34,19	3,26
	N	31	31
	Std. Deviation	12,916	2,732
	Median	30,00	2,00
United States	Mean	47,09	3,20
	N	55	55
	Std. Deviation	24,583	2,627
	Median	45,00	3,00
Total	Mean	40,06	3,56
	N	234	234
	Std. Deviation	23,862	2,572
	Median	35,00	3,00

Table 12: Preferred shopping item - first choice

		Country_neu				Total	
		Germany	Portugal	United Kingdom	United States		
Preferred shopping item	Bralette	Count	31	0	0	0	31
		% within Country_neu	26,7%	0,0%	0,0%	0,0%	13,2%
	Bralettes	Count	0	2	5	7	14
		% within Country_neu	0,0%	6,3%	16,1%	12,7%	6,0%
	Bras	Count	4	3	6	28	41
		% within Country_neu	3,4%	9,4%	19,4%	50,9%	17,5%
	Slip & Bra	Count	74	24	18	19	135
		% within Country_neu	63,8%	75,0%	58,1%	34,5%	57,7%
	Slips	Count	1	2	1	0	4
		% within Country_neu	0,9%	6,3%	3,2%	0,0%	1,7%
	Sports bras	Count	6	1	1	1	9
		% within Country_neu	5,2%	3,1%	3,2%	1,8%	3,8%
Total	Count	116	32	31	55	234	
	% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%	

Table 13: Preferred shopping item - second choice

			Country_neu				Total
			Germany	Portugal	United Kingdom	United States	
Preferred shopping item - second choice	Bralette	Count	7	0	0	0	7
		% within Country_neu	36,8%	0,0%	0,0%	0,0%	17,5%
	Sports bras	Count	12	5	4	12	33
		% within Country_neu	63,2%	100,0%	100,0%	100,0%	82,5%
Total	Count	19	5	4	12	40	
	% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%	

Table 14: Number of online purchased items

			Country_neu				Total
			Germany	Portugal	United Kingdom	United States	
Number_of_online_purchased_lingerie_items	1-2	Count	28	5	12	24	69
		% within Country_neu	24,1%	15,6%	38,7%	43,6%	29,5%
	3-5	Count	49	6	12	16	83
		% within Country_neu	42,2%	18,8%	38,7%	29,1%	35,5%
	6-8	Count	16	4	3	3	26
		% within Country_neu	13,8%	12,5%	9,7%	5,5%	11,1%
	I don't shop lingerie online	Count	22	17	3	11	53
		% within Country_neu	19,0%	53,1%	9,7%	20,0%	22,6%
	More than 8	Count	1	0	1	1	3
		% within Country_neu	0,9%	0,0%	3,2%	1,8%	1,3%
	Total	Count	116	32	31	55	234
		% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%

Table 15: Number of returned items purchased online

			Country_neu				Total
			Germany	Portugal	United Kingdom	United States	
Returned_number_of_purchased_items	1-2	Count	48	10	10	15	83
		% within Country_neu	41,4%	31,3%	32,3%	27,3%	35,5%
	3	Count	3	0	2	2	7
		% within Country_neu	2,6%	0,0%	6,5%	3,6%	3,0%
	4	Count	6	0	0	1	7
		% within Country_neu	5,2%	0,0%	0,0%	1,8%	3,0%
	Most of them	Count	11	1	3	4	19
		% within Country_neu	9,5%	3,1%	9,7%	7,3%	8,1%
	None	Count	48	21	16	33	118
		% within Country_neu	41,4%	65,6%	51,6%	60,0%	50,4%
	Total	Count	116	32	31	55	234
		% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%

Table 16: Preferred payment method - first choice

			Country_neu				
			Germany	Portugal	United Kingdom	United States	Total
Preferred_Payment_Method_neu	Credit card	Count	21	9	9	44	83
		% within Country_neu	18,1%	28,1%	29,0%	80,0%	35,5%
	Debit card	Count	0	3	5	2	10
		% within Country_neu	0,0%	9,4%	16,1%	3,6%	4,3%
	Electronic bank transfer	Count	0	0	0	1	1
		% within Country_neu	0,0%	0,0%	0,0%	1,8%	0,4%
	Electronic Bank transfer	Count	14	0	0	0	14
		% within Country_neu	12,1%	0,0%	0,0%	0,0%	6,0%
	No preference	Count	6	2	3	1	12
		% within Country_neu	5,2%	6,3%	9,7%	1,8%	5,1%
PayPal	Count	75	18	14	7	114	
	% within Country_neu	64,7%	56,3%	45,2%	12,7%	48,7%	
Total	Count	116	32	31	55	234	
	% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%	

