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Consumer expectations in relation to the use of physical and online channels for fashion goods post COVID-19

A comparative study between Denmark and Spain

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Abstract

This study enlightens the limited knowledge the world has today as to what extent the pandemic of COVID-19 has had on consumer behaviour in terms of their own experience and expectations. The purpose of the study is to investigate consumers' expectations towards their use of physical and online channels when buying fashion goods in a post COVID-19 scenario, in the two different country contexts of Denmark and Spain. Through a qualitative method, 113 interviews were conducted where it was found that new consumer expectations have arised in terms of their use of physical and online channels when purchasing fashion goods post-pandemic in the two countries. This study shows that 55% of the respondents expect to use the physical channel, while 20% expect to use solely the online channel and the other 25% expect to use a combination of both channels. By comparing the respondents' answers regarding their use of the channel before and during the pandemic, it was possible to conclude that the pandemic accelerated and increased the consumers' awareness of the online channel. Further, it was discovered that COVID-19 changed consumers' use of physical and online channels when purchasing fashion goods due to the perceived risk of getting infected and restrictions. The answers of the consumers have shown to be different depending on the context of country, gender and age. Lastly, this study found that the consumers' expectations of changes of use of channels will impose implications towards marketers and businesses.

1. Introduction

A unique 2020 has passed and it has brought great change in the world's population and how they live their everyday life. The uncertainty which came with the virus still persists in 2021. This can be seen with the great amount of people across the world that have got infected by the virus and how many different variants have risen since 2019, which makes the virus even harder to combat (WHO, 2021). Times of crisis encourage humans to go through a transition period, where new behaviors in consumers can be found (Mehta, Saxena and Purohit, 2020). Whether it concerns the need, purchase, or disposal, it is all part of the key components of a consumer (Grundey, 2009). The COVID-19 pandemic and the measures which have been implemented to control the spread of the disease, involves both partial and complete lockdown of the society. Besides having a serious impact on the economies all over the world, the lockdowns led fashion goods businesses to only have online stores as an available channel to consumers (Charm and Grimmelt, 2020). Through the literature review, a foundation of knowledge was gained which enabled the study to investigate how the consumer behaves before and during the pandemic. With this insight it would be possible to understand the expected behavior in a post-pandemic scenario, and further the reasons why (Mehta, Saxena and Purohit, 2020). It was found necessary to understand the phenomenon from the individual consumer to reach in depth insight into the changes which the consumer has experienced and expects to.

By exploring the individual consumer, this study intends to investigate the consumer's behavior and expectations of a post COVID-19 future, and whether the potential change in behavior will sustain (Mehta, Saxena and Purohit, 2020). Moreover, this study weaved through the current literature starting with consumer behaviour in general, but also in times of crisis. Correlated to these themes, topics such as consumer expectations and perceptions were found to be relevant for the research question of this study. Besides these, the study further investigated literature about digitalization and a post COVID-19 future, to gain insights into what the future could look like.

After identifying the research gap through the literature review, the study proceeds to the methodology. In this section, the paradigm, research design and methods, and research limitations are presented. This provides the framework of the study, which acts as a structure of the analysis and the discussion. This study collected qualitative data in the form of interviews, which the analysis of research findings and discussion are based on. This allows the study to gain insight in consumer expectations in relation to their use of channels when buying fashion goods in a post COVID-19 future.

2. Literature review

For this chapter of the study, relevant literature to the research question, will be cited and referred to. The literature review will help recognize where the interesting elements are, when investigating "*What consumer expectations in relation to the use of physical and online channels for fashion goods may emerge post COVID-19 in Denmark and Spain?*" It will further clarify in which areas more research is needed. Certain concepts such as COVID-19, consumer behaviour, expectations and perceptions, digitalization and the scenario of post COVID-19 will be explored, in order for the reader to fully understand the topics surrounding the investigated issue.

2.1 COVID-19

By the end of 2019 the World Health Organization (WHO) was informed that multiple cases of pneumonia of an unknown etiology were found in the City of Wuhan, China (Harapan et al., 2020). Shortly after, on the 7th of January the first positive test for SARS-CoV-2, most commonly known as COVID-19, was identified. It is considered a novel human-infecting virus (Harapan et al., 2020). At this point no one would have been able to predict the pandemic that quickly spread all over the world. Knowledge about the fast-spreading virus is changing all the time and it can be difficult to find unbiased information. Even though there is a higher number of infected middle-aged men, everyone can be infected. In most cases it is elderly people or individuals with underlying health issues, who have serious symptoms from the virus (Harapan et al., 2020). Individuals can also be asymptomatic, which means that one can be infected with the coronavirus and therefore potentially infect others, without knowing (Harapan et al., 2020). By the end of 2020, less than a year after the virus first was announced publicly, the first vaccine was ready, a process which often can take up to 10-15 years (Solis-Moreira, 2020). This was possible for a number of reasons, one being the worldwide cooperation, where researchers all over the world shared their data with other scientists (Kefford, 2021).

The COVID-19 virus caused a pandemic, which has had a significant economic and physical effect on society (Stanciu, Radu, Sapira, Bratoveanu & Florea, 2020). In order to stop the spreading of the virus, governments all over the world have closed down schools, shops, borders etc. to help isolate the populations (Stanciu et al., 2020). A pandemic is defined as "*an* *outbreak of a disease that occurs over a wide geographic area and typically affects a significant proportion of the population*" (Merriam Webster, 2021), which the virus indeed has.

2.1.1 How have Denmark and Spain faced the COVID-19 Pandemic

When investigating consumer behaviour in the two respective countries, Denmark and Spain, during a pandemic, it is essential to explore both countries' institutional roles. Both in terms of how the two countries reacted to the crisis and which policies have been implemented to lessen the troubling circumstances, as mentioned above.

Denmark is described as a social democratic welfare state, with strong national income assurance that is the base of the social safety net (Bariola and Collins, 2021). With Denmark's welfare model, the residents have high quality and recognized education systems which are free for everyone, free or low-cost child care and health care. Denmark was among the first countries to implement the lockdown, where the government sent home non-essential public sector workers and advised the private sector to work from home if possible (Bariola and Collins, 2021). Denmark was before the pandemic recognized as a country with high confidence in the government's expertise and measures, which helped the Danish government reduce the infection rates when they enforced restrictions in mid May. (Bariola and Collins, 2021). Denmark also implemented rescue packages which included economic measures, where fixed costs for businesses would be partly funded together with a number of other measures.

Spain has been one of the countries who has been hit hard by the pandemic (The Lancet Public Health, 2020). Garcia-Basterio, Alvarez-Dardet, Arenas, Bengoa, Borrekk and Val (2020), give their explanations for why Spain has so many cases and confirmed deaths from COVID-19. They believe that Spain was heavily lacking when it comes to preparing for a potential pandemic. A delayed reaction by the authorities to implement the needed restrictions, resulted in low capacity of PCR tests and critical care equipment (Garcia-Basterio et al., 2020). When the lockdown was implemented, it came with full force and the population was not allowed to leave their house unless they were going grocery shopping or going to the pharmacy. Only essential workers were able to go to work (Garcia-Basterio et al., 2020). The same paper elaborates on the reason why Spain has had so many cases. Stating that there is low reliance on scientific advice, which has been said to be essential for fighting the virus (Garcia-Basterio et al., 2020). Another paper, however, emphasizes on the fact that "*the actual extent of an* *epidemic can only be assessed retrospectively, governments and policy makers are forced to make decisions on the basis of mathematical models of other diseases and previous experiences by other countries taking different actions.*" (Mitja et al., 2020). Spain has used a number of different models to predict the evolution of the spreading of the virus, but quite quickly the virus had killed thousands.

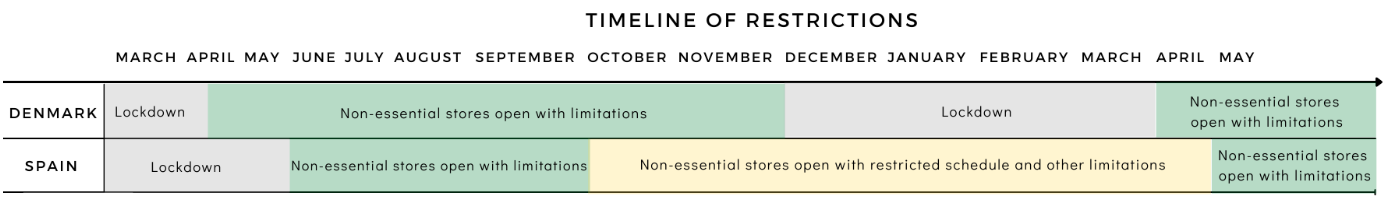
Both countries have experienced extensive restrictions in order for the country to minimize the chances of us spreading the virus. Some of the restrictions found in Denmark have been closing down all non-essential stores including restaurants, hairdressers and beauty salons (Brønnum & Steffensen, 2021).. Also, schools have been shut down for months over multiple periods. Denmark has enforced fewer restrictions in comparison to Spain. Since Spain had higher infection rates, the government was forced to implement more restrictions. Further, has the government advised its population to avoid all non-essential travels, but have not closed the airports nor given fines to people who decided to defy the advice, as seen in other countries (Henriquez et al., 2020). However, only residents of Denmark were able to enter the country at given times (Brønnum & Steffensen, 2021). Furthermore, Denmark has not implemented restrictions in terms of curfews which has been seen in Spain, where the citizens can get a fine for going outside their house past a certain time. However, during this time the citizens were still able to shop in physical stores in contrast to Denmark (Brønnum & Steffensen, 2021). Spain "shut down" the country for 3 months in March, where all non-essential stores were closed, and people were not allowed to leave their house, unless they needed food or medicine (Henriquez et al., 2020). The prime minister has since stated he would never do a full lockdown of the whole country again, but rather implement regional restrictions where needed.

2.1.2 Timeline of Restrictions

After many positive cases, Spain announced a confinement order for the whole country on the 14th of March 2020 (Henriquez et al., 2020). The lockdown meant that it was not allowed to drive anywhere with more than one person in the car and only activities which covered the basic needs such as food and medication were allowed. Shortly later all non-essential stores and schools had been ordered shut. Any form of outdoor exercise was not allowed. First on the 28th of April the Prime Minister announced four phases which should ensure a safe opening of the society. This happened separately in the 17 regions in Spain depending on the on-going progress in each region. On the 25th of May phase two could enrol and non-essential stores could open with limited capacity in the regions which could fulfil the necessary requirements (Spain in English, 2020). The first state of alarm ended in June, but when the second wave hit Spain, they declared the second country-wide state of alarm, which from the beginning was said to last 6 months until the 9th of May (Henriquez et al., 2020). In this period non-essential stores were periodically closed in some regions, but mainly allowed to be open in a limited timeframe.

Denmark took a less drastic approach and slowly closed down the society to stop the spreading of the virus. The 17th of March most non-essential stores were asked to stay closed (Brønnum & Steffensen, 2021). The following month around the 20th of April stores were allowed to open up again. Throughout the rest of 2020 certain elements of the average citizen had been limited to some extent, through social distancing, large public gatherings were not allowed and places like zoos and Tivoli were closed for a long period of time. However, by the end of the year in mid-December shopping centres and non-essential stores had to once again close all over Denmark (Brønnum & Steffensen, 2021). The period following where most activities and stores were closed lasted much longer and only by the 1st of March 2021 most non-essential stores could welcome their customers again.

Figure 1



(Appendix 9.3.1)

2.3 Consumer Behaviour

The world has gone through major changes since the beginning of COVID-19. Individuals' everyday life has been turned upside-down and new behaviours have unfolded. The slow process of recovering from the many months in lockdown has begun, after the vaccines for the virus have been approved. It is finally time for some countries and regions to start reopening society. It has become very evident that the long period of time in isolation will have an impact on how we live today and our behaviour (Kohli, Timelin, Fabius, & Moulvad Veranen, 2020). The definition of a consumer is *"a person who identifies a need or desire, makes a purchase and then disposes of the product in the consumption process.* (Grundey, 2009). Even though there are not two consumers who are completely alike, as all consumers are influenced by different internal and external factors, they all are defined through three different components that together may be visualized as a process: needs are followed by purchase actions, which lead to consumption and disposal (Grundey, 2009; Mehta, Saxena & Purohit, 2020).

The economic uncertainty has led society to have different priorities and it has changed the way consumers behave, both in short and long-term. This new behaviour is seen through how society works, shops and socially interacts. Shifts which normally take multiple years to evolve, have happened in just 12 months. New consumer behaviours are emerging, which in the end can shape our new norms (Kohli et al., 2020). McKinsey and Co. states that companies who use this transitional period to rethink their consumers behavioural changes, can end up being a part of reshaping the consumers behaviour.

2.3.1 Consumer Behaviour during Times of Crisis

In times of crisis new tendencies in consumer behaviour become evident (Mehta et al., 2020) as consumer behaviour evolves under the impact of changing environmental conditions. Kotler and Keller (2012) emphasize that it is essential for businesses to understand how consumers behave during times of crisis. Businesses have to offer the most appropriate products or services to the right customers. It further has to be done in the most cost effective way, especially in times of a pandemic (Kotler and Keller, 2012). Because of the many hours spent at home during lockdown, the digital world plays an essential role. During the lockdowns, the consumers are less likely to see posters and physical adverts around the city, since they in many cases have had to stay at home (Mehta et al., 2020).

Metha, Sazena and Purohti (2020) state that the most important factor of consumer behaviour during a crisis is risk attitude and risk perception. Risk attitude is described as the consumer's interpretation of the risk content and further how much the individual dislikes the content of that risk. Risk perception can be defined as to what interpretation the consumer itself sees a chance of being exposed to the risk (Mehta et al., 2020). Other experts also believe that an individual's personality characteristics also play a major role in their consumer behaviour (Hoon, Sim, Lim, Kuan, 2001). Some of the characteristics they mention to be important is whether the consumers are risk averse, value conscious or materialistic. In times of crisis consumers tend to simplify their demands, since it naturally is not as easy during a pandemic and other significant events (Mehta et al., 2020). This transition to a more simple demand in needs often continues post-crisis. Consumers naturally move towards uncomplicated, value-oriented products or services which help simplify their lives. As consumers alter the way they see their needs, the consumer process will fundamentally be altered as well. This could mean that different types of needs will lead to a different purchasing behavior, which will consequently lead to other consumption and disposal behaviors (Grundey, 2009). When the world is going through a significant event such as the pandemic, unlawful and unethical behaviour from a company can be ground breaking (Mehta et al., 2020).

Sheth (2020) gives eight interesting immediate effects on consumer behaviour during times of crisis, such as the current pandemic. Sheth (2020) mentions hoarding as one of the common behavioural changes during stressful times, where uncertainty plays a significant role. Furthermore, consumers are extremely quick to adapt to a new normal. Exciting habits will be put aside and new ways of doing everyday tasks will be invented. More research however needs to be done in this area (Sheth, 2020). Oftentimes during periods of distress the initial reaction often is to postpone purchases and consumption of discretionary products or other services. Larger purchases and commitments such as buying a house or a new car are therefore postponed many times during a crisis (Sheth, 2020).

The pandemic and the restrictions that came with it have sped up the process of embracing digital technology. The internet is no longer just a place to find an answer to a certain question. It is also a place to work, to socialize with friends over a cup of coffee, and even go to school. This is without a doubt where some major changes in consumer behaviour have been seen (Sheth, 2020). Additionally, Sheth (2020) mentions it is about bringing home the store experience. Many countries have decided to temporarily force the businesses and shops to stay closed to limit the spreading of the virus. Being connected with friends and family on social media has been a way of staying in touch with the people you love, but have not been able to see for many months (Sheth, 2020), and businesses have had to follow this change in how consumers are being social together (Sheth, 2020)..

An aspect which Sheth (2020) also elaborates on is the blurring of work-life boundaries. The consumer has from one day to another been confined in their own homes. Where they have many needs and wants with too limited resources. More concerning the work related consumer behavioural changes will be mentioned in the following chapter.

2.3.2 Work Related Behavioural Changes

Most countries have seen an increase in unemployment since the beginning of March 2020 (Kohli et al., 2020). Many Western countries such as Denmark, the UK and Germany, have implemented furlough schemes in order not to see a spike in the unemployment rate. This especially protects the individuals who already are in a job, however for the people who are currently looking for a job or a recent graduate it might be difficult to find a job. For countries who have not been able to support its citizens the same way, a bigger spike in unemployment is seen (Kohli et al., 2020). The type industry plays a huge role when it comes to the unemployment rate. The industry which has been affected the most by the pandemic and its closures, has been the leisure and hospitality industries and many experts predict these industries will continue to be affected badly for a while (Falk, Carter, Nicchitta, Nyhof & Romero, 2021).

Most people have been working from home at some point during 2020. Remote working has to some extent been a forced behaviour, in which the consumer has not chosen themselves. Nevertheless, it has been a tool to control the spreading of the virus (Kohli et al., 2020). For some, remote working may have started as a temporary solution, but as the months have gone by, the advantages of a more flexible working day at home have become evident. People have been able to be with their children in a different way than before and working hours may have become more fluid. This has been mentioned to come with both pros and cons (Falk et al., 2021). Because of self-isolation and remote working people are less on the go, changing intrinsics of the process the consumer is embedded in: it changes its needs, purchases and disposal (Grundley, 2009). This has affected many businesses, who make a living from e.g., business meetings or people grabbing a coffee in-between different locations (Kohli et al., 2020).

2.3.3 Behavioural Changes in Shopping and Consumption

McKinsey & Company (2020) state that a big change in consumer behaviour will be seen in the shopping and consumption area. Consumers have gone through some big changes in their everyday life and they therefore choose to buy from already trusted brands. Individuals are limited in the way they can explore physical stores, since restrictions in many countries have forced them to close during the lockdowns. Also, a difference in basket size can be seen, which correlates with the reduced shopping frequency (Kohli et al., 2020). People choose to buy more at a time, to limit the times they have to leave the house or get in contact with other people if the items are delivered. For the shops and businesses which are allowed to be open, a change in customers is also evident. Businesses are now seeing more local people in their stores (Kotler et al., 2020). The reasons for this change can be because of the restrictions, where certain countries chose to limit the citizens' ability to leave their own city or municipality (Kohli et al., 2020). Another reason for this change could be because of an increased awareness of the need to support local stores during the pandemic (Kohli et al., 2020). A survey further supports this idea, by stating that 68% of the questioned participants would continue to buy local, even after the restrictions would be lifted (ZypMedia, 2020).

De', Pandey & Pal (2020) have investigated the impact of digital surge during the pandemic. The lockdown has entailed a significant rise in the consumer's use of information systems and networks. Both businesses and employees have had to adjust to 'work from home', fairly quickly and many are still continuing to do so, which is evolving this new pattern of work-life. Interestingly, this is something which is seen in almost all industries, where it is possible to work from home. Experts believe that these emerging new patterns are here to stay for the foreseeable future (De' et al., 2020).

When investigating the literature on consumer behaviour with a pandemic viewpoint, it is clear that many behaviours, habits and norms are emerging (De' et al., 2020; Kohli et al., 2020; Falk et al., 2021). Home is no longer just a place to eat, sleep and hang out with family. It is now also the place to work, workout, do shopping and homeschool children. Because of this major shift in the daily routine, consumers are being guided by businesses to do other daily tasks in different ways also. Priorities and spending behaviour have changed, and therefore businesses have also followed this progression (De' et al., 2020; Kohli et al., 2020; Falk et al., 2021).

2.3.4 Long-term and Short-term Changes in Consumer Behaviour

The word 'long-term' will be used frequently throughout the study, with the purpose of understanding the length of changes, implication and similar. The study's understanding of the concept of long-term is when a phenomenon occurs over a long period of time or it involves a period of long-term solutions (Merriam Webster, 2021).

From the sections above it is clear that the pandemic and the consequences that come with it, are changing consumer behaviour. It is however interesting to investigate if the crisis not only is able to have an effect on the short-term consumer behaviour, but also on the long-term one. Are these changes occuring because the current restrictions are limiting the society, or will the behaviour of the consumers stay the same after the restrictions are lifted? These are all very important questions to ask oneself, since businesses all over the world are currently trying to adapt to the new normal (Deloitte, 2020). If a company is able to somewhat predict the changes in consumer behaviour and whether these changes will last or fade away over time, it will give the business competitive advantage. Deloitte (2020) states that "*Because people were forced to switch to online channels for purchase of goods or utilization of services, it is expected that a large proportion of customers will continue to utilize those channels even after stores have reopened.",* this translates to a change in the behavior that not only affects its short-term perspective but also may have a lasting effect. The consumers explained this change to online channels since it has been convenient, it has been saving time and simultaneously they found an increase in selection (Deloitte, 2020).

From behavioral science it is known that by identifying consumer's new beliefs and habits, it is possible to understand the consumer's change in behaviour (Charm, Dhar, Haas, Liu, Novemsky, Teichner, 2020). The pandemic has forced the majority of consumers to change something in their everyday life, which has given the consumer new experiences. If these experiences are positive, the consumer is more likely to repeat this behaviour, and even long-term consumer behaviours can be changed. Because of the pandemic a change has been seen in consumers' behaviour at an unprecedented speed (Charm et al. 2020).

2.4 Consumer Expectations

The following section will explore the literature's understanding of the concept of consumer expectations, which will culminate into how this concept will be understood in this study.

Consumer expectations are embedded within consumer behavior, and behavioral decision literature (Oliver & Winer, 1987). Overall, consumer expectations correspond to assumptions and suppositions that individuals have in relation to a product or a brand and their capability of materializing that particular assumption. In fact, depending on the literature, expectations will have quite different roles in the theoretical frameworks (Oliver & Winer, 1987).

