

The Impact of Online Platforms on Entity Stores and Fashion Marketing

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BACKGROUND

In recent years, online shopping has increased dramatically because of the growing use of the internet. People would prefer online shopping activities instead of the traditional style of shopping since online shopping is more comfortable. Hence, the sales of some entity stores decreased and some stores need to end their business. This effect brings the fashion market to a new state. This study investigates how online platforms affect the continuity of entity stores through their impact on customer behaviors.

OBJECTIVES

1. To find out the factors that made online platform popular and affected the survival of entity stores.
2. To investigate the reasons why customers preferred online shopping instead of traditional brick-and-mortar style of shopping.
3. To study the relationship between online platform with entity store, and how this change influenced the fashion market.

FINDINGS

The ranking of factors that affect people visiting online platforms rather than entity stores –



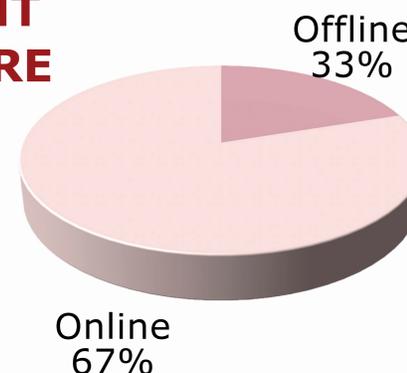
When people choose the purchasing method, they rather choose the most comfortable to themselves.

Besides, if a product is sold both online and offline, more people will choose online instead of offline and the main reasons are –

- **MORE CONVENIENT**
- **EASY TO FIND RARE PRODUCTS**

On the contrary, the one main reason which they shop offline is

- **ACTUALLY EXPERIENCE THE PRODUCT**



BUT

88%

Do not think entity store will be replaced by online platforms since they contain their own unique advantages

- **EXPERIENCE THE REAL PRODUCTS**
- **AVOID GETTING DEFECTIVE PRODUCT**
- **MINUS WAITING TIME**

CONCLUSION

SUGGESTION

This study aimed to identify the factors that lead online platforms to become popular, which affected the survival of entity stores, and investigate the reasons why customers prefer online shopping. The study found that the **convenience of online platforms** and the **outbreak of COVID-19** brought changes to people's daily life. It leads people to rely and trust online platforms. It is true that online platforms has a negative impact on entity stores, but the effect in the fashion market is **complementary**. Therefore, to allow the fashion market to be more complete in the future, entity stores needs to **make changes to increase their market share** for **CONTINUITY**.

METHODOLOGY

QUESTIONNAIRE

Find out customers' views by analyzing the reasons they rather choose online platform of shopping instead of in entity stores, and the views of later changes in the fashion market in Hong Kong.

- Participants' shopping habits
- Customers' behaviors on online platforms compared to entity stores
- Views on online platforms towards entity store
- In-depth question about their opinions on both online and offline shopping