Table 17: Preferred payment method - second choice

			Country_neu				
			Germany	Portugal	United Kingdom	United States	Total
Preferred_Payment_Method	Debit card	Count	6	11	9	10	36
		% within Country_neu	16,7%	73,3%	75,0%	47,6%	42,9%
	Electronic bank transfer	Count	0	1	2	1	4
		% within Country_neu	0,0%	6,7%	16,7%	4,8%	4,8%
	Electronic Bank Transfer	Count	15	0	0	0	15
		% within Country_neu	41,7%	0,0%	0,0%	0,0%	17,9%
	No preference	Count	1	0	0	0	1
		% within Country_neu	2,8%	0,0%	0,0%	0,0%	1,2%
	PayPal	Count	14	3	1	10	28
		% within Country_neu	38,9%	20,0%	8,3%	47,6%	33,3%
Total	Count	36	15	12	21	84	
	% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%	

Table 18: Preferred payment method - third choice

			Country_neu				
			Germany	Portugal	United Kingdom	United States	Total
Preferred_Payment_Method	Debit card	Count	6	3	1	4	14
		% within Country_neu	60,0%	100,0%	100,0%	100,0%	77,8%
	Electronic Bank Transfer	Count	4	0	0	0	4
		% within Country_neu	40,0%	0,0%	0,0%	0,0%	22,2%
Total	Count	10	3	1	4	18	
	% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%	

Table 19: Important factors when online shopping - first choice

			Country_neu				
			Germany	Portugal	United Kingdom	United States	Total
Important_Factor_for_online_shopping1_neu	Free return costs	Count	28	5	7	10	50
		% within Country_neu	24,1%	15,6%	22,6%	18,2%	21,4%
	Free shipping	Count	66	19	15	30	130
		% within Country_neu	56,9%	59,4%	48,4%	54,5%	55,6%
	Free shipping,Free return costs	Count	0	2	0	0	2
		% within Country_neu	0,0%	6,3%	0,0%	0,0%	0,9%
	Large selection of different lingerie pieces	Count	9	2	5	8	24
		% within Country_neu	7,8%	6,3%	16,1%	14,5%	10,3%
	Many pictures showing the product from various angles	Count	10	3	2	6	21
		% within Country_neu	8,6%	9,4%	6,5%	10,9%	9,0%
	Personal recommendations on home dashboard according to personal preferences	Count	0	1	0	0	1
		% within Country_neu	0,0%	3,1%	0,0%	0,0%	0,4%
	Showing the products on different body types & skin colours	Count	3	0	2	1	6
		% within Country_neu	2,6%	0,0%	6,5%	1,8%	2,6%
Total	Count	116	32	31	55	234	
	% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%	

Table 20: Important factors when online shopping - second choice

			Country_neu				
			Germany	Portugal	United Kingdom	United States	Total
Important_Factor_for_online_shopping2_neu	Free return costs	Count	58	14	12	21	105
		% within Country_neu	61,1%	46,7%	44,4%	42,0%	52,0%
	Large selection of different lingerie pieces	Count	14	6	5	8	33
		% within Country_neu	14,7%	20,0%	18,5%	16,0%	16,3%
	Many pictures showing the product from various angles	Count	12	6	6	11	35
		% within Country_neu	12,6%	20,0%	22,2%	22,0%	17,3%
	Personal recommendations on home dashboard according to personal preferences	Count	4	0	0	2	6
		% within Country_neu	4,2%	0,0%	0,0%	4,0%	3,0%
	Showing the products on different body types & skin colours	Count	7	4	4	8	23
		% within Country_neu	7,4%	13,3%	14,8%	16,0%	11,4%
	Total	Count	95	30	27	50	202
		% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%