Taking into consideration the consumer behavior literature, expectations are formed within uncertainty (Oliver & Winer, 1987). This means that expectations are a subjective interpretation of future attributes in which uncertainty weighs in. As expectations are the foundation of what the consumer believes the product or brand to be, many times expectations can be also described as beliefs in literature (Fishbein & Ajzen, 1975). From this point of view, the literature agrees that expectations are consumers' predictions of a near-future transaction (Zeithaml, Berry & Parasuraman, 1993). Nevertheless, other streams of authors have suggested that expectations correspond to the ideal standard that consumers have in mind (Zeithaml et al., 1993). In other words, expectations are at the level where the consumer wishes the product to perform, hence translating more to the desires and needs of a consumer (Miller, 1977). Furthermore, another stream of researchers have proposed that expectations towards future utility are influenced by post purchases, where the pre-purchase process expectation of satisfaction involves prior experiences (Oliver & Winer, 1987). By involving past experiences into the development of expectations, Woodruff, Cadote and Jenking (1983) propose that the expectations of the consumer reflect consumers' wants and needs that a business should provide, but these expectations are limited by what consumers expect the performance will be. However, it is important to denote that overall consumer behavior literature focuses on consumer satisfaction, and how expectations influence the consumer's satisfaction evaluation (Zeithaml et al., 1993).

On the other hand, behavioral decision literature focuses on the fact that expectations are a very influential factor in the decision making process, which is leading directly to the purchasing behavior of a consumer (Grundey, 2009; Oliver & Winer, 1987). It is in this light that decision-making frameworks were developed with a focus on uncertainty. Because uncertainty affects the predictions and assumptions of the individuals, the formation of expectations can be compared essentially to a forecasting problem (Oliver & Winer, 1987). Kahneman and Tversky (1982) define expectations within three types given a situation when an individual goes through a decision process: active expectations, passive and permanent expectations and finally passive but temporary expectations. Active expectations occupy a certain space in the individual's consciousness at a given moment. This is because they represent expectations of an active decision-making process, where the attention is focused on a current product (Kahneman and Tversky, 1982). On the other hand passive expectations do not occupy the individual's consciousness and their attention that is embedded within. Instead, permanent passive expectations are immersed into the individual's mental structure in the long-term, meanwhile temporary passive expectations only remain in memory for a short time (Kahneman and Tversky, 1982). Within this perspective, Kahneman and Tversky (1982) focus that past events are crucial for the prediction process, and therefore for the expectations' development. It is worth underlining that recent studies even prove that long-term expectations, such as passive but permanent expectations, can be influenced by recent experiences (Lange, Heilbron and Kok, 2018).

Disregarding the role expectations play on the theoretical frameworks such as consumer satisfaction or decision making processes, Zeithalm et al. (1993) point out that there is a lack of literature addressing how expectations are created, especially in moments under crisis. Determinants such as uncertainty, ambiguity and outcome knowability have been the most explored in the literature, as they are based on experiences, extrapolations of the past and comparison (Oliver & Winer, 1987). There is therefore the lack of studies where no experiential data exists. It is then worth noting that by concentrating the expectations' literature into either consumer satisfaction or decision making process realms, the literature is confining expectations into the purchase behavior of the consumer, neglecting their needs and disposal behavior. Thus, taking into consideration that expectations are embedded in the decision making process, as well as consumer satisfaction, expectations can be considered the consumer's subjective evaluation of the value of the product or store at a particular point in time (Grundey, 2009; Oliver & Winer, 1987).

2.5 Consumer Perception

The following section will provide a brief insight in the understanding of the term consumer perception. The meaning of the term consumer perception can in its simplicity be defined by "*the way in which something is regarded, understood or interpreted"* by a consumer (Cambridge Dictionary, 2021). Perception is simply the process of how the consumers select, interpret or organize sensations. Through the sensory receptors of sight, hearing, smell, taste and touch the consumers will have an immediate response to such basic stimuli as smell, texture, sound and light (Alvensleben & Meier, 1990). Anything that activates a receptor is a stimulus. The consumers interpret the meaning of the stimulus to allign or be consistent with the individual's own unique needs, wants, experiences and biases. There are to be found three stages in the process of perception; the exposure, attention and interpretation (Shank, 2002). Overall, consumer perception is the process of creating the meaning of the inputs (Sánchez-Fernández & Ángeles, 2006). This creation of meaning and the outcome of it, will be an important factor in the decision-making process.

The first stage of the consumer perception process is the exposure, which occurs when the consumer is exposed to a stimulus and collected by the individual's sensory receptors. Despite the fact that the stimulus is within the range of the consumer's sensory receptors, the consumer may not notice it or even choose to ignore it (Kearns & Hair, 2008). The next stage is called attention, and the term refers to the extent of which the processing activity is developed to a given stimulus. When consumers are exposed to far more information and stimuli than the individual can process, they are to be found in a stage which is called sensory overload (Alvensleben & Meier, 1990). The last stage is the interpretation, which refers to the creation of meaning which the consumer assigns to sensory stimuli (Hoffmann, 2000). Each individual is unique and they receive and catch different stimuli, therefore does the meaning which they assign to the stimuli vary too. A group of consumers may be hearing and seeing the same advertisement, but their interpretations and perceptions can be completely in contrast to each other, depending on different factors such as their expectations (Knight & Calantone, 2000).

The consumer perceptions of e.g. a store varies depending on the given individual. Consumer perception of a store comprises both functional attributes such as features and price among others, and its symbolic attributes such as the environment of the store itself, but also the consumer's idea of what they will become or be perceived as when purchasing at the store

(Shank, 2002). The consumer's evaluation of a given product is more likely to be the result of what it means rather than what it does. The meaning is simply how the consumers perceive it. The consumer perception has the ability to constitute a brand position in the market, based on the consumer's own expectations to the performance which is measured through its packaging, style or colour more than the product itself (Yadav et al., 2020).

Consumer perception can also be of risk, and despite the fact that many organisations and marketers view their services or products as attributes, consumers may perceive them as risks in terms of negative consequences when consuming or using the product (Sánchez-Fernández & Ángeles, 2006). There are two types of risk which have been identified as functional and psychosocial. Functional risks are consequences of product or service usage which are directly or tangible (e.g. the fuel consumption of a car). Psychosocial risks are identified as being intangible by nature and therefore more subjective (e.g. the feeling of being a maserati owner) (Kearns & Hair, 2008). The perception of risk affects the willingness to purchase a given product or service, and it includes both objective (e.g. physical danger) and subjectives factors (e.g. social embarrassment) (Alvensleben & Meier, 1990). Consumers which have a higher risk capital are less affected by the perceived risks associated with their purchases. There are five basic kinds of risk: financial risk, functional risk, social risk, psychological risk and physical risk (Yadav et al., 2020).

To summarize, perception is to be understood as the process in which sensations such as odour, vision and sounds are selected, organised and interpreted. The interpretation of a stimulus allows a meaning to be created and assigned to the given stimulus. Since consumers are bombarded with stimuli, most of them are not being received by the consumer. The stimuli which are being received is depending on the unique individual, since consumers have different perceptual thresholds (Yadav et al., 2020).

2.6 The Difference Between Consumer Expectations and Consumer Perception

The previous sections provided an insight in the terms of consumer expectations and consumer perception. A clarification of the gap between the terms will be presented to provide an understanding of the differences, similarities and most importantly the relationship between.

Depending on the literature it will have a different definition, but overall, expectations can be considered the consumer's subjective evaluation of the value of the product or store at a particular point in time (Oliver & Winer, 1987). Majority of the literature agrees that expectations are a prediction of the future transaction (Fishbein & Ajzen, 1975; Zeithaml et al., 1993). Some literature takes past experiences as crucial for the expectations of the future, which can potentially limit the expectations, meanwhile others define expectation as the 'ideal standard' (Miller, 1977; Woodruff et al., 1983). Being the ideal standard means that expectations do not correspond to what the consumer believes the experience will be like, but what they wished it would be (Miller, 1977). Literature provides various meanings when defining consumer perception depending on the aim of the perception, but in marketing it is often described as a process in which a consumer selects, organizes and interprets information to create a meaning of a given stimulus (Shank, 2002). Consumers selectively perceive what they classify as their unique wants and needs (Alvensleben & Meier, 1990). Perception is a variable which is to be found in the decision making processes of purchase, and it is known to influence consumer behavior (Sánchez-Fernández & Ángeles, 2006).

The relationship between consumer expectations and consumer perception, can be simplified into two stages of a purchase decision; before and after. The expectation of a given product or service should align with the perceived outcome (Yadav et al., 2020). If the expected outcomes do not match the perceived outcome, it will affect the rate of satisfaction and hereby the expectations of the given product or service in the future (Sánchez-Fernández & Ángeles, 2006). This is due to the consumer expectations being identified as prior, and these are a part of the process when perceiving a stimulus in the present, based on similar past experiences. The important aspect of understanding consumer expectation and consumer perception is the gap in between, which is identified as a consumer gap (Parasuraman, Zeithalm and Berry, 1985). Hence, the consumer gap can be understood as the comparison between perceived quality and predicted quality (Parasuraman et al., 1985).

Overall, perception and expectations create the gap that consumers rely on to evaluate their satisfaction concerning a product or service (Miller, 1977; Woodruff et al., 1983; Zeithalm et al., 1993). By taking into this perspective, the literature focuses on the purchase phase (and its consumption phase) of a consumer, and how these evaluations will affect future expectations (Fishbein & Ajzen, 1975; Grundey, 2009; Lange, 2018).

2.7 The Role of Digitization Acceleration

Because expectations correspond to the consumer's interpretation of value at a given time, the future wants and needs of their consumption is tightly related to their expectations (Oliver & Winer, 1987). Taking into consideration the COVID-19 pandemic and the big impact it has had on the many areas that constitute an individual's everyday life, there is the high possibility that consumer expectations have changed, as the consumers' context in the current time is different from before. Literature states that it is highly likely that an increase is to be found in online consumption, which will continue post-pandemic (Lemenager et al., 2021; Zamboni et al., 2021). Sheth (2020) has stated that there are eight different dimensions in which people's lives have shifted in terms of behavior, including consumption, working, learning and entertainment. One thing that these dimensions all have in common is that technology has gained a bigger role, in which people now rely heavily in order to perform their daily lives' activities. As many believe that the pre-pandemic state will never come back, technology may be a resource that will be required to have the same importance as of now (Gorynia, 2021).

New technologies and their applications have been a must in order to remove the barriers of social distancing (Gottschalk et. al, 2021; Faraj, Renno & Bhardwaj, 2021). Digital video services have been used to meet with family and friends, but has also been very useful in professional settings such as remote educational purposes, work environments and it has been extended to telehealth for virtual appointments with health care providers (Katz, Callorda & Jung, 2020). India, South Korea, China, Italy and many other countries have been in complete lockdown, removing the option for consumers to go to a grocery store or shopping centers. As seen in many areas of the world, the populations were unable to go to the stores, so the stores came home in terms of becoming digital along with work and education. According to Sheth (2020) consumers may find it more convenient and easier to learn, work and shop at home due to COVID-19.

Before the digital era, consumers' experiences of fair pricing and quality service met the consumers expectations. However, digitization has created the possibility for personalized, engaging and simple experiences (Nas, 2021). The expectations of the consumers are constantly increasing, led by previous experiences, experiences with other services and products and information provided by friends and the media (Gottschalk et. al, 2021; Faraj, Renno & Bhardwaj, 2021). It has never been easier or more convenient for consumers to choose among brands than it is today. According to Salesforce Research (2021) 76% of consumers state that it has become easier to switch to another online store, if their expectations have not been met by their experiences. It is key for the consumer that the experience aligns with their expectations when navigating through the customer journey, connecting with customer service and their representatives, purchasing or using products or services, in order for the online store to earn the loyalty of the consumers (Garg, Popli & Sarao, 2021; Leidner & Tona, 2021). Great experiences, enabled by technology will be turned into the status quo for the individual consumer. Therefore, stores online are to be found in highly competitive markets where the need for continuous innovation is key, since other companies keep raising their standards too. Consumers may therefore have higher expectations too (Nas, 2021).

It is also important to acknowledge that even though digitization has brought consumers the chance to increase their comparison scope (in terms of product or price), consumers may still rely on social or physical interactions to evaluate a given product. Burke (2002) found out that when in-store shopping, consumers deem as essentially the presence of a sales assistant. The importance of it increased when the store was related to infrequently purchased items such as home appliances, furniture or hardware (Burke, 2002). Furthermore, the same research found that consumers are the most enthusiastic when using multichannel shopping, and that in fact different channels play different roles in a consumer's purchasing journey. Whilst the internet served the purpose of searching product information and comparing alternatives, the physical stores were the preferred channel to pay for and receive products and return unsatisfactory products (Burke, 2002).

2.8 Post COVID-19

More than a year ago the world was caught by surprise of the COVID-19 virus and the challenges it caused. Scientists across different disciplines offered projections of the pandemic in order to help governments on a global scale with one common target - passing the worst phase of the virus and slowly flatten the curve. One year ago, the world hoped for a vaccine to be developed and implemented, so the world could establish herp immunity and that somehow the transmission could be decreased if enough persons were immune (Davey, 2020).

Today, researchers and scientists are in disagreement of how the reality post COVID-19 will unfold. Experts state that the pandemic will end, and that vaccines are the key (Kim, Marks &

Clemens, 2021; Chang, McAleer, Ramos, 2020; Hite & McDonald, 2020; Bollyky & Bown, 2020; Guihot et al., 2020). However, other experts argue that the virus is likely to become endemic and that the world will be forced to live with it (Columbia, 2021; The Economist, 2021; Giannitsarou & Toxvaerd, 2020; Davey, 2020; Canadian Journal of Public Health, 2021; Torjesen, 2021; Lingard, Zhang, Rälsänen, Goh, Bowen & Bhandari, 2021). In fact, the world may be moving towards a state where all will live with COVID-19 as another transmittable disease, as along with other existent ones . WHO experts have stated that it appears that the destiny for COVID-19 is to become endemic (Davey, 2020). Furthermore, it is stated that the virus will continue to mutate into other variants as it reproduces in human cells, especially in the areas where the transmission is more intense. Experts argue that the virus will not be eradicated however it will become endemic, continuing to circulate among the global populations. The Canadian Journal of Public Health (2021), continues by stating that it will cause outbreaks in areas and regions where it had already been eliminated (Potvin, 2021). However according to a survey with more than 100 immunologists, infectious disease researchers and virologister working on the COVID-19 virus as respondents, the impact in terms of deaths, need for social isolations and illness will lessen, as the vaccine to some extent will provide immunity and it is believed that this will be acquired from more populations in the future (Philips, 2021).

Almost 90% of the researchers stated that they expect the virus to become endemic (Philips, 2021). Although one third of the 90% believed that the virus could be eliminated from some regions of the world. According to Christopher Dye (2021), an epidemiologist at the University of Oxford, there would be a continual risk of outbreaks in the areas where COVID-19 had been eliminated, however this could be controlled by herd immunity if the population had been given the vaccine (Phillips, 2021). WHO states that COVID-19 is still classified as a pandemic, since infections continue to increase globally and due to the lack of vaccines causing that people are still susceptible (Davey, 2020). To be classified as endemic, the number of infections will have to become relatively constant over a period of years, with only occasional increases. If the vaccines do block transmissions and are effective against mutations, it could be possible to reach herd immunity in regions where the populations are vaccinated (Columbia, 2021; The Economist, 2021; Giannitsarou & Toxvaerd, 2020; Davey, 2020; Canadian Journal of Public Health, 2021; Torjesen, 2021; Lingard et. al., 2021). According to Alexandra Hogan (2021), a vaccine which is 90% effective would need to reach at least 55% coverage in order to reach temporary herd immunity and this is still with the need of social distance measures such as masks and remote working. In order to remove social distancing measures, a vaccine would have to cover 67%, and even higher levels if it is less than 90% effective, to block transmission. However, these statistics may be inflicted by new mutations of COVID-19 (Hogan, 2021).

The longer the existence of the pandemic has been, the more experts are changing their opinion of whether there will be an end of COVID-19 or if it will evolve into endemic, in favor of the last option. Despite the disagreement of whether the pandemic will end by the spread of the vaccines or transition into endemic, there is a strong belief from all sides that this will have great consequences that will remain for decades after.

2.9 Summary of the Literature Review

This section will present a summary of the literature review, in order to proceed to the conceptualization of this study.

In a world where the only constant thing is change, one must adapt to the circumstances in order to survive. New knowledge and research are being established every single day, and it changes the standards governing the life of us all (De', Pandey & Pal, 2020). The development of knowledge creates new possibilities and opportunities to which individuals and organisations must adapt constantly in order to follow the pace of time (Kohli et al., 2020). Approaches, methods and norms which may have been successful in the past, may fail to be in the present and future, especially in times of crisis (Kotler et al., 2020). A global crisis can cause major changes throughout the world, and it is of great importance to identify and understand these changes so one can adapt to them (Bariola and Collins, 2021). In a global perspective, countries have responded to the outbreak of the pandemic with changes in institutional roles through the enforcement of different restrictions to contaminate the virus and minimize the impact of it (Garcia-Basterio et al., 2020). For many populations everything known as their daily lives have changed almost overnight. Social activities stopped, people lost their jobs or started working from home, public transportation stopped, and many found themselves to be completely isolated from the outside world. The virus changed societies and the daily lives of individuals in almost all corners of the world (Garcia-Basterio et al., 2020).

By imposing restrictions on certain sectors of consumers' lives, researchers have found that these have obligated consumers to change the way they behave. According to the literature review, and as it is visible on Figure 2, consumers actions can be divided into three key components: needs, purchases, and disposal (Grundey, 2009). These components are correlated, since a purchase does not happen if there is not a need adjacent, and there is no disposal if a purchase did not happen first. Moreover, because the consumer has several needs, once the consumption and disposal of one purchase is over, the consumer will look for the fulfillment of another need. Through the literature review, it was discovered that all three components have been affected due to COVID-19. ¨In times of crisis, consumers simplify their needs to products and services that help them supporting their lives, big purchasing decisions are postponed, and consumption and disposal are focused more on ethical consciousness, as consumers pay more attention to lawful and morally correct behaviors (Mehta et al., 2020; Hoon et al., 2001). Furthermore, health and safety management were suddenly a priority, due to the perception of risk correlated to the action of shopping in a physical store with other individuals close by (Oliver & Winer, 1987)

Figure 2 - Consumer Behaviour Key Components

(Appendix 9.3.2)

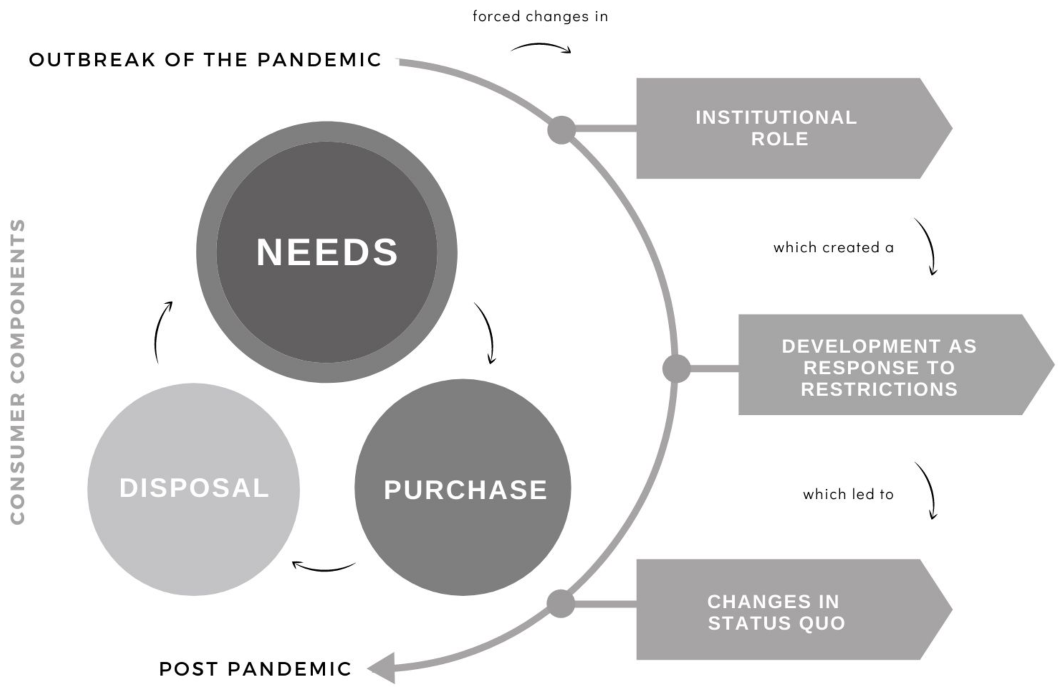
It is also worth noting the digitization's role in the particular case of COVID-19. Because the restrictions imposed by the governmental institutions prompt consumers to stay at home, and at the same time restricted their access to several services, including non-essential stores, a surge in e-commerce has been highlighted in the literature (De' et al., 2020; Kohli et al., 2020; Falk et al., 2021). Also, by forcing consumers to switch to online channels during lockdowns, not only purchasing behavior is being changed temporarily, but it may also instigate long-term patterns (Deloitte, 2020).

Furthermore, it was found in the literature that expectations and perception are highly correlated when it comes to the needs and purchase phases of the consumer (Grundey, 2009; Zeithalm et al., 1993). Expectations are considered the consumer's evaluation of a product or service's value in a given point in time, meaning that they can be translated into the consumer's prediction of a future transaction (Fishbein & Ajzen, 1975; Zeithaml et al., 1993). Meanwhile, perception is understood as the consumer's interpretation of a particular stimulus (Shank, 2002). By correlating these two concepts, it is possible to obtain the consumer gap (Parasuraman et al., 1985; Sánchez-Fernández & Ángeles, 2006). Taking into consideration that expectations can be deemed as the ideal standard or as the adequate standard, the consumer gap is broken into two: the comparison between desired quality and perceived quality and the comparison between adequate quality and perceived quality (Zeithalm et al., 1993). Overall, both expectations and perceptions are variables found in the decision making of the purchase process, and therefore they influence the consumer in its whole (Oliver & Winer, 1987; Parasuraman et al., 1985; Sánchez-Fernández & Ángeles, 2006; Zeithalm et al., 1993).