Table 21: : Important factors when online shopping - third choice

			Country_neu				
			Germany	Portugal	United Kingdom	United States	Total
Important_Factor_for_online_shopping3_neu	Free return costs	Count	0	0	0	2	2
		% within Country_neu	0,0%	0,0%	0,0%	6,3%	1,5%
	Large selection of different lingerie pieces	Count	29	4	10	10	53
		% within Country_neu	43,9%	22,2%	58,8%	31,3%	39,8%
	Many pictures showing the product from various angles	Count	23	10	3	8	44
		% within Country_neu	34,8%	55,6%	17,6%	25,0%	33,1%
	Personal recommendations on home dashboard according to personal preferences	Count	3	1	1	1	6
		% within Country_neu	4,5%	5,6%	5,9%	3,1%	4,5%
	Showing the products on different body types & skin colours	Count	11	3	3	11	28
		% within Country_neu	16,7%	16,7%	17,6%	34,4%	21,1%
	Total	Count	66	18	17	32	133
		% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%

Table 22: : Important factors when online shopping - fourth choice

Important_Factor_for_online_shopping4_neu			Country_neu				Total
			Germany	Portugal	United Kingdom	United States	
Free return costs	Count		0	1	0	0	1
	% within Country_neu		0,0%	10,0%	0,0%	0,0%	1,4%
Large selection of different lingerie pieces	Count		0	0	1	2	3
	% within Country_neu		0,0%	0,0%	10,0%	12,5%	4,1%
Many pictures showing the product from various angles	Count		22	2	7	7	38
	% within Country_neu		57,9%	20,0%	70,0%	43,8%	51,4%
Personal recommendations on home dashboard according to personal preferences	Count		2	1	1	1	5
	% within Country_neu		5,3%	10,0%	10,0%	6,3%	6,8%
Showing the products on different body types & skin colours	Count		14	6	1	6	27
	% within Country_neu		36,8%	60,0%	10,0%	37,5%	36,5%
Total	Count		38	10	10	16	74
	% within Country_neu		100,0%	100,0%	100,0%	100,0%	100,0%

Table 23: : Important factors when online shopping - fifth choice

Important_Factor_for_online_shopping5_neu			Country_neu				Total
			Germany	Portugal	United Kingdom	United States	
Personal recommendations on home dashboard according to personal preferences	Count		5	3	1	1	10
	% within Country_neu		33,3%	75,0%	20,0%	16,7%	33,3%
Showing the products on different body types & skin colours	Count		10	1	4	5	20
	% within Country_neu		66,7%	25,0%	80,0%	83,3%	66,7%
Total	Count		15	4	5	6	30
	% within Country_neu		100,0%	100,0%	100,0%	100,0%	100,0%

Table 24: : Important factors when online shopping - sixth choice

Important_Factor_for_online_shopping6_neu			Country_neu			Total
			Germany	United Kingdom	United States	
Personal recommendations on home dashboard according to personal preferences	Count		5	1	1	7
	% within Country_neu		100,0%	100,0%	100,0%	100,0%
Total	Count		5	1	1	7
	% within Country_neu		100,0%	100,0%	100,0%	100,0%

iii. Hypotheses testing

Table 25: Hypothesis 1 Chi-square tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35,950 ^a	9	<,001
Likelihood Ratio	34,276	9	<,001
Linear-by-Linear Association	,110	1	,740
N of Valid Cases	214		

a. 2 cells (12,5%) have expected count less than 5. The minimum expected count is 3,79.

Table 26: Hypothesis 1 symmetric measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,410	<,001
	Cramer's V	,237	<,001
N of Valid Cases		214	

Table 27: Hypothesis 2 Chi-square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	,977 ^a	2	,614
Likelihood Ratio	,974	2	,614
Linear-by-Linear Association	,002	1	,964
N of Valid Cases	234		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 15,17.