The topic of expectations towards the near future is important to take into consideration, since the literature states that there is a great possibility of the occurrence of endemic. This would mean that the world is not returning to its old normal as known before the outbreak of the pandemic (Columbia, 2021; The Economist, 2021; Giannitsarou & Toxvaerd, 2020; Davey, 2020; Canadian Journal of Public Health, 2021; Torjesen, 2021; Lingard et. al., 2021). As the world is evolving into finding solutions for the pandemic, such as the vaccine, these solutions may not reach the whole world's population at the same time, which means that the virus would continue circulating among global populations at a lower rate, causing eventual outbreaks (Canadian Journal of Public Health, 2021; Davey, 2020). Thus, it has become clear through the literature that there is the option that the pandemic will not be over, but instead it will give continuation to endemic.

Literature states that both citizens and researchers seek the answer of how the way of living will change after the pandemic (Bariola and Collins, 2021). The answer is not to be found yet, and in some respects, it might not be the right question to ask. Through the literature review, it was evident that scientist, virologist, immunologist and epidemiologist argued that the post-pandemic of COVID-19 scenario is in reality more likely to become a COVID-19 endemic (Columbia, 2021; The Economist, 2021; Giannitsarou & Toxvaerd, 2020; Davey, 2020; Canadian Journal of Public Health, 2021; Torjesen, 2021; Lingard et. al., 2021). Thus, it becomes crucial to understand the consumer and their behaviors. More deeply, what consumers expect their needs, purchase behavior and disposal to be in the future. By understanding their expectations, new scenarios of what reality will look like post-pandemic will emerge. The following Figure 3 attempts to summarize the literature review, where the several themes investigated correlate to each other establishing the context where the consumer is in. It can be seen in the figure that in the present, the pandemic of COVID-19 has led to several events that impact the consumer's three components (Kohli et al., 2020). Firstly, the pandemic has led institutions to take several measures that have prompted organisations to take action, such as working from home and turning to online commerce. Many of these developments have been of great impact on shopping approaches and experiences. This led to the third element, which is illustrating the changes in the status quo caused by the new developments, as new experiences, norms and approaches create a new status quo.

Figure 3 - A Visual Presentation of the Literature Review Summary



(Appendix 9.3.3)

3. Conceptualisation

The conceptualisation of the study will be presented in the following section. Further, an illustration of the conceptualisation will be provided and explained with the purpose of establishing a visual structure of the approach to the study.

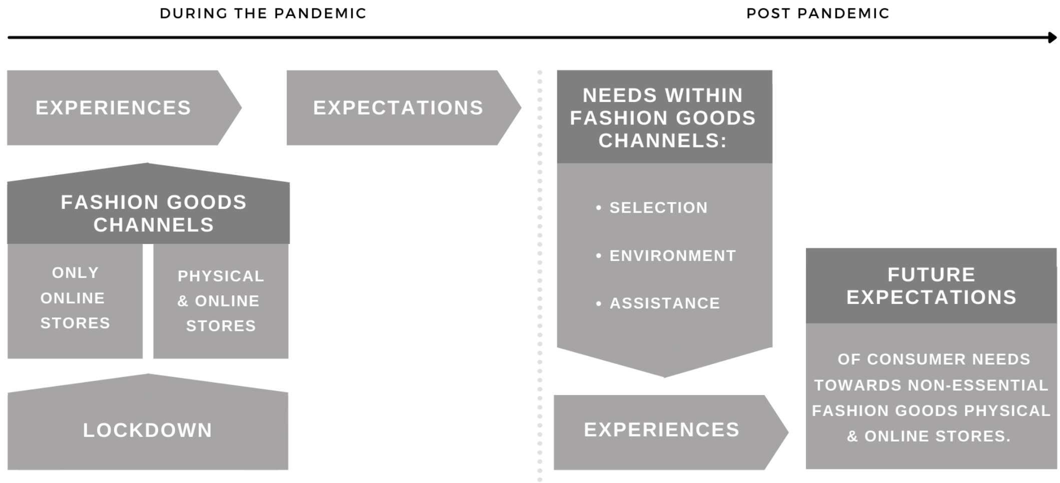
As previously stated, COVID-19 has shaken consumers to their core. Even though the process between the three components that establish what a consumer goes through has stayed the same, new influential factors behind each component have emerged. Countries all around the world have presented different plans to slow down the infection rate of COVID-19. In this particular case, both Denmark and Spain have recurred to the lockdown options, but with different timings and measurements. This means that throughout the pandemic the two countries were at times simultaneously on lockdown, and at other times not. People were not able to continue their daily lives, and the world responded with innovation and development with the purpose of becoming operative again. In just a few months' time, the pandemic of COVID-19 has brought about years of change among populations and organisations (Katz, Callorda & Jung, 2020.

During lockdowns, many non-digital stores were closed, and almost all organisations on a global scale were forced to reassess their business practices with the purpose of going digital, since this was the only approach in reaching customers (Gorynia, 2021; Sheth, 2020). Given the pandemic context, physical non-essential stores were no longer a choice and the stores which were already digital, were met by an increase in demand for online shopping and online consumption (Burke, 2002). Also, physical stores that were not online were pushed to enter the online market, which led to an increase in the competition of the market (Garg, Popli & Sarao, 2021). Therefore, depending on the status of the lockdown, consumers have at given times only had one channel available to purchase and at other times two available channels. When the lockdowns were enforced, consumers would only be able to buy non-essential products through the online channel, but when the lockdowns were lifted, they were able to choose which of the two channels to purchase from. As non-essential products can be divided into different types of stores, it is found necessary to narrow down what type of non-essential stores this study will be focusing on. Thus, this study will further continue its conceptualisation with a focus on fashion goods stores belonging to the category of non-essential stores, and therefore have been forced to close during lockdowns.

The figure 4 attempts to showcase the study's conceptualisation map. As seen, the map starts from the left showcasing the path of the consumers when purchasing fashion goods 'During the Pandemic'. Given the lockdowns, consumers have had at given times both physical and online fashion good stores available, or only online stores. Furthermore, this development in the fashion goods stores established new experiences to the consumers, which as aforementioned in the literature review is one of the main contributors to the creation of consumer expectations (Kahneman and Tversky, 1982). As also explored in the literature, expectations are defined in a given time, as consumers have new experiences every day that alter those same expectations (Fishbein & Ajzen, 1975; Zeithaml et al., 1993). Thus, it can be speculated that the new experiences consumers have encountered during this pandemic, which have changed their behavior, have led them to create new expectations towards a post-pandemic scenario. For this reason, it can be seen in Figure 4 that experiences impact the creation of expectations.

The further development of the conceptualization is taken in a post-pandemic scenario. While investigating existing knowledge, it became evident that there is to be found limited literature of the desired area of research, mainly the consumer behavior key components in a post COVID-19 realm. Thus, it has become of great curiosity whether new expectations in terms of the consumers own components may emerge due to the changes in the status quo. It is in this line of thought that the following section of Figure 4 called 'post-pandemic' was conceptualized. However, it is found important to understand in which terms consumers expect their components to change. As different experiences arise from purchasing from either an online or a physical store, this study will focus on the consumer expectations of their components towards the characteristics of fashion goods stores online and physical. The characteristics which differ the most in terms of consumer needs when comparing the channels of physical and online non-essential stores is found to be; Variety selection, Environment and Assistance (Burke, 2002). Thus, this study will focus on how consumers expect their behavioural key components with a focus on needs to change in terms of the stores' characteristics depending on their purchasing channel.

Figure 4 - Conceptualization Map



(Appendix 9.3.4)

3.1 Research Gap

With the literature review it becomes clear where the research gap is to be found and where further knowledge is needed. The world is experiencing a crisis, which later can be found in history books. In the literature review it became evident that papers have been written about consumer behaviour, consumer behaviour in times of crisis, consumer expectations and perception. However, with the unique times the world is currently going through, it is important to know if the existing literature is still relevant during a crisis such as the one caused by COVID-19. Only a limited number of papers focusing on the pandemic have been peer reviewed and published. More papers taking the pandemic into consideration, when investigating the mentioned topics in the beginning, are needed, in order for businesses and marketers to understand the given circumstances they are to be found within. Further, it is found important to understand the challenges the changes might bring. It may be much easier to first conduct research after the pandemic has surpassed, however as researchers it is believed that the knowledge and know-how is needed the most now.

It is further relevant to conduct a study looking at how consumers expect their use of either online or physical channels would be post COVID-19. This would enlighten marketers' understanding of how consumers prefer to buy their fashion goods in a post-pandemic future. Literature on how the pandemic has changed consumers' use of physical or online channels is almost non-existing, and it is an area of research which would benefit greatly if investigated further. By knowing which elements have pushed consumers into trying new channels to buy their fashion goods, businesses have a chance to adapt to the consumers' behaviour. An aspect which is important to keep in mind here, is where a study is conducted. Papers have been written about the differences between consumer behaviour for different countries, however only few regarding fashion goods. This is not to be seen in respect between Denmark and Spain. Further, understanding whether the consumers residence, age or gender has an effect on their expectations in their use of channels to buy fashion goods is limited. It would additionally be interesting to understand what consumers expect their use of channels to be in a post-pandemic scenario. This gap in the research leads us to the following research question, and additional sub questions.

3.2 Research Question

What consumer expectations in relation to the use of physical and online channels for fashion goods may emerge post COVID-19 in Denmark and Spain?

In addition, we present the following sub question:

a) How has COVID-19 changed consumers' use of physical and online channels in terms of the fashion goods thus far?
b) How do consumers expect their use of physical and online channels in relation to fashion goods to change post COVID-19?
c) How have these changes been different in the context of the country, gender and age, if at all?
d) Do consumers expect long-term effects in their change in use of physical and online channels?

3.3 Research Purpose

The COVID-19 pandemic has become a multi-sided disruptive event that has changed a vast array of areas in people's lives, in institutional organizations and industries. For this reason, every topic once studied has been shed a new light, a new perspective, or even been fundamentally changed. When bringing the subject closer to consumer behavior, it has become clear that COVID-19 has disrupted many areas on how consumers act such as working from home and no physical social activities (Mckinsey, 2020).

Living in these times as a researcher means asking questions that will contribute to the academia's understanding of the magnitude of the impact COVID-19 has had. It is in this line of thought that this study will explore if Danish and Spanish consumers have changed expectations towards fashion goods stores in a post-pandemic scenario, and if so, have new patterns arise. By doing so, this study has in its purpose the goal to not only contribute to academia with new findings but also supplement the fashion businesses and marketers with useful information on what consumers expect their components to be, either online or physically. In order to achieve this, this study will employ a phenomenological paradigm perspective, aiming to understand the comprehensive experience of the individual throughout the pandemic and their prospects of the future. The data necessary to explore the research question was gathered through 113 interviews, splitted between consumers in Denmark and Spain. The data extracted from the interviews will be further analysed, and its findings will be discussed in order to meet this study's purpose.

4. Methodology

The following section will present the scientific methods and approaches used in this study. Respectively, the philosophy of science, methodology and limitations which arise from the approaches will be presented.

4.1 Paradigm

The study's interpretation and understanding of the chosen paradigm phenomenology, will be presented in the following section. The section will be based on Brinkmann and Tanggaards interpretation of the original research of Edmund Husserl, since their understanding of the paradigm correlates with the beliefs and perspectives of the researchers behind this study.

The phenomenological paradigm was founded by Edmund Husserl in the early 1900s. Through the following decades to come, the paradigm has been touched upon by many and has therefore been developed and translated into multiple different understandings but also philosophical approaches and theories (Brinkmann & Tangaard, 2015). Due to this aspect, it is found important to state that this study will be leaning towards Brinkmann and Tanggaards interpretation of phenomenology due to the alignments between their beliefs and the study's. Phenomenology originated from the greek words of "phainomenon" and "logos", which can be directly translated into 'things appearing to view' and 'the study of'. In its simplicity, the word itself describes its own meaning. Phenomenology is simply the study of what appears. In other words, it is the philosophical study of experience, which appears to the consciousness. Thus, it is to be considered as the study of a given phenomenon which appears to one's consciousness, and can be derived from the individual's experiences of being and their existence (Brinkmann & Tangaard, 2015).

Brinkmann and Tanggaard (2015) argue that one of the most important elements in phenomenology is the consciousness of the individuals and how this consciousness always is to be intentional. This means that the consciousness is always directed towards something specific. Drummond (2009) supports this, by explaining that the actions and behaviors of individuals are directed with a specific purpose. To elaborate on this thought; a given individual will always interpret and perceive a phenomenon as being something specific (Brinkmann and Tanggaard, 2015). However, when presenting two individuals for the same phenomenon, each individual will create various and different subjective understandings of their experiences (Diamond and Marrone, 2003). There may be tendencies and alignments, but due to past experiences the individuals will conduct different perceptions of the phenomenon.

According to Brinkmann and Tanggaard (2015) the approach of the phenomenological paradigm argues that intentionality will merge the relationship which is to be found between the subject (us) and the object (world) to one entity. If no individuals were here to interpret or understand the world, it would not exist, since phenomenology argues that all knowledge is created through the individual's experience of an object (Diamond & Marrone, 2003). Hence, intentionality is an approach to which one can examine and study how a given phenomenon appears to the consciousness.

Another important element is the lifeworld (Brinkmann and Tanggards (2015). The lifeworld is the reality in which individuals feel comfortable with taking decisions, communicating, acting and learning, but it is a world which is taken for granted daily. Thus, to reach an understanding of a phenomenon, one must extract the experiences from the real world, and not attempt to derive it from a world which has been manipulated through research approaches and experiences (Brinkmann & Tanggaard, 2015). Phenomenology does not claim nor attempt to create new knowledge, the individuals have already created the knowledge, phenomenology is simply just conveying the subject's true experience of the phenomenon (Brinkmann & Tanggaard, 2015). Therefore, phenomenology argues that science must be able to adapt to the real world and must not attempt to manipulate or create it.

Another aspect of phenomenology is the essence, which is the individuals' experience without affecting or manipulating it by extraneous interests. In other words, phenomenology seeks to expose the implicit meaning and structure of a given experience and to understand the essence of the experience. Since phenomenology seeks to understand and study phenomena as it is interpreted by and through the consciousness of the individual, the paradigm argues that the essence can not be reached by ordinary observation and theoretical approaches (Gallagher & Zahavi, 2010).

Despite the fact that the paradigm dissociates itself from more scientific approaches such as theoretical methods and hypotheses, it is still perceived as a valid approach with many strengths. Since the paradigm seeks to understand the subject's experience in depth, this provides a first-person understanding on the researched phenomenon (Brinkmann & Tanggaard, 2015). This characteristic of phenomenology is found to be important as it allows extensive insight into the individual's experience of their own change in consumer components. Phenomenology allows the respondents being interviewed to freely reveal their thoughts, understandings and perceptions through descriptions of the experience, rather than attempting to impose trends and hereby impact the essence of the individual's own unique truth of the experience (Brinkmann & Tanggaard, 2015). The researchers of this study also recognize phenomenology's emphasis on not deleting, changing or manipulating the truth of the essence of the individuals' experience. By developing this study through this approach, the researchers aimed to minimize such biases (Koch, 1995).

Despite the fact that there are many strengths within the chosen paradigm, it is important to acknowledge and reflect on the weaknesses too. Since phenomenology deeply seeks to avoid biases, the responsibility to achieve this is borne by the researchers. The competencies of the researchers to understand the empirical data is essential in order to reach the most concise insight in the experience of the subject (Koch, 1995).

Hence, the paradigm of phenomenology allows this study to be based on a comprehensive understanding of "*what consumer expectations in relation to the use of physical and online channels for fashion goods may emerge post COVID-19 in Denmark and Spain*". The phenomenological paradigm seeks to reach the truth of the phenomenon through the experiences of the individuals, and therefore this approach is believed to be the most beneficial to reach insight in the phenomenon of interest, since the ones who hold the knowledge regarding this issue are the consumers and individuals themselves.

4.1.1 A Comparison between Paradigms

Phenomenology is one of the many approaches a researcher can choose in order to be guided through their empirical research. Other paradigms were considered for this study, in particular positivism. The positivist paradigm defines that real events can be observed by the researcher empirically, and consequently explained through logical analysis (Kaboub, 2008). In positivist studies, the researcher is unbiased and is limited to the data collection of the specific research, which leads the paradigm to a preference for quantifiable data in the research findings (Cecez-

Kecmanovic, 2011). This data is assumed to be gathered by appropriate measurement instruments and techniques, such as experiments, surveys and statistics. Consequently, the explanations of the findings are usually based on the hypothetico-deductive model, where it aims to simulate a causal explanation of the findings in the quantitative data. The hypotheses embedded in this model are considered true if there are no internal logical contradictions, and at the same time they are considered to be consistent with the facts observed through the data (Cecez-Kecmanovic, 2011). Right from its nature, a positivist point of view is very different from the phenomenological one. As phenomenology underlines the importance of understanding the comprehensive experience of each individual, quantitative data is believed to be inadequate. If phenomenology were to use quantitative data, it would not be possible to reflect upon and examine deeply how phenomena appear to the consciousness of each individual (Gallagher & Zahavi, 2010). Since this study aims to understand consumers' expectations and their experiences respectively, the approach of phenomenology is preferred since it allows for the use of qualitative data such as interviews to reach the essence of the phenomenon.

Furthermore, positivist studies believe that the researcher is unbiased, which makes the researcher free of any moral-political or personal values (Neuman, 2011). Positivists assume that everyone shares the same experience of the empirical world, meaning that the factual findings will not be based on one’s observations and subjective reasoning (Neuman, 2011). Instead positivists will independently observe facts that through communication can be agreed upon subjectively, leading to a shared subjective acknowledgement of the empirical facts (Neuman, 2011). Thus, through empirical observations there is the discovery or confirmation of a set of laws that can be helpful to predict patterns of human activity (Cecez-Kecmanovic, 2011; Kaboub, 2008; Neuman, 2011). Once more, the positivist perspective goes against the claims of phenomenology in which it believes that knowledge is already created by the individuals, and its role is to convey the subjects’ true experiences of phenomena (Brinkmann & Tanggaard, 2015).

Another paradigm considered for this study was critical realism, which is focused on describing the world through causal language. The critical realistic perspective is grounded on a philosophical framework where reality exists outside of the researcher’s knowledge of it, and its existence cannot be proven or disproven (Easton, 2010). This means that this paradigm believes that the knowledge individuals possess of the world is failable, but nevertheless is empirically checkable to a certain extent (Easton, 2010). The beliefs critical realism are grounded on are fundamentally different from the phenomenological perspective, as phenomenology believes that truth and reality can never exist outside of the individual's own perception of the phenomenon (Brinkmann & Tanggaard, 2015). Moreover, when it comes to data collection, in critical realism its choice is bound to what makes most sense to each case, making it quite eclectic and useful for study case research (Easton, 2010). This paradigm differs from phenomenology which believes that in order to obtain the truth of the individuals' experiences, a qualitative method such as interviews allows the individuals to freely share their thoughts and experiences.

4.1.2 Ontology

The following section will provide an insight in the ontological perspective and standpoint of which this study is leaning towards.

The ontology is important in order to understand how the researchers behind this study understands, approaches and addresses problems. Ontology can be defined as the study of existence, and further, what it means to be of existence (Drummond, 2009). Ontology is the study of what actually exists and how humans can acquire knowledge of it. Furthermore, it is the study of the nature of reality and the different entities within it (Mortensen, 2013).

The ontological standpoint of the study is leaning towards an existentialism approach, which aligns with the chosen paradigm of phenomenology and the research approach of the study. Phenomenology and existentialism is closely related, since both seek the understanding of reality and of how beigns experience and live within it (Drummond, 2009). The chosen paradigm and ontology share the same perception of reality and how the truth of reality only can be reached through the beings themselves. Both phenomenology and existentialism emphasizes that reality will always be affected to some extent by the researchers own unique interpretation of the truth, despite the attempt of avoiding such biases (Becker, 1992). The reality of existentialism is concerned with the beings' emotions and actions, and how they experience a phenomenon, and therefore the ontology of this study is leaning towards existentialism (Mortensen, 2013).

4.1.3 Epistemology

The previous section of the methodology presented the ontological standpoints of the study. Further, an insight in the study's understanding of the chosen epistemology will be provided.

As aforementioned, ontology is considered the 'study of', whereas epistemology is the 'study revolving'. In other words, epistemology is simply the study of knowledge and how one reaches it. It can be further simplified by saying that epistemology seeks to understand 'how it is known' (Mortensen, 2013). Thus, epistemology is to be considered as the philosophical study of the origin, nature and even the limits of human knowledge. It is important to create a clear understanding of the epistemological standpoint of the study, since epistemology influences how the researchers behind the study frame the research while achieving knowledge (Becker, 1992).

The epistemological standpoint of this study is leaning towards subjectivism, which believes that the reality is to be found within the mind of the subject. Furthermore, it argues that the subject is creating the meaning of the object (Becker, 1992). The subjects interpretation and perception of the reality will be impacted by the subjects' feelings and wants (Mortensen, 2013). According to subjectivism, knowledge can only be reached through a systematic analysis of subjectivism. This means that a comprehensive understanding of the subject's own experiences of a phenomenon can only be reached through the subject itself (Mortensen, 2013). Subjectivism has been chosen based on its beliefs of how knowledge is created and reached, which aligns with the ontology and paradigm of this study. The approaches of phenomenology, existentialism and subjectivity complement each other in their beliefs of how the subject is key in understanding the truth of reality. Furthermore, they also align in how all knowledge is created through experiences and in how they emphasize the possibilities of biases from the researchers (Brinkmann & Tanggaard, 2013).

4.2 Research Design and Methods

The research design will help the reader understand the thought process of the researchers. By explaining why the study is shaped the way it is, it will become clear why the methods and approaches have been chosen. When deciding on the research design it is important to consider the themes, the needed data collection and the purpose of the study.

An explorative research approach has been chosen. It is found most useful by the researchers when investigating an area or theme which still is evolving and has yet to be explored thoroughly (Stebbins, 2001). However, it will never lead a study to an infinitive answer, but rather a better understanding of the researched matter (Formplus, 2020). The exploratory research approach gives the needed flexibility when investigating an ongoing phenomenon. However, it can be difficult to collect the needed data, and major changes can happen, which has an effect on the found data. With this approach the study aims to explore "*what consumer expectations in relation to the use of physical and online channels for fashion goods may emerge post COVID-19 in Denmark and Spain*", but not necessarily find a definitive answer. This aligns well with the chosen paradigm, where findings and understandings of an individual are allowed to emerge with the new experiences they witness (Stebbins, 2001). The study is therefore open to changing the direction slightly, if the data or new insights encourage it to do so. The collected data will therefore define which directions the study is going, and help lay the foundation for future investigation (Formplus, 2020).

The study will be collecting primary data through interviews, to obtain the needed knowledge to be capable of answering the research question. The interviews are semi-structured in order to let the respondent fully express themselves. The questions will be based on the conceptualization. This way it will be possible to obtain important knowledge and data from all the relevant areas, created in the conceptualization. As with the conceptualization, the questions will be shaped with previously collected data in mind, found in the literature review. Primary data collection is very important since it ensures that the found data is fitting for this specific study. The study will therefore both be based on the peer reviewed data found in the literature review, but also primary data, which gives first hand experiences from the respondents.

4.2.1 Qualitative Research

A qualitative research approach has been chosen to collect and find the relevant and necessary data in order to answer the research question together with its sub questions. The choice of qualitative research was well considered and aligned with the chosen paradigm, phenomenology, where data and answers are very much fluid and ever changing. Qualitative research is exceptional at obtaining knowledge from people and their experiences. The goal with qualitative research is to explain and understand a certain phenomenon, rather than attempting to measure the collected data in terms of facts.

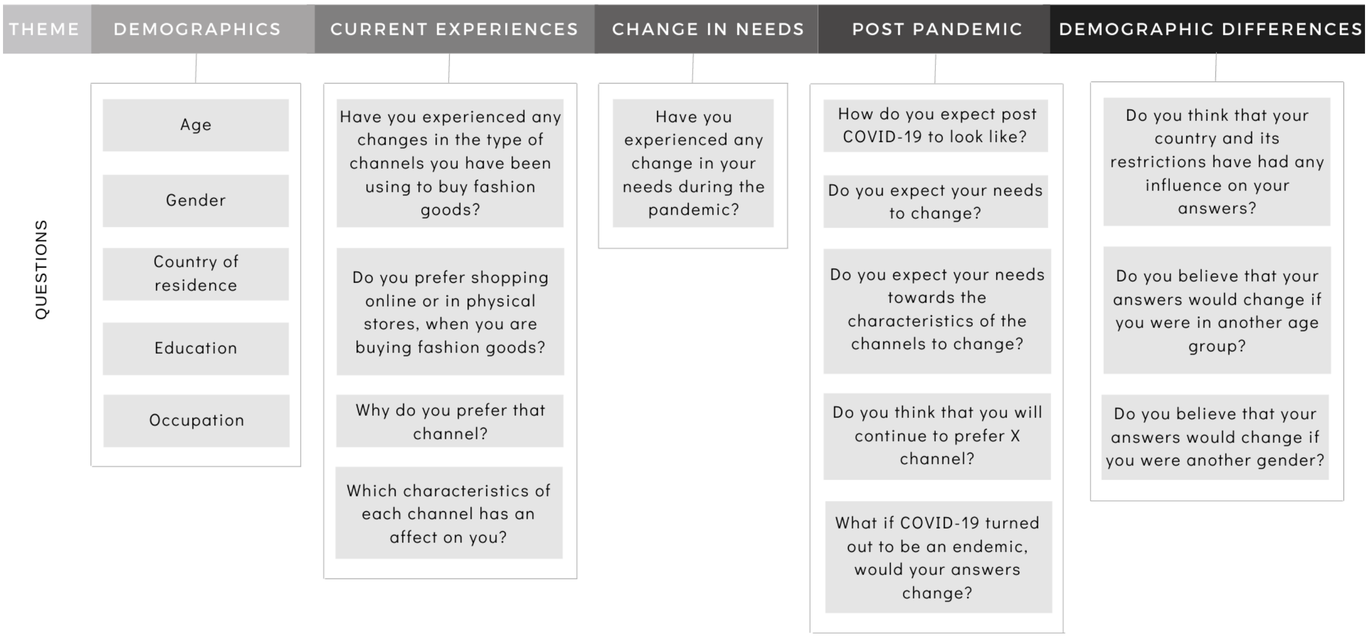
It is important to ensure that the qualitative research shows authenticity and all interviews have therefore been recorded and transcribed. By interviewing a larger number of respondents it can be easier to provide findings which will be transferable to other situations or similar issues in the future. It ensures that the findings can go beyond the researched matter.

4.2.2 The Interviews

This study has chosen interviews as the main collection method. This approach is broadly used as a data collection tool in qualitative research (King, Horrocks & Brooks, 2018). A semi-structured interview approach has been found most useful for this study, since it offers more flexibility (King, Horrocks & Brooks, 2018). The questions asked in the interviews were defined through the themes explored in the literature review and reflected in the conceptualised. Therefore, the semi-structured interviews were based on the a priori knowledge.

As the conceptualisation of this study maps a difference between the moment of the pandemic and the moment post-pandemic, the structure of the questions attempt to follow the same chronology. Semi-structured interviews acknowledge the possibility of unanticipated responses or issues which can arise with open-ended questions (Frances et al., 2009). By creating less structured questions for the respondents it permits the exploration of spontaneous aspects to come up for the researched matter (Brinkmann and Tanggaard, 2015). The aim of this approach is to let the participants of the interview have more control over where the conversation is going, rather than simply answering a set of predetermined questions (Frances et al., 2009). The questions were kept open ended and encouraged the respondents to give an extended answer, rather than a simple yes or no. Taking this into consideration, Figure 5 sums up the themes approached during the interview.

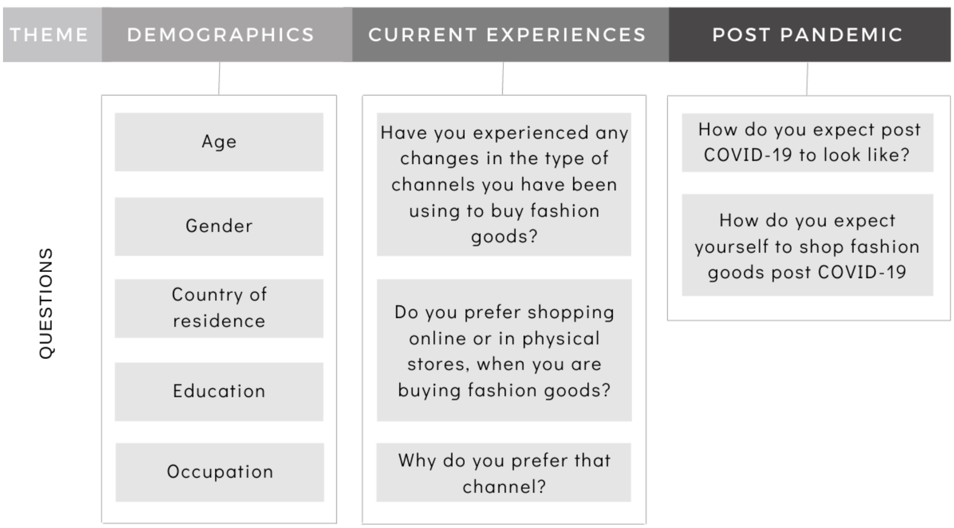
Figure 5 - Interview Structure



(Appendix 9.3.5)

Because of the limited time for data collection, both long and short interviews were conducted. Firstly, long in-depth interviews were done, where the questions in the Figure 5 were asked. From these long interviews, the questions were reassessed to find the most beneficial questions for the shorter version of the interviews and thereby help answer the research questions and the sub questions were collected and. Therefore, Figure 6 presents the shorter version of the interviews.

Figure 6 - Short Interviews' Structure



(Appendix 9.3.6)

All the interviews were conducted one-to-one either through a physical meeting or online through Zoom or similar platforms, in order to make the respondent as comfortable as possible. All three authors of this study conducted interviews on their own, so it was essential for all partners to have a clear understanding of how the interview should be done (Brinkmann and Tanggaard, 2015). The goal for the interviews was to obtain a relaxed and confident atmosphere, where they felt like they could fully express themselves. The interviewer had to be a very attentive and active listener to the conversation and be ready to ask follow up questions when needed. Being an active listener involves communicating through both verbal and non-verbal cues (Frances et al., 2009). For the non-verbal cues it was important to consider the posture of the interviewee and their facial expressions. The importance of not commenting on the respondents' answers, were discussed to be vital with the chosen paradigm. Instead it was found beneficial to repeat what was said in order to ensure that there is no misunderstanding of either the respondent or the interviewer, comprehending that interviewiewer's opinions and beliefs should not transcend onto the interviewees' responses. Only when clarification or elaboration was needed, the interviewer would provide these (Frances et al., 2009).

A pilot interview was done before the recorded and transcribed interviews were conducted. Consumers that were easily accessible, such as friends, fellow students and family participated in a test prior to the interviews used in this study. This made it possible to ensure that the questions were understandable and not poorly worded, directive or misleading (Frances et al., 2009).

Prior to the interview, participants were asked whether they agreed for the interview to be recorded. By doing so, it was possible to watch or relisten the recordings of the interviews again, both for the other researchers of this study who were not attending the interview, but also to look for non-verbal cues (Brinkmann and Tanggaard, 2015). With the semi-structured questions it was possible for the respondent to go beyond the pre-expected questions and enlighten important and maybe non-considered aspects (Frances et al., 2009). The set questions which were prepared prior to the interviews, were to function as a guide for the conversation. If the conversation naturally led to a response which overlapped the next question, this question was left out. All interviews were conducted in English to ensure one less process, where important aspects could be lost. When translating from one language to another, there is always the chance of losing the essence of the response.

4.2.3 The Respondents

The following section will describe the characteristics of the respondents of the interviews.

This study is focused on exploring a phenomenon through interviews in order to find patterns on consumer expectations. As the themes surrounding consumer expectations and consumer components can be applied to any type of consumer, this study has taken the decision of interviewing consumers of all ages. However, the consumers were divided into three age groups: 18-29, 30-54 and finally 55+. By grouping the consumers into age groups, the study has the goal of also analysing inter-generational patterns. Also, in order to allow for a deep and extensive analysis on the consumer, this study has decided to focus on the respondents' genders and their residence. Last but not least, as this study aims to compare consumer expectations in Denmark and Spain, the respondents chosen lived in one of these countries. In order to find respondents with residence in Denmark and Spain, the researchers reached out through online social networks. Through this approach, the study was able to collect a random sample of respondents (Brinkmann and Tanggaard, 2015).

4.2.4 Transcription

The study emphasizes the importance of reaching a concise and thorough transcription of the interviews, in order to reach the most precise empirical data. It was decided that the process of transcribing should be done shortly after the interviews had ended. This was with the purpose of increasing the chances of being able to remember the words of the respondent, if the voice recordings have interruptions or similar. If the respondent is shifting to another position on the chair or moving their arms around, it could create noise which would impact the hearing of every word. By transcribing the interview as soon as possible, it also allows the researchers to remember as much as possible about the respondents expression while talking and their demeanour. According to Brinkmann and Tanggaard (2015) this is a key element to be aware of, since it decreases the chances of creating biases by misinterpreting the meaning of the respondents statements. The transcriptions will be conducted through a phenomenological approach, where it is believed to be crucial to avoid letting own opinions or understandings influence the empirical data provided by the respondent (Brinkmann and Tanggaard, 2015).

4.2.5 The Collected Data

The empirical data which has been gathered through the conducted interviews will be implemented in the analysis and discussion of this study. The analysis is built on the statements of the respondents. The study is based on primary data, that utilizes the findings from the data and juxtaposes these with the relevant peer reviewed extant literature in the discussion part.

With the approach and perspective of phenomenology in mind, the study seeks to avoid separating the empirical data into separate case studies. Therefore, the collected data will be applied throughout the analysis when relevant. According to Brinkmann and Tanggaards (2015) interpretation of phenomenology, it is important to strive away from forcing data into boxes, since all experiences of the phenomenon will be independent and different from each individual who has perceived and attempted to make sense of the phenomenon (Hycner, 1985). Therefore, this study will strive to find each independent experience of the phenomenon and hereafter identify each as a trend. The experiences of the 113 respondents will be visualized throughout the study in tables and models, in order to create an overview, and to see whether there might be any trends. To visualize the experiences of the phenomenon, the researchers will attempt to determine if any of the trends of relevant meaning naturally cluster together (Hycner, 1985). In other words, whether there is a common essence between the trends. Such essence emerges through studying each respondent's answers carefully, and trying to elicit the essence of that trend given the context (Hycner, 1985). The context is critical, since it can change the meaning of the answer, therefore the interviews were divided into two main sections of present and future, in order to precisely ensure that the context was understandable for both researcher and respondent. Therefore, through this approach, it is possible to reach an in-depth understanding of the meaning in the statements of the respondents (Brinkmann & Tanggaard, 2015).

4.2.6 The Interviews in Retrospect

As mentioned throughout the methodology, the study strives to avoid researcher biases. When interviewing the respondents, it is a necessity to avoid and be aware of certain limitations, since it can affect the reliability of the study by impacting the data collection.

In order to ensure reliability, the sample size was decided upon conducting the interviews. A bigger sample size will give a more comprehensive insight in the understanding of the phenomenon. Therefore the study is based on 113 interviews, splitted between each country of interest. If the amount of conducted interviews were to be increased, the reliability of the findings and the chances of discovering more aspects may have increased. However, the limited period of time available to conduct the interviews must be taken into consideration. Another aspect of limitations that may have affected the empirical data is the pandemic and the restrictions of social distancing. Due to this, the interviews were conducted through digital channels, however some of the respondents did not allow the researchers to receive a visual image while interviewing. This removed the possibilities of observing the facial expressions and body language of the respondents, which often gives an insight in the emotional context of the statement.

Furthermore, the interviews were conducted by a single researcher, this approach has both benefits and challenges. The researcher has to lead the conversation and prepare the next question, while actively paying attention to the respondent. However, when a group of researchers interview one respondent, the group can before the interview split tasks between them, allowing them to fully concentrate on their own task. This approach might have been more ideal, since the chances of missing important cues and additional questions is of higher risk, when only one researcher is responsible for all the tasks. Having a group of researchers interviewing a single respondent, can however be intense and intimidating for the respondent. By having a one-to-one conversation, the respondent may be more comfortable, less nervous and more willing to share in-depth understandings of the phenomenon. However, the pandemic of COVID-19 changed the circumstances and limited the possibilities of conducting interviews physically together as a group.

4.2.7 Inductive Approach

This study has started by gathering the existing literature surrounding the main themes that would be involved in the research question. By developing a critical literature review of the main themes, such as consumer expectations and consumer needs and purchases, this study was able to identify the literature gap and map a conceptualisation on how these themes correlate. By first conducting a literature review, it was possible to gather the needed information to help shape the research question. However, the literature was not able to give the information which is needed to answer the research questions and therefore data collection methods were essential. Taking the inductive approach into consideration, the main objective of a study is to allow dominant and frequent trends to emerge from qualitative data (Thomas, 2006). Therefore, the researchers of this study started by collecting qualitative data through interviews, which were semi-structured with open-ended questions in order to follow the methodology chosen and at the same time allow for the data to be extensive enough to find dominant trends. Finally, the data was analysed and discussed in order to find patterns, which may or may not coincide with the a priori conceptualisation.

As this study has the goal of uncovering the patterns that may emerge from respondents' current experiences and expectations of the future, taking an inductive approach within a phenomenological perspective allows the researchers to deeply analyse the respondents' experiences which will lead to the identification of trends (Thomas, 2006). Hence, adopting an inductive approach in this study will help identify emerging trends that will provide insight to the research question and open opportunities for further research.

4.2.8 The Method and Structure of the Analysis

The following section presents the methods of how the analysis is approached, and further how the analysis is structured.

The analysis is based on a foundation of knowledge gained from the literature review and knowledge gained from the qualitative data collected. With a phenomenological mindset, 113 transcriptions were carefully read through, with the purpose of understanding the respondents and thereby being able to discover trends in the interviews. The trends were identified with relevance to the correlated themes found among existing literature. In order to present the trends of natural relevance to the research question of this study, this analysis has gathered the data found in the interviews into tables and figures, which help create a visual understanding of the analysis. Furthermore, the analysis was divided into three structured main parts. The first part will be focusing on the respondents choice of channel, to investigate if there have been any changes in the channel before and during the pandemic. The following parts of the analysis will seek to understand the individual reasons why the respondents choose one channel over another. Since this part of the analysis is focused on how consumers perceive the past and the present, the data analysed in this part of the analysis corresponds to the first questions asked in the interviews.

The second part will be investigating the preferences of channels when purchasing fashion goods before and during the pandemic, in order to see whether there have been any changes, yet also why these changes might have occured. This is done with the purpose of understanding the status quo of the phenomenon and to reach a foundation of knowledge before attempting to understand the futuristic aspect of the research question. Thus, the first two parts of the analysis will have a perspective of the past and present with the purpose to provide insights to sub question a) "*How has COVID-19 changed consumers' use of physical and online channels in terms of the fashion goods thus far?".*

The last part will analyse the respondents' expectations of usage in the channel when purchasing fashion goods in a post-pandemic scenario. With a futuristic perspective, this part seeks to understand and gain insights to answer sub question b) *"How do consumers expect their use of physical and online channels in relation to fashion goods to change post COVID-19?".* Hence, in order to conduct this part of the analysis, the study analysed the respondents' answers to the post-pandemic themed questions. The three parts of the analysis will create the necessary information and knowledge needed to investigate sub question c) "*How have these changes been different in the context of the country, gender and age, if at all?*" and d) *"Do consumers expect long-term effects in their change in use of physical and online channels?"*, which will be presented in the discussion after the analysis.

4.3 Research Limitations

When conducting a scientific study it is important to be aware of the limitations it has. When deciding on the research approaches and data collection methods, the strengths and weaknesses of everything has been considered. In this next section, the research limitations will therefore be mentioned.

This study has chosen phenomenology as its paradigm. Despite it being a beneficial approach to understand phenomena in depth, phenomenology has some weaknesses as mentioned earlier in the study. As a paradigm, phenomenology states that nothing can be completely objective, since the individual who obtains this knowledge, will unintentionally use their past experiences and background to understand it. Further, the researchers will use their past experiences as well to understand and interpret the given data. Although there are attempts to avoid researcher's biases, one can never be completely objective.

A research limitation connected to the qualitative research approach also needs to be mentioned. With qualitative research it can be difficult at times to consider the findings as transferable to other relevant contexts. This is because with qualitative data, such as interviews, the data collected will be dependent on the particule interviewee. Conducting interviews also comes with its limitations. As section 4.4.6 mentions, it could have been beneficial for this study to conduct the interviews with all three researchers as a group. Since data or interesting findings could be lost by conducting the interview alone. Or further because, the video or voice recordings and transcriptions simply are not the same as being there physically. Besides, for the interviewer to be able to fully concentrate on conducting the interview and being an active listener is crucial, which is difficult when the same person also has to focus on asking additional questions. Nevertheless, the interviewees were given the time to think to fully answer the questions. As the questions were open-ended questions, it was crucial to give time for the interviewees to consider all aspects of their answers.

The period in which the interviews were conducted also plays a significant role in the interviewees' answers. The current situation in the country, whether it is Denmark or Spain, will have an effect on how the respondents answer. For example, at the time of the interviews Denmark had just started to open up the country again. Non-essential physical stores were just reopening, after months of being closed. Spanish non-essential physical stores on the other hand had been open for months and were only limited on the time frame in which they were allowed to be open. Thus, the participants from the respective countries are differently affected by the restrictions caused by the pandemic, which could affect their answers. Conducting a follow up interview with the participants could therefore be very interesting, to see if their situation at the time had an effect on their answers regarding consumer components and their use of channels. It is therefore important to highlight that time is by itself a conditioning factor for the participants, which the researchers of this study tried to capture by asking questions related to the present moment and the future. It is also necessary to acknowledge that the responses involving the future are also conditioned by the present beliefs and assumptions. Consequently, the researchers of this study tried to tackle this issue as much as possible by asking the participants what they believed a post-pandemic scenario would look like.

5. Analysis of Research Findings

The analysis will be presented through three main parts. The first two will provide insight into the past and present of the respondents' experiences of the phenomenon, with the purpose to understand their status quo , before attempting to understand their reality of the future. The third section will, through a futuristic perspective, analyse the expectations of the respondents' use of physical and online channels, and establish insight into whether the changes of the present and past are seen as long-term. The analysis will be based on empirical data gathered from the interviews, and will be presented through tables and quotes.