Table 28: Hypothesis 2 symmetric measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,065	,614
	Cramer's V	,065	,614
N of Valid Cases		234	

Table 29: Hypothesis 3 Kruskal-Wallis H Test statistics

	Amount_Lin gerie_Shopp ing_Per_Ye ar
Kruskal- Wallis H	16,463
df	3
Asymp. Sig.	<,001

a. Kruskal Wallis Test
b. Grouping Variable:
Country_neu

Table 30: Hypothesis 3 Report

Country_neu	Mean	N	Std. Deviation	Median
Germany	3,81	116	1,892	3,00
Portugal	3,59	32	4,079	2,00
United Kingdom	3,26	31	2,732	2,00
United States	3,20	55	2,627	3,00
Total	3,56	234	2,572	3,00

Table 31: Hypothesis 4 crosstabulation country and payment

			Country_neu				Total
			Germany	Portugal	United Kingdom	United States	
Payment	credit card	Count	21	9	9	44	83
		% within Country_neu	19,1%	30,0%	32,1%	81,5%	37,4%
	Pay Pal	Count	75	18	14	7	114
		% within Country_neu	68,2%	60,0%	50,0%	13,0%	51,4%
other	Count	14	3	5	3	25	
	% within Country_neu	12,7%	10,0%	17,9%	5,6%	11,3%	
Total	Count	110	30	28	54	222	
	% within Country_neu	100,0%	100,0%	100,0%	100,0%	100,0%	

Table 32: Hypothesis 4 chi-square tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	63,482 ^a	6	<,001
Likelihood Ratio	64,836	6	<,001
Linear-by-Linear Association	35,362	1	<,001
N of Valid Cases	222		

a. 2 cells (16,7%) have expected count less than 5. The minimum expected count is 3,15.

Table 33: Hypothesis 4 symmetric measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,535	<,001
	Cramer's V	,378	<,001
N of Valid Cases		222	

Table 34: Hypothesis 5 crosstabulation lingerie shopping channel and city habitants

			,00	1,00	Total
Preferred_Lingerie_Shopping_channel_neu	I have a look online, but shop offline	Count	4	24	28
		% within City	10,3%	13,7%	13,1%
	Online & Offline	Count	23	84	107
		% within City	59,0%	48,0%	50,0%
	Only offline	Count	2	35	37
		% within City	5,1%	20,0%	17,3%
	Only online	Count	10	32	42
		% within City	25,6%	18,3%	19,6%
Total	Count	39	175	214	
	% within City	100,0%	100,0%	100,0%	

Table 35: Hypothesis 5 chi-square tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6,018 ^a	3	,111
Likelihood Ratio	7,196	3	,066
Linear-by-Linear Association	,104	1	,747
N of Valid Cases	214		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,10.

Table 36: Hypothesis 5 symmetric measures

		Value	Approximate Significance
Nominal by Nominal	Phi	,168	,111
	Cramer's V	,168	,111
N of Valid Cases		214	

Table 37: Hypothesis 6 ranks

	Age_under_32	N	Mean Rank	Sum of Ranks
Budget_for_a_bra	,00	71	127,66	9064,00
	1,00	163	113,07	18431,00
	Total	234		

Table 38: Hypothesis 6 test statistics

	Budget_for_a_bra
Mann-Whitney U	5065,000
Wilcoxon W	18431,000
Z	-1,528
Asymp. Sig. (2-tailed)	,126

a. Grouping Variable:
Age_under_32

Table 39: Hypothesis 7 crosstabulation age under 32 and payment method

		Age_under_32		Total	
		,00	1,00		
Payment	credit card	Count	23	60	83
		% within Age_under_32	33,3%	39,2%	37,4%
	Pay Pal	Count	33	81	114
		% within Age_under_32	47,8%	52,9%	51,4%
	other	Count	13	12	25
		% within Age_under_32	18,8%	7,8%	11,3%
Total		Count	69	153	222
		% within Age_under_32	100,0%	100,0%	100,0%

Table 40: Hypothesis 7 chi-square tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5,790 ^a	2	,055
Likelihood Ratio	5,394	2	,067
Linear-by-Linear Association	3,225	1	,073
N of Valid Cases	222		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,77.

Table 41: Hypothesis 7 symmetric measures

		Value	Approximate Significance
Nominal by	Phi	,161	,055
Nominal	Cramer's V	,161	,055
N of Valid Cases		222	