5.1 Respondents Choice of Channel

The following part of the analysis provides an insight into whether consumers have changed channels when purchasing fashion goods and the reason for this change, if any. Based on this, the second part of the analysis is presented. It will give an insight into whether the change in or continuation of the use of channel has affected respondents' current preferences of channel use when purchasing fashion goods. This provides in-depth answers to research sub question a) "*How has COVID-19 changed consumers' use of physical and online channels in terms of the fashion goods thus far?*".

5.1.1 Change or Continuation of Channel during the Pandemic

This section provides an understanding of whether the 113 respondents have changed channels when purchasing fashion goods. The respondents were asked whether they had experienced any changes in the type of channels they were using to buy fashion goods during the pandemic. Through this, it was possible to visualise whether the respondents changed channels or not. The possible outcomes could be that the respondents had changed channels from physical to online, or from online to physical. However, it is also a possibility that the respondents have continued to use the same channel during the pandemic as they did before the pandemic.

Table 1 - Distribution of respondents channels before the pandemic and now

Used to shop - Now shop	Total
Physical - Physical	30%
Physical - Online	51%
Online - Online	19%

(Appendix 9.1.4)

Table 1 shows that 30% used to shop fashion goods in physical stores before the pandemic, and have continued to do so after the pandemic. The Danish and Spanish governments have both in periods enforced restrictions which closed all non-essential stores, including fashion goods stores. It is therefore interesting to see that despite being unable to shop in physical stores 30% have been able to continue the same patterns as they had before the pandemic. The next row presents the percentage of respondents who used to shop fashion goods in physical stores, but are now shopping online. 51% of the respondents have replaced the physical stores with the online stores. This correlates with the fact that the physical stores have been closed and therefore have the online stores been the only option of buying fashion goods. The last row shows that 19% used to shop online before the pandemic, and have continued to do so during the pandemic. As online stores were not impacted by the lockdowns, it can be assumed that the respondents using this channel were not impacted to the same extent as the respondents who used to shop from a physical channel. Hence, although the percentage of those shopping online was rather low before the pandemic, data show that the pandemic has substantially increased the number of people who switched to shopping online and therefore, the online shopping channel has become dominant in consumer choice of a shopping channel during the pandemic.

Table 2 - Distribution of channel choice before the pandemic and now, broken down by country

Used to shop - Now shop	Spain	Denmark
Physical - Physical	36%	26%
Physical - Online	54%	49%
Online - Online	11%	25%

(Appendix 9.1.4.1)

Table 2 shows the change or continuation of channels broken down by country, with the purpose to see if there would be any significant difference among the respondents due to the country of residence. When comparing the respondents of Spain and Denmark to one another, there are differences to be found. There are 10% more Spanish respondents who have continued using the channel of physical stores compared to the Danish respondents. In the second row, it is to be seen that there are 6% more Spanish respondents who changed channels from physical stores to online stores. Lastly, it is shown that there are 14% more of the Danish respondents who used the online channel before the pandemic, and have continued to do so during the pandemic. Hence, it can be seen that the Spanish respondents have been more likely to continue their use of physical channels, whereas the Danish respondents have been more likely to continue their use of the online channels. Overall, it can be analysed that a greater percentage of the Spanish respondents were using the physical channel before the pandemic, which can explain why more Spanish respondents have changed channels.

Table 3 - Distribution of channel choice before the pandemic and now, broken down by gender

Used to shop - Now shop	Female	Male
Physical - Physical	27%	40%
Physical - Online	59%	34%
Online - Online	14%	26%

(Appendix 9.1.4.2)

Table 3 shows the change or continuation of channels broken down by gender, to see if the type of gender impacted the use of channels before and during the pandemic. There are 13% more males than females who used to shop physically and have continued to do so during the pandemic. In the second row it is to be seen that 59% of the female respondents have changed channels from physical to online, whereas only 34% among the male respondents did. This means that there are 25% more females who have changed their channel compared to males. This could indicate that females have been more open to change during the pandemic or more prone to being adaptable, compared to men. Lastly, the third row of the table shows that 14% of the female respondents and 26% of the male respondents have already been using the online channel before the pandemic, and have continued to do so. Hence, the data indicates that the male respondents were more used to the online channel, in comparison to the females who were more used to the physical channels.

Table 4 - Distribution of channel choice before the pandemic and now, broken down by age

Used to shop - Now shop	18-29	30-54	55+
Physical - Physical	29%	35%	27%
Physical - Online	47%	53%	60%
Online - Online	24%	12%	13%

(Appendix 9.1.4.3)

Lastly, Table 4 presents the data broken down by age. The table presents the three age groups, and how the 113 respondents of each age group have answered whether they had experienced any changes in the type of channels they were using to buy fashion goods during the pandemic. There were most respondents among the three age groups, who had continued purchasing fashion goods from a physical channel, in the age group of 30-54. Whereas the same age group had the fewest respondents compared to the other groups, stating that they have continued purchasing from online stores. Further, the 18-29 age group shows to be more prone to choose online shopping before the pandemic and continue during the pandemic in contrast to the two other age groups, who seem more attached to the physical channel. There were most respondents of the age-group 55+ who made the change from the physical channel to the online channel. Nevertheless, it is to be seen that across all age groups the majority within has changed their channel of choice during the pandemic. The findings of Table 2, 3 and 4 will be investigated further and in depth in the discussion.

5.1.2 Reasons behind the Actions of the Respondents

The tables provided insight into who of the respondents had changed channels during the pandemic or continued using the same channel as before the pandemic. Almost half of the respondents have stated that they have changed channels when purchasing fashion goods during the pandemic, whereas the other half have been able to continue purchasing fashion goods through the same channel as before the pandemic. Despite the fact that 51% have changed channels and 49% have continued using the same channel, the reason behind this is still unknown. Therefore, the following section provides in-depth insight into the reasons why the respondents have changed or continued using a channel.

With the purpose of providing an overview over the 113 respondents and their answers of why they have changed or continued using a channel during the pandemic, a table was made. The 113 transcriptions were carefully read through, and the individual reasons for change or continuity was identified and presented down in the table below. The reasons were considered unique for each individual, however, if the respondents had the same reasons for change or continuity they would be clustered together through the phenomenological approach of relevant clustering, which can be found in section 4.4.5 (Hycner, 1985). Despite the fact that some of the reasons were only experienced by a single individual, all reasons were noted in the tables and none of the reasons were removed. From the left to the right, the tables show the reasons behind the actions of the respondents and lastly how many stated it. This will not only provide a quick overview, but also show the trends among the respondents since some tend to cluster naturally under the same reasons, and others do not.

Table 5 - Distribution of respondents reasons for change

CHANGE IN CHANNEL			
Reason why	**Total**	**% of the 58**	**% of the 113**
1.A Risk perception	22	38%	19%
2.A Restrictions closed non-essential stores	35	60%	31%
3.A Instability - physical shops closes and open	1	2%	1%
Respondents with change:	58	100%	51%

(Appendix 9.1.4.4)

Table 5 shows the respondents who have changed channels during the pandemic, and their reasons behind that action. 51% of all 113 respondents have changed their channel due to three reasons identified. Among these respondents, 38% stated a change due to risk perception, 60% due to restrictions, 2% of respondents due to instability in the opening hours of physical shops. The 38% of respondents who stated that their perception of risk were the reasons why they changed, did all shop in physical stores before the pandemic, but during the pandemic they changed to online stores. This means that among all 113 respondents, 19% changed their channel when purchasing fashion goods from physical to online channels because of the risk of getting infected by the virus. Many of the respondents who have changed channels due to risk perception, expressed that they simply found the minimized risk of getting infected by the virus more attractive than shopping in physical stores, such as respondent 21's answer "*I used to buy everything in physical stores. but since the pandemic began, I chose to try online shopping. I have never done that before. But it is better than risking getting infected by this virus. I really do believe that it is not worth shopping in physical stores while the virus is still out there, we have to be careful and take care of ourselves.*" (Appendix 9.2.21). The respondents stated that they wanted to take care of themselves, and that they were afraid of getting sick. However, a few respondents did not change channels with the purpose of protecting themselves, but with the purpose of protecting others such as respondent 95, who would rather continue to see his daughter. He states that, "*I have a daughter who is in the highest risk group, and therefore I don't go out as often as before. I would rather be able to spend time with her, than being in places where the risk is perceived high.* " (Appendix 9.2.95) and therefore he has changed channels from physical to online since he prioritizes his daughter's company instead of being able to shop in physical stores.

The next row in Table 5 is the respondents who have changed channels because they were simply not able to purchase fashion goods from physical stores due to the restrictions. Among the 58 respondents who have changed channels, 60% changed due to the government's restrictions. This is the reason which most of the respondents have experienced as the trigger for changing channels. The respondents in this group feel forced from one channel to another, and some have expressed it as "*jumping into an adventure*" which indicates that the respondents sees the change as a positive opportunity for exploring something new, (Appendix 9.2.12) whereas the largest part of respondents expresses it as "*I prefer shopping in physical stores, I always have. But as mentioned, this has simply not been a possibility in Denmark due to the government establishing restrictions which closed all non-essential stores. So I believe that I have been forced to shop fashion goods online instead, despite my preference of physical stores.*" (Appendix 9.2.28). The last mentioned perspective indicates that the respondents have felt forced to approach something other than their own preference, which may have pushed them out of their comfort zone. There are most respondents who express the second perspective among the 34 respondents who have stated that the reasons for change are due to restrictions.

The two first rows of Table 5 presented reasons which were identified among many of the respondents, however, there were as mentioned some reasons which only one or few had experienced as the trigger of change. Nevertheless, these are reasons too and are therefore to be seen as important as the other two reasons. Respondent 26 states that the reason why she has changed channels when purchasing fashion goods, is that there has been a lot of instability; "*I think I have noticed big changes. I used to buy only in physical stores before the pandemic, but since there has been a lot of instability with the stores closing down and opening up, I have started buying more online. It has been confusing at times though as sometimes everything changes from one day to another, so I feel a lack of stability from the physical shops*" (Appendix 9.2.26). Respondent 26 is a Danish resident, and since restrictions on non-essential stores in Denmark have been applied several times throughout the pandemic, this respondent decided to purchase online. The idea of clustering these reasons with reason 2.A, might appear natural to one, since respondent 26 is changing channels due to something caused by the restrictions. However, it was chosen to keep the two reasons separate, since none of the 34 respondents of reason 2.A expressed any distress regarding instability. The respondents behind reason 2.A simply stated that physical shops were not possible, therefore they approached the online shops. But reason 3.A says that the restrictions have caused such instability in the opening hours of the non-essential stores, that respondent 26 chose to change channels.

Table 6 - Distribution of respondents reasons for continuation in channel

CONTINUATION OF CHANNEL			
Reason why	**Total**	**% of the 55**	**% of the 113**
1.B Shopped online before the pandemic, and therefore did the pandemic not affect a change in channel	21	38%	19%
2.B Continued physical channel, and paused all consumption in lockdowns	31	56%	27%
3.B Influenced by job to keep shopping in physical stores	3	5%	3%
Respondents with continuation:	55	95%	49%

(Appendix 9.1.4.8)

After analysing the respondents who have changed channels when purchasing fashion goods during the pandemic, the focus will now be moved towards the ones who did not change channels. Table 6 provides an overview of the respondents who continued using the same channel during the pandemic, as they did before the pandemic. Further, it shows the reasons behind the continuation of the channel.

38% of the respondents have expressed that they have continued using the online channel when purchasing fashion goods, simply due to the fact that they were already purchasing online before the pandemic. The reasons which were to be found in Table 5 could be explaining why the respondents who were already online before the pandemic, did not choose to change channels during the pandemic. It might not be attractive to change from a channel which is fully functional to another channel that has been unavailable in multiple periods or has a risk perception attached to it. Many of the respondents, who have chosen to continue using the online channel when purchasing fashion goods during the pandemic, have expressed their belief that consumers will shift or have shifted from the physical to online channel, such as respondent 41 "*I think many people have been affected in terms of having to shift from physical stores to online stores. But I didn't have to change, since I was already buying my stuff online before the pandemic and continued to do so during it.*" (Appendix 9.2.41). Respondent 32 elaborates a little further into why she has continued using the same channel, "*(...) I have not felt the need to change my channel of shopping for fashion goods. There is literally no chance of getting infected from your couch in the living room, when purchasing that pretty dress online.* " (Appendix 9.2.32), which reflects the same reasons as why some respondents have changed channels in Table 5.

Table 6 shows that 27% of 113 respondents have continued purchasing fashion goods from a physical channel during the pandemic, as they did before the pandemic started. However, they have paused purchases of fashion goods when the non-essential stores were closed due to the restrictions. There were the most respondents stating this reason among the 55 respondents who have continued using the same channel. Respondent 108 expects to be an outlier due to his continuation of the physical channel; "*I'm not the most avid fashion consumer but in my case at least I've made a few purchases in stores like in physical stores (...) I assume that maybe I'll be a bit of an outlier because I guess that people were already gravitating towards online shopping, and that they are gaining more trust in online shopping. I, however, have continued shopping in physical stores*" (Appendix 9.2.108) Interestingly, respondent 108 is not an outlier according to the data collected, in contrast he is to be found in the section with the most respondents. One of the respondents stated that he believed that there would be a clear correlation between the degree of risk perception, and the degree to which one has changed during the pandemic, and there could be a correlation identified between the degree of risk perception and the willingness to change, since 19% of all 113 respondents, changed channel due to their risk perception (Appendix 9.2.100). However, when looking at reason 2.B and the respondents who continued the channel of physical stores, respondent 97 will be found. Respondent 97 is a 55+ retired woman, who states; ”*I am indeed afraid that I will catch the virus, because I am 86 years old and my husband is 89 years old. We are diagnosed with heart problems and diabetes, so we are to be found in the highest risk group. (...) I am still buying fashion goods in the physical stores.*” (Appendix 9.2.97). Respondent 97 is scared of getting infected, but it does not affect her willingness to change channels. However, it should be acknowledged that most of the respondents who are afraid of catching the virus, actually have changed channels.

The last reason given by the 55 respondents for continuation in the channel is their job, which influences them to keep shopping in physical stores. Only 5% out of 55 respondents have expressed this as the reason why they still shop in physical stores. An in-depth understanding for this reason can be clarified through the following statement of respondent 68; “*(...) I used to purchase in physical stores and continue to do so. I work within the city, and all the buildings next to my office are filled with fashion goods stores, so I find it very easy just to stop by after work and buy what I find. I think that is the main reason why I did not approach onlines stores.*” (Appendix 9.2.68). This woman has continued buying fashion goods from physical stores because of the convenience of the stores being located right next to her work. However, according to respondents 15 and 91 it is because they are working in fashion goods stores and therefore are influenced to keep purchasing from physical stores. As respondent 15 says *“I think my job influences it, as I work in retail, but I think I see many more advantages to the physical stores rather than online. For me, it is much more convenient buying in the stores, as they are very close to my job, and I also get discounts in the store I work at.”* (Appendix 9.2.15). Respondent 15 continues to shop from physical stores due to the convenience of location, but also because of the discount available in the store he works at, but states that it is due to being influenced by his own job.

Table 7 - Distribution of respondents who had a change of product during and post-pandemic

CHANGE IN PRODUCT		
Visible trend	**Total**	**% of the 113**
Experienced an increase in the demand for leisure wear	9	8%
Visible trend	**Total**	**% of the 9**
Expects an increase in demand for 'going out' wear post COVID-19	5	56%

(Appendix 9.1.9)

Another aspect which was discovered, was the fact that the respondents did not only change channels, but also the type of fashion good products. This experience is expressed by respondent 113, who states "*I have also changed the kind of items that I buy, I do not really use my party outfits, so my style has become more casual and comfy.*" (Appendix 9.2.113) , and she is not the only respondent who had experienced this trend. As seen in Table 7 above, 8% of the 113 respondents stated that they have experienced that either friends, customers or themselves have started buying more leisure wear and less clothing for work or social events. The 8% of the respondents expressed that they had no need for additional or new clothing, since all daily activities including work suddenly had to be conducted from their home. Such as respondent 90 states "*I'm not leaving the house for example that much anymore. I'm not going to the office, nor am I not going out or seeing my friends. Also, I'm someone who cares more about comfort. So I have been buying more comfy clothes and less for going out. (...) I don't buy as much anymore, and that is because the social activities are down to a minimum, I haven't had the feeling of "oh I need to go buy an outfit for something."* (Appendix 9.2.90). Among the 8% who have experienced an increase in the demand for leisure wear, 56% have expressed that they expect to increase their purchases of 'going out' wear in a post-pandemic scenario. Respondent 1 expresses that she expects that there will be a general increase in the demand for 'going out' wear, "*I think that people will probably need to buy more "going out" clothes once the restrictions are completely lifted, and they might have to resume their normal lives.*" (Appendix 9.2.1). This change of product is due to the lack of social gatherings and remote work from home, which enables the respondents to choose comfort over style, since there will be no colleagues or friends seeing them. However, in a perceived post-pandemic scenario where social events and being physically present at work, 55% of the respondent who have shared a change of products expects to "*freshen up their wardrobes, when they see a* *chance of going out more"* (Appendix 9.2.113). This could indicate that the change in type of product only seems to be temporary.

5.2 Change in Preference of Channel

In the beginning of the analysis the 113 respondent's answers have been analysed in terms of how many have changed their channel when buying fashion goods during COVID-19. In the following section the study will investigate the respondents preferred channel and namely the characteristics of these same channels. Only the characteristics which were mentioned when the participants explained why they preferred one channel over another, is a part of the calculations in the following section. There are therefore some characteristics which were specified during the interview, which will not be a part of the study. However, further investigation on some of the aspects could bring additional insights to the research question.

5.2.1. Preference of Channel among Respondents's Country, Gender and Age

Since March 2020 most countries have experienced lockdowns and social distancing, which have had an effect on the choice of channel to purchase fashion goods (Sheth, 2020). Findings from the data indicate that many consumers have steered towards online channels and have chosen to embrace digital technology. This can naturally have opened some people's minds as to the many things the online world can assist them with. With the many hours spent at home as the literature indicated, consumers are likely to adopt ways of satisfying their needs, which could lead to change in preferred channel to use for buying their fashion goods.

Data shows that most of the respondents currently preferred to buy their fashion goods in physical stores. Actually, a booming 70% preferred to be able to go into the stores themselves, instead of buying the items online. Interestingly, both the Danish and the Spanish residents had very similar opinions of their preferred channel, although some of the respondents mentioned that Spain was a bit behind when it came to online shopping, when compared to other European countries, including Denmark.

Table 8 - Preferences now broken down by country, gender and age group

Preference Now	Total	Spain	Denmark	Female	Male	18-29	30-54	55+
Physical	70%	75%	65%	71%	69%	65%	72%	80%
Online	30%	25%	35%	29%	31%	35%	28%	20%

(Appendix 9.1.5; Appendix 9.1.5.1; Appendix 9.1.5.2; Appendix 9.1.5.3)

Respondent 105 states *"I believe Spain is behind in terms of online shopping. They do not offer super fast delivery and your order sometimes gets lost"*(Appendix 9.2.105), this could further explain why there are slightly more who prefer to buy their fashion goods online in Denmark compared to Spain. This aligns with the found literature which voices that Spain cannot be classified as a mature online market, even though it shows many signs of improving and expansion (Morgan, 2019). No difference was found between the male or the female respondents when asked about their preferred channel. However, looking at the different age groups there was a difference to be found. The data found that the 18-29 and 30-54 age group were more likely to prefer online shopping over physical shopping during the pandemic.

Table 9 - Distribution of preference now, broken down by age group

Preference Now	18-29	30-54	55+
Physical	65%	72%	80%
Online	35%	28%	20%

(Appendix 9.1.5.3)

5.2.2 Characteristics in Preference of Channel

When the respondents were asked about their preferred channel, they were further encouraged to explain why that was. It was important for the respondents themselves to explain their reasoning as to why they preferred one channel over another, without the interviewer influencing their answer. However, in the following sections an overview of the characteristics became evident.

An analysis of both the respondents who preferred to shop their fashion goods in physical stores and the ones who preferred to shop online will be presented. By going into why they prefer a certain channel, it will help enlighten the consumers' thought process when they are going shopping for fashion goods. But firstly, some of the participants found it difficult when asked which channel they prefer to use when buying fashion goods. There was one thing which was a recurring answer. For the physical stores a few respondents mentioned that certain products such as shoes or jeans were essential to buy in store, since they prefer trying it on before purchasing. Respondents 68 states "*Also, I am quite small and petite, so it's a help for me to be able to try it on. So whenever I am buying stuff like jeans or shoes, I always have to buy it in the store, since oftentimes it doesn't fit me, since I am so small.*" (Appendix 9.2.68). She is not the only respondent who has this issue, which indicates that if you are either bigger or smaller than the average person, you might find it difficult to find your correct size online. However, many online businesses have started to also cater for petite or tall individuals, which should make it easier for them to shop online (Perraudin, 2014). For the individuals who participated in the interviews, it could also be a question of whether the respondents who voiced their issues about certain products, might have not tried searching for or succeeded in finding their specific niche online. Whether it is petite, tall, wide-feet, plus-size or one of the many others, you might find.

Finding your perfect size in the stores can sometimes be difficult, especially if you need the same size as the "average" person. Respondent 32 expresses her frustration when her size is not available in stores "*Well, as said, I prefer online stores because you have it all right there on your tablet. Want a pretty dress in the most common size? It is probably sold out in the stores, because everybody wants that size. Then you will have to spend 20 minutes of transport both ways with no results.. Arh.. It is easier to pay, shop, find and get the stuff online.*" (Appendix 9.2.32). Respondent 26 agrees to this frustration and elaborates "*Also in the online store, the sizes are all available, unless the item is already sold out, which I think it ends up being more practical than going to the store and finding out my size is sold out.*" (Appendix 9.2.26). These two quotes reveal the frustration one can have if one goes to the physical store, finds something of interest, and yet it is not available in one's desired size. By purchasing it online, respondent 26 almost feels like they have saved a trip to the physical stores. However, for the individuals who do like to shop in the physical store, yet find it difficult to find the correct size, a combination of the two could be ideal.

5.2.3 Preference in Physical Channels

By looking at the data collected from the interviews, it becomes clear that the respondents find certain elements of physical shopping very important. The figure below shows an overview of the findings from the 70% of the respondents who said they prefer physical channels to shop fashion goods. Below a further analysis of the characteristics which was mentioned the most will be done.

Table 10 - Distribution of why the respondent prefers physical channels

PREFERENCE IN CHANNEL - Physical			
Reason why prefer physical	**Total**	**% of the 79**	**% of the 113**
Return/disposal	4	5%	4%
Physical shopping experience	16	20%	14%
Touch and feel	75	95%	66%
Certain products	3	4%	3%
Selection/variety	18	23%	16%
Try on	29	37%	26%
Shopping pace	13	16%	12%
Store assistance	15	19%	13%
Payment	12	15%	11%
Convenience	20	25%	18%
Organization	9	11%	8%

(Appendix 9.1.5.4)

As it can be seen, for the individuals who said they preferred physical channels to shop their fashion goods, 95% said that they preferred to be able to touch and feel the products prior to purchasing it. The reasons for this were often explained as "*the fact I can touch the products is very important for me, I can feel the quality (...)*" (Appendix 9.2.83), "*I think the biggest advantage of buying in a physical store is that I can feel the products, and see the colours in natural lighting (...)*" (Appendix 9.2.9). As respondents 7 and 9 express, as a consumer it is important to see the items in person and be able to feel the quality of the fabric (Appendix 9.2.7; Appendix 9.2.9). Which is one of the things many respondents mentioned they found difficult when buying fashion goods online. For most, it was a question about preference in the type of the material. However, for some consumers, it was a necessity to be able to feel the clothes before deciding to purchase, due to being sensitive to some materials. Such as respondent 87 "*I am also quite sensitive to certain fabrics, so it's very beneficial for me to be able to feel the clothes first*" (Appendix 9.2.87). The element of being able to touch and feel the product was by far the most mentioned as to why the respondents preferred to purchase their fashion items in physical stores.

Another aspect to emphasise in this section was the numerous respondents who found it beneficial to be able to try on the item before deciding whether to purchase it or not. 37% out of the 79 participants who preferred to purchase in physical stores, said that they liked to have the option to try on the piece. This is certainly one of the main obstacles of online shopping which will be difficult to execute. Respondent 13 demonstrates this same belief "*I can see how they fit. If I think I don't fit one size, I can always try one size above or below immediately. I don't have to return a product, and order the right size like on the internet. It is a much smoother experience (...)"(*Appendix 9.2.13). Many of the participants who said they preferred physical stores, found that buying fashion items online could turn into a lengthy process.

By analysing why consumers prefer one channel over another, businesses can adapt and evolve where possible. A very interesting aspect which 20% of the individuals who preferred physical shopping expressed, was that they saw 'going shopping' as a pleasant experience, which they often did with friends. They state it was almost a way of spending time together. *"I just think that shopping in a store is a full experience, that I can enjoy, relax and find a good piece at the end of it. You can also bring along friends and make it a fun afternoon. That is something that I have been missing a lot while online shopping"* (Appendix 9.2.4). Other respondents mention the music, the smell and the atmosphere as something they find important when going shopping in physical stores, which indeed is difficult for the online stores to fulfil (Appendix 9.2.5; Appendix 9.2.33). The reason as to why the many consumers prefer shopping in physical stores can be endless, and it can be something as simple as finding physical shopping as the most convenient. A tendency was visible, 25% of the respondents said that they found shopping in physical stores very convenient and it being one of the reasons why they preferred that over online shopping. This was especially the case for the participant who lived in the city centre and easily could walk to the shops, without having to find parking first, as respondent 31 expresses *"(...) I prefer physical stores due to it being the easiest option for me. I live right next to all the shops. It is fast and I do not have to return anything (...)*" (Appendix 9.2.31). This opinion was shared among 18% of the 113 respondents, and is the third most mentioned reason as to why the respondents prefer the physical channel.

Lastly, 23% found there to be a better selection in stores. This is a view which often was mentioned together with the aspect of having a better overview of the selection in store, which 11% found important when going shopping. A few respondents' state that when shops put effort into dividing the clothes into sections or colour coordinates, they feel inspired and find it easier to browse through the shop, "*I think a big part of it is the way the products are displayed in a store, they can be organized by color, or by style, which makes it easier to browse through things"* (Appendix 9.2.4). In the physical shops one is able to browse freely and take time or quickly grab the item one is looking for. Respondent 31 elaborates "*I also like how you can decide how long it should take yourself. Want it to be over and done as fast as possible? No problem, it is up to you. Want to stroll through some stores? No problem either."* (Appendix 9.2.31). 16% mentioned the shopping pace during the interview. Some individuals found shopping in stores much faster, since you get the items right there and then, others liked the freedom of you deciding how long it should take. Physical shopping also gives the possibility to ask for assistance, if one needs help. This was found especially important for the respondent who needed a little guidance when going shopping, "*the kind employees who are more than happy to help you out. They know what is trendy, and what my wife might like, I do not. Don't tell her I said that*." (Appendix 9.2.53). What respondent 53 states is certainly an aspect particular to online shopping, in which it is hard to find personal guidance, mainly when the consumer wants to buy products of which they have no experience or knowledge with.

5.2.4 Preference in Online Channel

Leading on to the respondents who mentioned they preferred online shopping for their fashion goods. Even though only 30% of the 113 respondents preferred this channel, many fascinating aspects were found (Appendix 9.1.5.8). In the 34 interviews the most frequently mentioned is the convenience of shopping online, which is a characteristic the individuals who preferred physical shopping also found important. This simply shows a trend, which is that convenience is fundamental when looking for and purchasing fashion goods, whether it is online or in physical stores. Convenience can consist of many things. For respondent 104 it is the fact that it can be done at any time and in peace and quiet, without having to worry about your kids *"I always like to browse online, since I find it easier with my little girls. I can sit down in peace and find what I am looking for.*" (Appendix 9.2.104). Other respondents who live a busy lifestyle, see the same convenience in online shopping "*I believe online stores fit my lifestyle better. I can see the whole selection quite fast, I can browse through different brands at the time of the day that I want, for example evenings, and if I like something I can buy it at that time. I don't have to wait for opening hours. It ends up making much more sense to the lifestyle I have."* (Appendix 9.2.25). Online shopping gives the ability to shop any brand, at any time.

In the table below an overview of the characteristics which the respondents expressed when asked as to why they prefer online shopping.

Table 11 - Distribution of why the respondent prefers online channels

PREFERENCE IN CHANNEL - Online			
Reason why prefer online	**Total**	**% of the 34**	**% of the 113**
Selection	20	59%	18%
Risk perception	8	24%	7%
Organization	6	18%	5%
Convenient	25	74%	22%
Payment	9	26%	8%
Return	1	3%	1%
Price	6	18%	5%
Shopping pace	14	41%	12%
Better selection of sizes	4	12%	4%
Assistance	4	12%	4%

(Appendix, 9.1.5.8)

Connected with the convenience, 59% of the respondents who preferred online shopping said that they found a wider and better selection online "*I think that at the end of the day, they offer me much more variety of items. I can navigate the websites and see everything in a good view. I can see what my favorite brands have much faster than going store to store, which ends up being more of a time saver*" (Appendix 9.2.17). The selection was another element which also was specified for individuals who preferred shopping in physical stores. It implies that it may also be a question of which channel one is most comfortable with. If an individual spends a lot of time online and is used to browsing on the internet, they may find a much better selection online, since there are almost no limitations as to where they can buy from. Respondents who have previous experience with shopping in either online or physical stores, might find that option of a channel easier to navigate in.

Since the study is still being conducted while the pandemic is ongoing, many respondents also chose to talk about the risk they connected with physical shopping. 25% of the respondents who prefer online shopping, said that the low risk of buying online also played a factor. Respondent 32 states as mentioned earlier "*There is literally no chance of getting infected from* *your couch in the living room, when purchasing that pretty dress online. I believe that the channel of online shopping has only become more attractive to me*. "(Appendix 9.2.32). By the respondent expressing her concern about catching the virus through shopping in stores, it is clear that she sees no point in running the risk there is connected with physical shopping. As it was found in the previous section (5.2.3), the number one reason as to why the participants liked to shop in physical stores, was to be able to touch and feel the items before purchasing. This must be said to be an issue during a pandemic.

Furthermore, looking at the characteristics of the advantages of buying fashion goods online, 41% found that the shopping pace was much faster. Respondents 38 and 100 describe online shopping as *"(...) a fast option and super convenient.*" (Appendix 9.2.38; Appendix 9.2.100), while respondent 71 expands the explanation further "*if you have shopped a bit online before, the company or the computer will remember your personal and card information, which makes it a lot faster. I can literally take less than 5 mins to purchase an item.*"(Appendix 9.2.71). Online shopping can turn out to be a lengthy process, especially if it is your first time. However, as one gets more comfortable with the different steps and allows the computer to save one's information till next time, it is a smooth and straightforward process. Similarly, 26% mentioned the payment as one of the assets of online shopping. Which most probably is for the individuals who use some form of technology that makes the payment much faster, such as PayPal, Mobilepay, Apple pay or Bizum which is the equivalent for Mobilepay in Denmark. Respondent 111 elaborates on this aspect "*in Spain there is Bizum, which makes me more secure in buying online, as I don't fully trust introducing my credit card information in the system. So I really believe that by using a safe intermediate for my shopping online has also contributed to my preference.*"(Appendix 9.2.111). This is an important aspect, since a few of the individuals who preferred physical shopping, said they disliked the process of filling in the address and card information for the times they did purchase online (9.2.28 ; 9.2.51 ; 9.2.79).

When analysing the main characteristics as to why each respondent prefers one channel over another, it is clear that some aspects may repeat, such as the convenience and selection. This, however, just indicates the importance of this trend. Further, it demonstrates that each person is unique and chooses their preferred channel based on their previous experiences.

5.3 Consumers Expectations in use of Physical and Online Channels Post COVID-19

The previous subsection of the analysis approached the findings that corresponded to consumers' experiences during the pandemic of COVID-19 related to the channels of fashion goods. The following section will focus on consumers' use of physical and online channels in relation to fashion goods stores in the future, more precisely in a post COVID-19 scenario. In order to proceed with this analysis, the study needed to analyse the respondents' answers to the questions related to how they view the post-pandemic scenario to be like, in which channels they will shop at and why.

It was found through the interviews that when asked how they expect to shop in a post-pandemic scenario, 55% of the respondents answered that they expect to shop in the physical channel, meanwhile 20% answered they expect to shop in online stores, and 25% expects that their future behavior will consist on the combination of the two channels. Table 12 demonstrates this distribution.

Table 12 - Figure of Distribution of expected use of channel

Expected channel usage	Total	%
Physical	62	55%
Online	23	20%
Mix	28	25%

(Appendix 9.1.6)

In order to analyse deeply how the interviewees are shopping right now during the pandemic and how they expect to shop in a post-pandemic scenario, the study has divided the interviewees by the many possibilities. Therefore, the study not only analysed what channel the respondents expect to shop from in a post COVID-19 scenario, but also it correlated their expectations to their current behavior during the pandemic. Thus, in Appendixes 9.1.6.4, 9.1.6.5 and 9.1.6.6 it is possible to see who the respondents are, and how they are distributed between the three overall trends, and more specifically how they are distributed within the expected channel of use.

Table 13 - Distribution of expected use of physical channel

Visible Trend	Total	% out of the 62	% out of the 113
Online to physical	32	52%	28%
Always been physical	30	48%	27%
Total	**62**	**100%**	**55%**

(Appendix 9.1.6.4)

In Table 13, it can can be seen that the respondents that expect to use the physical channel in a post COVID-19 scenario are divided into two: the interviewees that during the pandemic have started purchasing through the online channels but expect to use the physical stores in a post-pandemic scenario; and the ones that have always purchased physically even during the pandemic when possible, and intend on continuing using the same channel. It was found that 52% of the respondents that expect to purchase physically in a post-pandemic scenario correspond precisely to the first group. These respondents, which correspond to 28% of all respondents, have all expressed somehow the urge to use the physical channel in a post COVID-19 scenario, even if it does not correspond entirely to the reality before the pandemic (Appendix 9.1.8). Many of them simply expressed their wish of being able to behave as they used to, such as respondent 78's answer *"I hope we will be able to visit and buy in the shops in the near future, as we used to."* (Appendix 9.2.78). Meanwhile, others showcased a sense of longing for a scenario without restrictions to come, as respondent 103 answered *"(...) assuming that the virus will become endemic, people will just try to go on with their normal lives because it's been more than a year. People don't want to go back to confinement."* (Appendix 9.2.103). At the same time, it can be seen that 48% of the respondents that expect to purchase in physical stores in a post COVID-19 scenario have not felt the need to change their behavior during the pandemic, and expect to be able to proceed as they always have. Respondent 57 simply pointed out *"As long as the shops are open, I believe I will continue to buy my fashion goods in the stores."* (Appendix 9.2.57), which embodies the answers in general in this group of respondents.

Table 14 - Distribution of respondents' reason to expect to use physical channels

Visible Trend	Total	% out of the 113
Support local brands physically	14	12%

(Appendix 9.1.6.7)

One reason why people are displaying a tendency to prefer the physical channel in a post-pandemic scenario might be due to solidarity with others, or more environmentally conscious behavior. 12% of all interviewees displayed intentions of continuing or returning to the physical stores in order to shop at local stores (Appendix 9.1.6.7). This trend can be seen with answers such as respondent 9's *"I will start to go to more physical stores, as I used to before the pandemic. Also, I think that it is quite important to help the small local stores that during the pandemic did not have a chance to compete with the big brands that already had a good system in place for online shopping."* (Appendix 9.2.9). By analysing the different interviews, it is visible that some of the consumers showcase an awareness that local stores owned by locals at their locality may be suffering during the pandemic, more precisely when they were forced to close.

Table 15 - Distribution of respondents' expected needs in physical channels

Visible Trend	Total	% out of the 113
Higher hygiene in stores	23	20%

(Appendix 9.1.6.8)

Even though 55% of the interviewees expressed an urge to shop physically in a post-pandemic scenario, many respondents pointed out that they expect physical stores to have higher hygiene standards in the future. When asked what they expect in a post COVID-19 scenario, 20% of all respondents referred to hygiene in stores as a new need (Appendix 9.1.6.8). This demonstrates that despite the urge to return to their old habits, many expect stores and other consumers to be mindful of distance and hygiene. As respondent 4 pointed out *"I believe that I have a new need for minimizing risk. I need the stores to provide disinfection at the door and other contact points, and I would love for stores to keep encouraging distance between people. I have a need for a cleaner and safer environment in terms of minimizing infections."* (Appendix 9.2.4). Respondent 102 also brought up the fact that technology can improve consumers' experiences at the shops *"(...) I have seen that some stores have invented a system where when you want* *to pay all you have to do is put your things into a box and it identifies all the prices, which then you can pay without someone being there. So I also believe that some stores will evolve into these self-service systems where you don't come in contact with other people."* (Appendix 9.2.102). It is important to highlight that even though the respondents were asked what they expect a post COVID-19 scenario to look like and what they expect from it, their answers still involved practices developed during the pandemic. Practices such as sanitizing hands, keeping distance and disinfecting clothes were referred to repeatedly by these respondents, which may give the indication that these are expected practices in order to avoid the reappearance of COVID-19 or the spread of new viruses in the future.

Table 16 - Distribution of expected use of physical channel with increased awareness of the online channel

Channel usage during pandemic vs. expected channel usage in post-pandemic future	Total	% out of the 62	% out of the 113
Warmed up to the idea of the online channel	10	16%	9%

(Appendix 9.1.6.4)

It is important to highlight that despite 55% of the respondents expecting to purchase fashion goods through physical channels in a post COVID-19 scenario, there is also evidence that consumers have started opening up more to the idea of online shopping. Its many beneficial characteristics stated in the section above may play an important role in this. 16% of the respondents that expect to purchase in physical channels post COVID-19 have said that they may consider online shopping in the future as a viable channel (Appendix 9.1.6.4). This trend is visible through respondent 7's answer when asked how he expects to shop *"I think I will go back to physical shoppings. Actually since the stores have opened I started to go more often, but I have to admit that now I consider to buy online more often than before."* (Appendix 9.2.7). Respondent 13 has said that his friends' good experiences have led him to consider the online channel in the future *"I will still probably buy most of my things in physical stores, afterall, I prefer to get the items right away in the right size. However, if I get good experiences in online shops like my friends have been getting, it might alter my behavior."* (Appendix 9.2.13). These respondents still prefer physical shopping and believe they will purchase their fashion goods physically, however their answers have pointed out that consumers may be more open to the idea of shopping online, which displays the possibility that being obligated to purchase online due to being the only channel available has led people to explore it and become more familiar with it (Appendix 9.1.6.4).

Table 17 - Distribution of expected use of online channel

Visible Trend	Total	% out of the 23	% out of the 113
Always been online	13	57%	12%
Will continue online (online to online)	10	43%	9%
Total	**23**	**100%**	**20%**

(Appendix 9.1.6.5)

Yet, only 20% of the respondents answered that they expect to shop online in a post-pandemic scenario (Appendix 9.1.6.5). As it can be seen in Table 17, within this group, 57% were already shopping online before the pandemic and expect to continue doing the same, while the other 43% have shifted to the online channel during the pandemic and have the intention of continuing using it in a post COVID-19 scenario. The latter group corresponds to 9% of all the respondents, which shows a striking difference between the ones that want to use the physical stores (29% of all respondents) (Appendix 9.1.6.4; Appendix 9.1.6.5).

Table 18 - Distribution of expected use of physical and online channels

Visible Trend	Total	% out of the 27	% out of the 113
From physical to mix	4	14%	4%
From online to mix	24	86%	21%
Total	**28**	**100%**	**25%**

(Appendix 9.1.6.6)

However, it is important to highlight that as it can be seen in Table 18, 25% of all respondents expect to use both channels in a post COVID-19 scenario. Thus, the findings suggest that while the pandemic forced consumers to only use the online channel and the respondents became more open to the idea of online shopping, at least a quarter of them would expect to complement both channels in a post COVID-19 future. Respondent 26 comments *"I think that I will continue to purchase majorly in online stores, as I preferred them, but that doesn't mean I won't buy from physical stores at all. I might buy one thing or two in physical stores with* *friends, or on my way to somewhere, but if I am looking for something specific I will go online."* (Appendix 9.2.26). Respondent 26 illustrates that online shopping during the pandemic has led consumers to consider the online channel in a post-pandemic future more often, even if they expect to use physical channels as well.

Table 19 - Distribution of respondents' reason to expect to use the online channel and a mix of both channel

Visible Trend	Total	% out of the 113
Online is hard to navigate in or return	4	4%
Online does not correspond to expectations/specific product	6	5%
Online is more convenient	18	16%
Online has lower COVID-19 infection rate	8	7%
A mix of physical and online channels allows for a better use of both channels	12	11%

(Appendix 9.1.6.7)

When analyzing reasons behind the decision of using the online channel, alone or in combination with the physical channel, in a post-pandemic scenario, a reason for the majority of respondents is that they sympathise with the characteristics that online channels offer. It is clear that for the online shoppers, convenience is a big advantage for them. 16% of all respondents mentioned how easy and convenient it is to shop online for fashion goods, as interviewee 17 stated *"Definitely, I expect to shop through online shops even post COVID-19. They are my favourite channel and with or without pandemic they are much more convenient for me."* (Appendix 9.1.6.7; Appendix 9.2.17). Besides its convenience, another reason why a part of the consumers that shifted to the online channel during the pandemic expect to continue purchasing online in a post-pandemic scenario, may be due to the advantage that online shopping has a lower COVID-19 infection risk. 7% of all respondents have referred to online shopping as a good alternative in the future in order to avoid contact with others and therefore lower the infection risk (Appendix 9.1.6.7). Respondent 48 translates this trend through his answer *"(...) online will become my new preferred channel. This is primarily because I want to avoid the big crowds."* (Appendix 9.2.48). This showcases once again a trend where respondents, even when asked about post COVID-19 scenarios, still take into consideration hygiene and self-distancing as part of their decisions on which channel to purchase their fashion goods.

Furthermore, when it comes to consumers that intend on choosing both channels in a post-pandemic future, 11% of all respondents have shown an interest in purchasing fashion items in both channels due to their unique benefits (Appendix 9.1.6.7). It was analyzed that depending on the interviewee different reasons would be highlighted. For example, respondent 10 expects to shop more in online stores due to convenience, but also has the expectations of visiting physical stores as these represent an experience (Appendix 9.2.10). Nevertheless, respondent 47 has in mind shopping more in physical stores, as it is her preference, but still using the online channel *"I expect myself to continue to enjoy shopping in physical stores and then once in a while I will do some online shopping. (...) I think that after the pandemic, I have realised how easy it is to find something specific online, and how difficult it can be in physical stores. I will keep searching for inspiration online, more often than I did before COVID-19, and purchase it if I find something."* (Appendix 9.2.47). The difference between respondent 10 and respondent 47 demonstrates how broad the spectrum of how a respondent plans to purchase in each channel can be. This difference is entirely correlated to the respondents' preferences on channel and what advantages they expect from each channel.

However, 5% of all respondents have pointed out that their online experience, as limited as it may have been, was not up to par to their expectations, as respondent 2 pointed out *"I always have the feeling that what was shown on the website is never what I get, which in turn makes me disappointed, and many times I will just return the products."* (Appendix 9.1.6.7; Appendix 9.2.2). Furthermore, another 4% of all respondents have mentioned how overwhelming or hard to navigate the websites can be (Appendix 9.1.6.7).

Table 20 - Distribution of respondents' expected needs in online channels

Visible Trend	Total	% out of the 113
Organization/disposition of the websites is as important as physical	14	12%
Better online return system	7	6%
Faster online delivery	6	5%
Standardization of sizes	3	3%

(Appendix 9.1.6.8)

This leads this subsection to analyse further what needs consumers have shown for the online channel, despite their expectations on using it in a post-pandemic future. 12% of all respondents have highlighted the disorganization of the websites as something that disturbs their experience (Appendix 9.1.6.8). As respondent 90 as explained *"(...) if there is a sense of clutter that you get from an app I won't shop in there. I believe it's also due to the way I browse. I like to have everything in sections and defined, so it's easy to find what I want, which becomes a struggle if the shop is not so organized. I feel this is the case with some online stores where you see underwear next to jackets, which creates confusion."* (Appendix 9.2.90). It has become clear through the interviewees' answers that the way items are displayed can have a particular influence on the way they view the brand and the items in display.

Additionally, other needs such as a better return system and faster delivery were popular topics amongst interviewees when talking about online channels. 5% of all respondents expect faster deliveries in the future, meanwhile another 6% of all respondents urged for better return systems (Appendix 9.1.6.8). Respondent 27 demonstrates both of these trends in her answer *"The return system is quite outdated, and if you don't live in a big city it can become quite hard to return an item you don't like. Also, the delivery times should be faster in the future, as I expect brands to get better at having demand on the online side."* (Appendix 9.2.27). Analyzing that respondents expect certain improvements from the online channel, may be highly correlated in why some consider websites hard to navigate in, as the purchasing process is different from physical stores.

Table 21 - Distribution of expected use of channel, broken down by country

Expected channel usage	Spain	Denmark
Physical	61%	49%
Online	21%	19%
Mix	18%	32%

(Appendix 9.1.6.1)

It is important to highlight that this subsection of the analysis aggregated the data from all the respondents. However, there are some differences depending on the country's location, gender and age. When observing Table 21, it is possible to see that there is a substantial difference in expectations depending on the country respondents are living in, especially in the usage of the physical channel or of both channels. A possible explanation for this phenomenon may be that while Danish physical stores remained closed for a long period of time, Spanish physical stores faced a lighter restriction (to different degrees depending on the region). Many of the Spanish regions allowed physical stores to remain open during the day throughout the majority of the pandemic, which signifies that consumers living in Spain were not as incentivized to purchase in online stores as consumers living in Denmark were. In other words, as consumers living in Spain had more chances of going to physical stores, they did not get to experience having only the online channels available as often. This finding corroborates with previous findings demonstrating that being forced to shop online during the pandemic has led consumers to consider online shopping more often in a post-pandemic future, even if they plan on using physical channels as well.

Table 22 - Distribution of expected use of channel, broken down by gender

Expected channel usage	Female	Male
Physical	58%	49%
Online	21%	20%
Mix	22%	31%

(Appendix 9.1.6.2)

Also, it is quite important to highlight that there is a slight difference between the respondents' gender. While both genders seem to be equally distributed in the usage of the online channel in a post-pandemic future, the female gender expects to use more of the physical channel than the male gender. Nevertheless, the male gender has shown more consideration for a mixed use of the two channels.

Table 23 - Distribution of expected use of channel, broken down by age group

Expected channel usage	18-29	30-54	55+
Physical	55%	51%	67%
Online	20%	23%	13%
Mix	25%	26%	20%

(Appendix 9.1.6.3)

Finally, the distribution of the expected use of channels broken down by the age group is shown. It can be observed right away that the biggest difference between the average is presented in the age group 55+. This group is the one that presents the least willingness to shop solely online in a post COVID-19 future, compared to the other two age groups. However, it is important to notice that when it comes to the expectation of using a combination of the two channels, the distribution between the three age groups is fairly similar. An explanation for this could be that the older consumers in the age group 55+ are less willing to explore the online channel, and therefore choose to continue with the channel they have used, even during the pandemic. Meanwhile, others that have tried online shopping during the pandemic, are more open to combining both channels in a post-pandemic future. Another finding worth mentioning is that the age group 18-29 displayed a higher percentage of consumers expecting to purchase in physical stores than the age group 30-54.

After analysing the consumers' change in use of channel and preferences before and during the pandemic, and expected use of channel in a post-pandemic scenario, this study has achieved an understanding that allows to answer sub question a) "*How has COVID-19 changed consumers' use of physical and online channels in terms of the fashion goods thus far?*" and b) *"How do consumers expect their use of physical and online channels in relation to fashion goods to change post COVID-19?*". This enables the study to proceed to the discussion section.

6. Discussion

This section discusses the various findings of the previous section. Firstly, the discussion provides insight on the effects which age, gender and residence may impose on the findings, which will allow an understanding to sub question c) "*How have these changes been different in the context of the country, gender and age, if at all?*". Further, the findings correlated to consumers expectations towards a post-pandemic scenario will be discussed in order to establish insights to sub question d) *"Do consumers expect long-term effects in their change in use of physical and online channels?"*.

6.1 A Comparative Discussion of the Effect of Age, Gender and Country on the Data

In this part of the discussion, a comparative discussion on the effects of age, gender and country on the collected data is presented. By further examining the interviews, it is possible to explore whether a participant's age, gender or residence has had an effect on their answers on certain topics. At the same time, by looking into whether there are particular trends to find when comparing the answers from Denmark and Spain.

6.1.1 Does Gender have an Effect on the Respondent's Answers?

In the beginning of the analysis the study investigated whether the respondents had changed channels during the pandemic and if so, why. Here it was found that just over 50% of the 113 respondents had changed from one channel to another during this specific time period. From these 58 respondents it was found that there was a difference to be found when focusing on gender.

Table 24 - Distribution of respondents reasons for change, broken by gender

	Female		Male	
Reason why	**Total**	**% of total**	**Total**	**% of total**
1.A Risk perception	17	77%	5	23%
2.A Restrictions closed non-essential stores	28	80%	7	20%
3.A Instability - physical shops closes and open	1	100%	0	0%

(Appendix 9.1.4.5)

One of the main reasons as to why the respondents had changed from one form of channel to another during the pandemic, was down to the risk perception. Here it was found that 77 % of the individuals who mentioned the risk perception when talking about the change in channel were women. This indicates that women of all ages have been more prone to change channels due to risk perception, than men. However, it is important to take into consideration that 69% of the interviewed people were women. It is therefore likely that the numbers are affected by the split between the men and women. Nevertheless, it can be seen from the many interviews that the women talked more about their concern of getting infected from shopping physically, than the men. Respondent number 60, who is a woman explains " *I guess we all felt a little overwhelmed by the lockdowns, but honestly, I like that we are trying our best to contaminate the virus. I do not feel like going out there while all of this is still ongoing. I do not want to get sick."* (Appendix 9.2.60). When interviewing this respondent, it was clear that she had a fear of getting sick and she would rather wait to shop in physical stores until this is over, even though she actually prefers it over online shopping.

Furthermore, a great deal of the participants said that the main reason as to why they have changed channels was because the non-essential stores were closed over a longer period of time. Here, a similar split between men and women was found, 80% of women explained that the restrictions had limited them in their current way of shopping, whereas only 20% of men mentioned it during the interview. An aspect which could explain the difference here, could be the fact that more women see shopping as an enjoyable action, and as a result they go shopping more often. They would therefore be more affected by not being able to do this in physical stores, when the stores were closed. As a male respondent states "*Shopping is pretty painful to me"* (Appendix 9.2.105). If this were the case, then some men would not have been affected since they only go shopping when it is necessary.

Table 25 - Distribution of respondents reasons for continuation of channel, broken by gender

	Female		Male	
Reason why	**Total**	**% of total**	**Total**	**% of total**
1.B Shopped online before the pandemic, and therefore did the pandemic not affect a change in channel	12	57%	9	43%
2.B Continued physical channel, and paused all consumption in lockdowns	18	60%	12	40%
3.B Influenced by job to keep shopping in physical stores	2	67%	1	33%

(Appendix 9.1.4.10)

Next the findings as to why some respondents have not changed channels during the pandemic, and the effects to which gender might have on these are discussed. At 1.B the individuals who prior to the pandemic purchase their fashion goods online and still do are clustered. Interestingly, the split between the male and female respondents were close to even, even though there were significantly more female respondents overall participating in the interviews. This shows that male respondents prefer online more so than women and have therefore not felt a change during this time, which correlates with the findings in appendix 9.1.4.2, where it can be seen that 14% of the females was shopping online prior to the pandemic, whereas 26% of the men did the same. Furthermore, there was also a significant number of the respondents who simply did not purchase any fashion goods during the times where non-essential physical stores were closed, and therefore have not had to change their channel. For this question the split between men and women was 40% and 60% respectively. This correlates with the findings in questions 2.A, where a smaller number of men had to change channel because of the restrictions closing the non-essential stores, where the study indicated it could be because the men simply did not purchase anything during this period, since they buy fashions goods less frequently, compared to women.

Further on in the interview the participants were asked as to why they preferred a certain channel over the other, also focusing on whether gender has an effect. In the table below all the characteristics are shown for the physical stores, and the study will further discuss the most mentioned aspects.

Table 26 - Distribution of why respondents prefer physical channel, broken by gender

	Both	Female		Male	
Reasons to prefer the physical channel	**Total**	**Total**	**% of total**	**Total**	**% of total**
Return/disposal	4	4	100%	0	0%
Physical shopping experience	16	13	81%	3	19%
Touch and feel	75	51	68%	24	32%
Certain products	3	2	67%	1	33%
Selection/variety	18	12	67%	6	33%
Try on	29	20	69%	9	31%
Shopping pace	13	8	62%	5	38%
Store assistance	15	7	47%	8	53%
Payment	12	10	83%	2	17%
Convenience	20	11	55%	9	45%
Organization of store	9	8	89%	1	11%

(Appendix 9.1.5.6)

By creating a comparison between the two genders it becomes clear whether the data indicates there is a difference between men and women and what they find important when shopping for fashion goods. First and foremost, 62 respondents mentioned they preferred to be able to touch the items before they purchase it and therefore chose physical stores as their preferred channel. Which must be said to be a significant number compared to the 113 participants. Of the 62 respondents 68% were female and 32% were male. From this it is clear that it is something which is important for both men and women, and it is the aspect most people mentioned. As respondent 68 says "*I want to see the quality of the product, so by me being able to feel and touch the item it gives me a much better idea*" (Appendix 9.2.68). Most of the respondents gave a similar reason as to why they would like to have the chance to feel the products, to sense if the product is interesting for them. The fact that more women compared to men, has mentioned the aspect of feeling the product could be because of a number of reasons. It could be due to the higher number of females, which was interviewed for this study as previously mentioned. Or more interestingly, it could be the fact that for a great deal of women, going shopping can almost act as some sort of therapy for them, a way to relax. Therefore, being able to use more senses such as touching the item, can be reassuring and relaxing for them (Cleveland Clinic, 2021). This correlates with the fact that 37 % mentioned that trying the items on is very important to them. Here 69 % of the statements were from women who voice the importance of being able to try the clothes and shoes on, before they buy the product. As mentioned earlier, respondent 13 elaborates on this matter "*I can see how they fit. If I think I don't fit one size, I can always try one size above or below immediately. I don't have to return a product, and order the right size like on the internet. It is a much smoother experience (...)"* (Appendix 9.2.13). Especially women mentioned this reassurance as an important aspect.

Related to the previously mentioned aspect of women seeing 'going shopping' as a way of relaxing and a pleasant experience. A booming 81% of the women talk about the importance of the shopping experience, which comes with physical shopping. THis aligns very well with the previous findings about seeing shopping as a social action, rather than a task. Men often prefer to be in and out within minutes rather than taking their time *"If I go to the physical store to buy a shirt, I will be out in 7 mins"* (Appendix 9.2.105). Only 19% of men mentioned that they preferred the physical channel because of the shopping experience which comes with it.

Table 27 - Distribution of why respondents prefer online channel, broken by gender

	Both	Female		Male	
Reasons to prefer the online channel	**Total**	**Total**	**% of total**	**Total**	**% of total**
Selection	20	17	85%	3	15%
Risk perception	8	8	100%	0	0%
Organization	6	3	50%	3	50%
Convenient	25	15	60%	10	40%
Payment	9	6	67%	3	33%
Return	1	1	100%	0	0%
Price	6	5	83%	1	17%
Shopping pace	14	9	64%	5	36%
Better selection of sizes	4	3	75%	1	25%
Assistance	4	2	50%	2	50%

(Appendix 9.1.5.10)

Interestingly, when comparing the gender for the individuals who prefer online shopping there is a much greater contrast to be found in some of the answers between the genders. The selection online was one of the most frequently mentioned aspects and here a profound 85% of the individuals who mentioned it were women. This indicates that women may like to have a lot of options. Therefore, by being able to browse through all the different brands without having to walk around, they have all the options right in front of them. Men on the other hand, from these numbers seem more satisfied if they simply find something they like. Another profound difference was found between the genders, when 100 % of the respondents who mentioned risk perception as one of the main reasons why they prefer shopping online were women. This aligns with the findings above, where 77% of the women said the reason they changed their channel was because of the reduced risk that the online channel involves (Table 24). From the two figures, women seem more sensitive and nervous of catching the virus, compared to men. In some cases, it is actually the fear of getting other people sick who scares them the most, "*By buying your clothes online you also ensure that you do not infect anyone else, that is probably the most terrifying thing that could happen"* (Appendix 9.2.42*).* The thought of potentially getting someone or themselves sick with the virus is frightening and this leads to changes in the preferred channel to buy fashion goods. The table presented above showcases gender specific differences in this respect.

Overall, 77% of the consumers who changed to online channels due to risk perception were women, which aligns with the fact that 100% of the respondents who stated that they prefer online channels due to risk perception were women (Appendix 9.1.4.4; Appendix 9.1.5.10). This indicates that women have shown a higher correlation between the willingness to change and the degree of risk perception compared to men. 26% of the male respondents were already using the online channel before the pandemic, in comparison to 14% of women (Appendix 9.1.4.2). Further, 59% of women changed their channel during the pandemic, which contrasts to the male gender, who already showed more openness to the online channel (Appendix 9.1.4.2).

6.1.2 Does the Respondents' Age Group Affect Their Answers?

In the following section it will be discussed whether there is a difference to be found in the different age groups, which is 18-29, 30-54 and 55+. It could be interesting to see whether fashion goods businesses should change their focus onto certain aspects, which their target age group finds the most important, when shopping for these items. The study has therefore created the figure below, which shows how the respondents from each age group have answered, when asked as to why they preferred one channel over the other.

Table 28 - Distribution of why respondents prefer physical channel, broken by age

Age							
		18-29		30-54		55 +	
Reasons to prefer the physical channel	Total	Total	% of total	Total	% of total	Total	% of total
Return/disposal	4	2	50%	2	50%	0	0%
Physical shopping experience	16	10	63%	4	25%	2	13%
Touch and feel	75	33	44%	29	39%	13	17%
Certain products	3	1	33%	1	33%	1	33%
Selection/variety	18	9	50%	7	39%	2	11%
Try on	29	16	55%	11	38%	2	7%
Shopping pace	13	7	54%	4	31%	2	15%
Store assistance	15	7	47%	6	40%	2	13%
Payment	12	9	75%	3	25%	0	0%
Convenience	20	11	55%	7	35%	2	10%
Organization of store	9	8	89%	1	11%	0	0%

(Appendix 9.1.5.7)

Some of the most striking findings in the table above are the split between the two younger age groups compared to the 55 +. For the convenience and the physical shopping experience it is evident that a significantly smaller number of the 55+ found this to be a main factor. This indicates that the age group of 55+ sees shopping more so as something which needs to be done, rather than a pleasant experience. However, it needs to be mentioned that the split between the age groups was not even, and the 55 + age group was the one with the least respondents.

A great number of respondents mentioned touch and feel as one of their most preferred characteristics when going shopping in physical stores. Here 44% of the respondents were in the 18-29 age group, 39% were in the middle age group from 30-54 and lastly, only 17% were in the 55+. Again, the two youngest age groups need and want the reassurance one gets by being able to feel the quality of the fabric beforehand.

Table 29 - Distribution of why respondents prefer online channel, broken by age

Age						
	18-29		30-54		55 +	
Reasons to prefer the online channel	Total	% of total	Total	% of total	Total	% of total
Selection	14	70%	5	25%	1	5%
Risk perception	4	50%	4	50%	0	0%
Organization	6	100%	0	0%	0	0%
Convenient	15	60%	9	36%	1	4%
Payment	7	78%	1	11%	1	11%
Return	1	100%	0	0%	0	0%
Price	4	67%	2	33%	0	0%
Shopping pace	8	57%	4	29%	2	14%
Better selection of sizes	3	75%	1	25%	0	0%
Assistance	1	25%	2	50%	1	25%

(Appendix 9.1.5.11)

When looking at the different age groups for the participants who said they preferred online shopping when buying fashion goods, it is clear that less from the oldest age group elaborated on this matter. Only 4% of the respondents who mentioned convenience as a main factor are from the 55+ age group. This could be because the age group of 55+ are not as familiar with the advanced technology as the age group of 18-29 and therefore may find it a bit more difficult to navigate the different websites. If this were the case, it would align with the fact that none in the 55+ age group mentioned the great selection as an advantage of online shopping. Since if one finds it difficult to look around on the website, it will also become hard to see the large selection, online shopping offers.

From the table below it can be seen that the age group with 62% which already before the pandemic purchased their fashion goods online and therefore was not affected by the restriction was the youngest age group. Which follows the trend that the younger a person is, such as age group 18-29, the more likely they are to use the internet to fulfil their needs, especially when comparing the age group of 18-29 to the age group 55+. However, interestingly there were a great number of people who continued to use physical stores and just paused shopping when the non-essential stores were closed. With 47% in the youngest age group and 43% in the middle age group, it indicates that these two age groups are certain on their preferences in the channel and are okay with waiting until their preferred channel opens up again.

Table 30 - Distribution of respondents reasons for change of channel, broken by age

		Age					
		18-29		30-54		55+	
Reason why	Total	Total	% of total	Total	% of total	Total	% of total
1.B Shopped online before the pandemic, and therefore did the pandemic not affect a change in channel	21	13	62%	6	29%	2	10%
2.B Continued physical channel, and paused all consumption in lockdowns	30	14	47%	13	43%	4	13%
3.B Influenced by job to keep shopping in physical stores	3	2	67%	1	33%	0	0%

(Appendix 9.1.4.7)

6.1.3 Does the Respondent's Country have an Effect on Their Answers?

Lastly, the study will investigate whether the country has an effect on the respondents beliefs, change in channel and preferred channels when buying fashion goods. By investigating whether different characteristics are to be found in the two countries, Denmark and Spain. This would expand businesses understanding what to prioritise when improving and evolving the business.

Table 31 - Distribution of why respondents prefer physical channel, broken by country

Country					
		Spain		Denmark	
Reasons to prefer the physical channel	Total	Total	% of total	Total	% of total
Return/disposal	4	4	100%	0	0%
Physical shopping experience	16	5	31%	11	69%
Touch and feel	75	40	53%	35	47%
Certain products	3	1	33%	2	67%
Selection/variety	18	8	44%	8	44%
Try on	29	10	34%	19	66%
Shopping pace	13	4	31%	9	69%
Store assistance	15	3	20%	12	80%
Payment	12	7	58%	5	42%
Convenience	20	9	45%	11	55%
Organization of store	9	4	44%	5	56%

(Appendix 9.1.5.5)

To highlight some of the findings in the table above, 16 interviews chose to mention the positive shopping experience which comes with physical shopping as an important aspect for them when going shopping. Here 69% of the mentions were made by people living in Denmark, compared to the 31% from individuals living in Spain. A reason for this could be that in Spain since the weather is much warmer throughout the year, there are more things to do outside, such as going to the beach, hiking etc. compared to in Denmark, and therefore Danish people see going shopping in physical stores with your friends and family as an important element.

On a lot of aspects, the Danish and the Spanish consumers had a similar perspective as to why they prefer physical channels. Both when it came to being able to touch and feel the products and selection in store, the two countries were almost split in the middle. A difference between the two countries is more evident when it comes to store assistance, which is more highly valued in Denmark compared to Spain, respondent 106 from Spain agrees with this viewpoint "*What I do not like about physical stores is the service which is not get here in Spain. (...) they* *should be there when you need them."* (Appendix 9.2.106). In Denmark store assistance is much higher valued.

In Denmark more respondents (66%) found it important to be able to try on the fashion item, compared to the Spanish respondents (34%), who may be more used to taking the item home to try it on. Another aspect could be that they may not be as bothered by having to return it, if it's not the right fit or size.

Table 32 - Distribution of why respondents prefer online channel, broken by country

Country					
		Spain		Denmark	
Reasons to prefer the online channel	Total	Total	% of total	Total	% of total
Selection	20	8	40%	12	60%
Risk perception	8	2	25%	6	75%
Organization	6	1	17%	5	83%
Convenient	25	11	44%	14	56%
Payment	9	3	33%	6	67%
Return	1	0	0%	1	100%
Price	6	3	50%	3	50%
Shopping pace	14	4	29%	10	71%
Better selection of sizes	4	3	75%	1	25%
Assistance	4	0	0%	4	100%

(Appendix 9.1.5.9)

The Table above shows the characteristics mentioned during the interview for the respondents who preferred online shopping. In general, there are much greater differences to be seen here between the two countries. Another aspect where a difference is to be found is for the risk perception. A much greater number of the respondents who mentioned the risk perception as a reason why they choose to buy online, are from Denmark. There could be many reasons as to why that is. One being the timing of the interviews. All the interviews were conducted while Denmark's non-essential stores were closed, whereas the fashion stores in Spain had been open for months which could have had an affect on their risk perception. Furthermore, Denmark is known to be a society with great trust in the institutional role compared to Spain (Nielsen & Lindvall, 2021). The many restrictions and media could therefore have an effect on the consumer's belief as to how dangerous the virus is.

Moreover, by looking at the split between the respondents from Spain and Denmark who mentioned convenience as an important factor, it can be seen that 55% of the respondents are from Denmark. A reason which could explain why more Danish respondents state convenience as the most important factor compared to the Spanish respondents, could be due to the cultural differences. In Spanish business culture things can take time, schedules can be difficult to adhere to and negotiations often drag on. The Spanish business culture is also mentioned to be a reflection of the Spanish mentality, where 'things will take the time they take. The Danish business culture on the other hand, is more efficient seeking (Udenrigsministeriet, n.d.). This aligns with the findings of the two countries having different prioritizing of time and convenience. The two different countries' cultures seem to have a much greater effect, compared to the gender and age groups in some aspects.

Table 33 - Distribution of respondents reasons for change, broken by country

	Country				
		Spain		Denmark	
Reason why	Total	Total	% of total	Total	% of total
1.A Risk perception	22	11	50%	11	50%
2.A Restrictions closed non-essential stores	35	18	51%	17	49%
3.A Instability - physical shops closes and open	1	0	0%	1	100%

(Appendix 9.1.4.5)

When looking at why the respondents from either Spain or Denmark chose to change the type of channel they were using to buy their fashion goods. Their answers were almost close to identical. As seen in Table 33, the respondents from the two countries found the same reason to change, which were mostly 'risk perception' and the fact that 'restriction closed non-essential stores'. This table indicates that the respondents country of residence did not have an effect as to why they felt the need to change channels.

When investigating as to why some respondents chose not to use a new channel during the pandemic, and therefore chose to continue with their previous behaviour, these findings became evident.

Table 34 - Distribution of respondents reasons for change of channel, broken by country

	Country				
		Spain		Denmark	
Reason why	Total	Total	% of total	Total	% of total
1.B Shopped online before the pandemic, and therefore did the pandemic not affect a change in channel	21	7	33%	14	67%
2.B Continued physical channel, and paused all consumption in lockdowns	30	17	57%	13	43%
3.B Influenced by job to keep shopping in physical stores	3	1	33%	2	67%

(Appendix 9.1.4.9)

A difference between Spain and Denmark can be seen. In Table 34 from reason 1.B it is evident that 67 % of the respondents living in Denmark did not experience a change in channel, since they shopped online prior to the pandemic and it therefore did not result in a change in channel. Only 33 % of the residents from Spain mentioned the same reason, which can be said to be a significant number, knowing the respondent from this survey was evenly split between the two countries. This finding correlates with the findings in Appendix 9.1.5.1, which shows that more residents from Denmark prefer online shopping. As seen in reason 2.B the two countries are more aligned with 57% of residents from Spain finding themselves pausing their shopping of fashion goods during the pandemic, and they have therefore not changed their channel, which prior to the pandemic was through physical stores.

From the comparisons between gender, age groups and country, it is evident there is a difference to be seen in the interviews. In some cases, the difference could be caused by the fact, not the same number of people were interviewed in each group since the interviews were random. However, there are interesting findings such as, the age group of 55+ did not seem to use the full potential of online shoppings and therefore simplicity becomes more important for them, rather than the shopping pace or how convenient it is. Further, the tables can help businesses to get a better idea of what their target market is looking for when shopping online or in physical stores.

6.2 Consumers Expectations of a Post COVID-19 Future

This section of the discussion presents the discussion of the findings in the third part of the analysis. By further exploring the correlation of these findings, this section aims to discuss what implications the consumers' expectations bring to businesses and marketeers.

6.2.1 Channel of Use in a Post COVID-19 Future

In the analysis it was identified that consumers experienced a change of channel during the pandemic, and some expect to change in a post-pandemic future again. For this reason, this section of the discussion will be exploring what do consumers expect in a post COVID-19 scenario in terms of their channel use.

It was found during the analysis that 51% of the respondents changed their main shopping channel during the pandemic (Appendix 9.1.4). As pointed out before, the COVID-19 pandemic has led both Danish and Spanish governments to impose a lockdown, which influenced what channels consumers had available. One particular thing to notice is that the timing of these lockdowns did not always coincide and had different timings. Even though the two countries had different lockdown timings, Table 2 showcases that 54% of the respondents resident in Spain changed their shopping channel and 49% of the respondents resident in Denmark changed their shopping channel, which translates to a fairly similar distribution between the two countries (Appendix 9.1.4.1). Thus, the pandemic so far has led to half of the respondents to change their shopping channels.

Yet, it was also shown that 55% of all the respondents expect to purchase in physical stores in a post-pandemic future, leaving the other 45% to either choose solely the online channel, or a combination of the two channels (Appendix 9.1.4; Appendix 9.1.8). It is important to note that 28% of all respondents have been purchasing through online stores during the pandemic but expect to return to physical stores, meaning that they expect to return to their old habits (Appendix 9.1.6.4; Appendix 9.1.8). On top of that, only 9% of all the respondents that have changed to an online channel during the pandemic, expect to continue purchasing solely in the online channel in a post-pandemic scenario (Appendix 9.1.6.5). It can be particularly interesting to discuss these findings with early acquired knowledge from the literature review.

As it was presented in the literature review section, expectations of consumers can be skewed by their prior experiences and current anticipated satisfaction (Woodruff et al., 1983; Oliver & Winer, 1987). By having new experiences during the pandemic, such as being able to purchase fashion goods only in online channels, consumers have been almost obligated to experience the online channel in its entirety, which can be seen by the findings of 51% of the respondents having changed channel during the pandemic (Appendix 9.1.4). Through these experiences, new perceptions have arisen, but if the perceived outcome does not correspond to the expected outcome, the consumer gap will be bigger and could translate into dissatisfaction (Kahneman & Tversky, 1982; Miller, 1977; Oliver & Winer, 1987; Woodruff et al., 1983; Sánchez-Fernández & Ángeles, 2006; Zeithalm et al., 1993). Dissatisfaction of the consumers towards online shopping could be on the basis of this trend. As it was explored in the analysis, 5% of all respondents believe that online shopping does not correspond to their expectations of what the product should look like. This translates to a bigger consumer gap between the expected outcome and the perceived outcome seen in online shopping compared to physical shopping (Appendix 9.1.6.7). This point can be further strengthened by the analysis on why consumers prefer physical shopping. As aforementioned, 95% of consumers who prefer shopping physically, do so because they can touch and feel the product (Appendix 9.1.5.4). Therefore, it could be concluded from this discussion that even though consumers were forced to experience online shopping, it may have not changed their expectations related to channel usage in a post COVID-19 future completely. Nevertheless, the option that there was long-term impact in consumers' expectations should not be discarded yet.

It was previously analyzed that 9% of all respondents have actually stated somehow that they are more warmed up to the idea of online shopping (Appendix 9.1.6.4). When just looking at the respondents that have answered they expect to shop in physical stores in a post-pandemic future, the actual number of people that are open to the idea of online shopping in this group corresponds to 16% (Appendix 9.1.6.4). Thus, there is the possibility that even if 54% of respondents expect to shop in physical stores, where 53% of these have actually changed their channel during the pandemic, they are still more open to the idea of online shopping than before (Appendix 9.1.6.4; Appendix 9.1.8). Furthermore, 25% of the respondents have shown a wish to mix the two channels, where actually 86% of this group are currently purchasing through online stores (Appendix 9.1.6.6). This means that there is more openness to online stores than before the pandemic, which may signify that the impact that has been seen during the pandemic can actually be carried to a post-pandemic scenario. It could be discussed that even if there are certain negative points to online shopping, consumers still may consider this channel for the post-pandemic future.

It then becomes a question of what needs people are expecting to fulfill with different channels. It was pointed out during the analysis that 14% of all respondents believe that physical shopping is just like an experience where consumers perceive window shopping as leisure, with others or by themselves (Appendix 9.1.5.4). Also, trying on clothes was mentioned by 26%, and 95% referred to the senses of touch when in physical stores (Appendix 9.1.5.4). Meanwhile, it was noticed that when online shoppers justified why they preferred the online channel keywords such as efficiency, comparison or even convenience were used more frequently (Appendix 9.1.5.8). It can be discussed that consumers that expect to shop in the two different channels expect to fulfill different needs within them. While physical stores are deemed as an entertaining experience, online stores are seen as functional, and convenient. For this reason, the changes in channels brought by the pandemic have led more consumers to consider different channels, expanding their possibilities for a post-pandemic future. Therefore, the pandemic has led to changes in this moment that may not reflect how the consumers will continue to behave in a post-pandemic scenario, but it certainly has led to new expectations of how to fulfill needs of fashion goods.

Furthermore, it is also important to discuss the specific trend on how consumers still expect a certain level of hygiene in physical stores even in a post-pandemic future. During the analysis, this study found that 20% of all respondents have stated their concerns towards distance and hygiene in stores in a post-pandemic scenario (Appendix 9.1.6.8). Taking into consideration how experiences may influence expectations, it can be possible that the current environment that consumers are in right now has a big influence on how they expect their future to be. Even though there is the belief that they will be able to shop physically just like they did before the pandemic, the consumers have still shown that they do not expect things to be completely like they were before the pandemic, as it can be seen with the expectation of still maintaining distance from others. This particular finding has great implications for businesses and marketers, which will be discussed in the following section 6.3. Nevertheless, it can be seen through this finding that expectations of consumers are influenced by their current status even when the current situation resembles a pandemic.

6.2.2 Change of Needs as Response to Crisis

This section discusses trends that were not expected throughout the conceptualization of this study, but during the interviews these themes were approached frequently, which in fact can be linked to the previous literature review.

One trend observed in this study was the change of type of products the respondents were looking for during the pandemic, and what they expect to need in a post-pandemic future. It was found that 8% of all respondents showed a willingness to buy more leisure wear during this pandemic, and 56% of this group expects that after the pandemic they will be purchasing more going out clothes (Appendix 9.1.9). As Mehta et al. (2020) indicate that consumers tend to change their focus to more simplistic demand, focusing on more comfortable wear and not having to worry on what to put on in the morning may be highly related to this. By simplifying this part of their daily routines, consumers have the purpose of simplifying their lives in such uncertain moments (Mehta et al., 2020). However, as respondents have shown as well, they expect this change to be temporary, which highlights how this change has been highly driven by the uncertainty that the pandemic has brought to consumers' lives. Thus, it is important to highlight in this discussion that this change has been an aftereffect of the pandemic and may diminish in a post-pandemic future.

Furthermore, it was discovered that 12% of all respondents have shown willingness to shop physically in order to help local shops. It has been further analysed that even respondents that used to purchase online have considered physical shopping due to this reason (Appendix 9.1.6.7). It was previously explored through the literature review that consumers become more value conscious during a crisis, such as a pandemic (Mehta et al., 2020). Becoming more value conscious means that consumers expect brands to behave according to their morals and they seek these particular signs from them. Therefore, it can be discussed that a crisis such as a pandemic, where consumers' lives get thrown upside down, can also change their expectations on how brands behave in their core: what they believe in and how they demonstrate that. At the same time, a crisis changes the consumer behavior by itself, fueled by the conscious need of helping out others (Kohli et al., 2020; Mehta et al., 2020). Contrary to the trend discussed above, this trend may be seen through a longer period of time. Because respondents expect to support brands they believe in, it can be argued that this behavior will persist and will continue to be demonstrated in the future (Kohli et al., 2020).

6.3 Implication for Marketers and Businesses

The previous section discussed the changes which were identified through the analysis, and furthermore if the existing literature was still to be found relevant and applicable in the given situation of a pandemic. The following section will present a discussion of which implications the identified changes may create for both physical and online businesses, as well as marketers.

6.3.1 Change in Consumer Expectations and the Implications for Physical Stores

The willingness of being adaptive has been key to survival for physical businesses during the pandemic (Gregurec et al., 2021; Donthu & Gustafsson, 2020; Seetharaman, 2020). Fashion goods stores have had to close down for an unknown period of time. The Spanish and Danish government have been seen to act in haste, if a sudden increase in the numbers of infections were happening. This has led to a limited time for physical businesses to act and adapt to the new circumstances, and no one knew how long these circumstances would last at the given time of enforcement (Gregurec et al., 2021; Tian et al., 2021; Alves et al., 2021). The physical stores were not only forced to be adaptable in terms of the restrictions regarding the lockdowns, but also in terms of the restrictions when allowed to be open. Weekly C-19 tests of employees, posters with guidance and rules, prohibitions against assembly and many other aspects suddenly had to be included in the daily operations of the physical businesses (Marques et al., 2021; Bloom et al., 2021).

As mentioned in the previous part, new consumer experiences lead to new expectations, and this may create new standards towards physical stores. Physical stores have had to provide hand sanitizers by the entrance of their store and to convey the rules of the restrictions to the customers inside the stores (Gregurec et al., 2021; Tian et al., 2021). Consumers have hereby had a change in experience, and when the consumer has experienced it multiple times, the experience becomes status quo and an expectation of similar experiences in the future is established (Woodruff, et. al., 1983; Oliver & Winer, 1987). However, many of the solutions which have been developed by the physical stores in order to adhere to the restriction, were created as temporary solutions. Therefore, these changes can create implications for businesses, if they are to be of long-term effects.

Since consumers expect a continuation of the focus on hygiene in the physical stores, the temporary solution of one hand sanitizer might not be enough in a post COVID-19 scenario (Appendix 9.1.6.8). The focus of hygiene is currently mostly an adherence to the restrictions, but the respondents believe that this will be an element of servitation in the future (Appendix 9.1.6.8). Respondent 100 believes that stores must develop the idea and aspect of hygiene and comes up with an example which could align his expectations to a post COVID-19 scenario; "*I do believe that the world will keep prioritizing hygiene, and that the idea of it will only be developed further in the future. I believe that it will become normal for stores to have a disinfection station in the entrance of their stores, and that stores will attempt to limit the amount of contact points within the stores.*" (Appendix 9.2.100). The idea of a disinfection station before entering a physical store, could be an innovative approach for physical stores, as an attempt to create a competitive advantage through servitization. Since consumers expect a higher level of hygiene post COVID-19 a few sanitizers at the entrance might not be enough to cover the need in a long-term perspective. This could create queues, which often leads to decrease in customer satisfaction or even complete loss of customers.

Another aspect of the expectations towards hygiene is the other part of the restrictions, which imposes that the stores have to have distance between the aisles in order to create distance between the customers. This means that due to the fact that consumers expect a continuation of distance, physical stores suddenly need to evaluate whether their temporary solution is adequate to operate long-term. When physical stores have to create a larger area with the purpose of having more distance between the aisles, some displays are likely to be removed completely, which means that the stores have less capacity to display their fashion goods (Brandtner et al., 2021). This could be problematic, since physical stores' only approach to showcase products is through displays. The stores will have to be more innovative post

COVID-19 in comparison to before the pandemic, in order to display their products in the most efficient way possible so the customers can see all the products available.

6.3.2 Change in Consumer Expectations and the Implications for Online Stores

As mentioned, the pandemic has withdrawn the possibility of shopping in physical stores in given periods of time, hence the only options left was to pause purchasing any fashion goods in these periods or to shop in online stores. As it was seen in the section of 5.3, 20% of the 113 respondents expect to purchase fashion goods online in a post COVID-19 scenario, however within this group of 20%, 43% of the respondents used to shop from a physical channel before the pandemic (Appendix 9.1.6.5; Appendix 9.1.8). This finding aligns with the existing literature that was presented in the literature review, which stated that an increase in online consumption can be expected during and in a post COVID-19 scenario (Lemenager et al., 2021; Zamboni et al., 2021). According to the literature review it has never been easier for consumers to switch among online stores, meaning that the level of competition never has been higher (Garg, Popli & Sarao, 2021; Leidner & Tona, 2021). Focus on providing an experience that meets or even better, exceeds the customers expectation is key to maintaining customers. But the question that remains is whether the same approach as before the pandemic will be effective in a post COVID-19 scenario, where new consumers have entered the market with new expectations. For example, respondent 21, who is new to the online market, has expressed that she finds the online stores confusing; "*I do find some of the websites a bit confusing. I have a lot to learn, but I also do believe that the websites could have been more optimal for new users like me*" (Appendix 9.2.21). A second version of the same online store, but more manageable and easy to navigate within, could be key to reach elderly and inexperienced online consumers, who are often scared away by too many options as seen in section 6.1. Fashion goods stores with specific interest in gaining these consumer types or simply expanding their current customer base, should empathize with the importance of acknowledging new expectations and needs in order to gain these consumers. A fashion goods store targeting the elderly consumer group will have to understand the importance of their needs, and how their needs are not similar to others.

Due to the fact that eldery are to be found in a high risk group, they might tend to have a higher risk perception and therefore a willingness to change channels in order to avoid the risk of getting infected. However, this trend between the degree of risk perception and the willingness to change channels, could not be proven in our calculation, which could be due to the smaller sample size of respondents in the age group of 55+. It could be of great interest to investigate further, for both online and physical stores, and marketers too, with the purpose of gaining more insight in this issue. If there is a correlation, stores of both channels with interest in this consumer group will have to create an approach to gain these through the online market with their needs taken into consideration.

In general, online stores will have to attempt to understand the needs and expectations of consumers, and especially those who have switched from offline to online channels, in order to attain or increase their current position in the online market.

6.3.3 Changes of Channels and the Possible Implications for Marketers

This section will be discussing how the identified changes can impose possible implications for marketers. The previous two sections had the perspective of physical and online stores, however this section will present an insight in how the findings can change the approaches of marketers in a present and post COVID-19 scenario.

The tables have been created with the purpose of visualising the 113 respondents' use and expectation of use in physical and online channels in three stages of the pandemic; pre-pandemic, during the pandemic and post-pandemic. The first table shows the journey of the respondents who expect to use online channels in a post-pandemic scenario, the second table is the respondents who expect to use a physical channel, and the last table is the respondents who expects to use a mix.

Table 35 - Distribution of consumers who expects to shop online post-pandemic

Pre-pandemic	During the pandemic	Post-pandemic	Total	% out of the 113
Online	Online	Online	13	12%
Physical	Online	Online	10	9%
Total			23	20%

(Appendix 9.1.8)

According to the literature presented in the beginning of the study, an increase in online consumption was to be expected, since lockdowns have closed all non-essential stores and hereby the option of shopping from a physical channel. However there are only 20% of the 113 respondents which expect to use online channels in a post-pandemic scenario. Before the pandemic 19% of the 113 respondents used to shop online before the pandemic, which means that there has only been an expected increase of 1% after the pandemic. However, during the pandemic 51% of the 113 respondents changed from physical to online, which gives an increase of 32% during the pandemic. Further, due to the fact that restrictions removed the option of physical channels, and people have been forced to switch to online channels, litterature expected that a large proportion of consumers will continue to utilize the online channel, despite the fact that physical stores have reopened and become available again (Deloitte, 2020).

However, this is not seen in Table 35, where it is clear that the largest number of respondents who expect to be using an online channel in the future already were using it before the pandemic, and therefore there has only been a slight increase in use of the online channel in a post-pandemic scenario. 9% of consumers who used to purchase fashion goods from a physical channel before the pandemic, changed to an online channel due to risk perception or due to the restrictions during the pandemic (Appendix 9.1.4.7). This means that 9% does not expect to return to their old patterns, which could indicate a problematic scenario for marketers, since this means that they can not return to their old patterns and strategies as well. Consumers will therefore not be where they used to be before the pandemic, which means that marketers will have to relocate their strategies in order to reach their target groups in a post-pandemic scenario. Despite the fact that marketers may face implications in terms of changes in consumers' future expectations towards their use of channels, they should also act to the current significant changes of increases in the usage of online channels. It is still unknown how long the pandemic will continue to last, and despite many predictions they unfortunately remain speculations as seen in the literature review (Columbia, 2021; The Economist, 2021; Giannitsarou & Toxvaerd, 2020; Davey, 2020; Canadian Journal of Public Health, 2021; Torjesen, 2021; Lingard, Zhang, Rälsänen, Goh, Bowen & Bhandari, 2021). If marketers and businesses of both channels adapt to the circumstances of the current changes which were found during the pandemic and prepare for the changes, which according to the respondents will happen post-pandemic, they might be able to reach their customer base despite the movement between the channels. Since a decrease was identified in the use of physical channels post-pandemic, there may be a loss of customers in this channel. This can impose implications to physical stores, which may be expecting their customers to return in a post-pandemic scenario.

Table 36 - Distribution of consumers who expects to shop physical post-pandemic

Pre-pandemic	During the pandemic	Post-pandemic	Total	% out of the 113
Physical	Online	Physical	30	27%
Physical	Physical	Physical	30	27%
Online	Online	Physical	2	2%
Total			62	55%
Whereas 10 respondents (16% of the 55%) mentioned that they were warmed up to the idea of online shopping				

(Appendix 9.1.8)

Among the 62 respondents who expect to use the physical channel in a post-pandemic scenario, 54% used to shop from physical channels before the pandemic. Whereas 50% of them have changed channels during the pandemic, but despite the change during the pandemic they expect to return to their old patterns of physical shopping in a post-pandemic scenario. Only 2% of all respondents used to shop online before and during the pandemic, but expect to change to physical in a post-pandemic scenario. This could be due to the fact that many social activities have been taken away from consumers throughout the pandmeic, and according to the respondents they are longing for this to be over, so they can have social interactions as they did before the pandemic again. Besides, it was discovered that consumers expect to support more local stores in a post COVID-19 scenario (Appendix 9.1.6.7; Appendix 9.1.8; Appendix 9.2.103). According to Sheth (2020), consumers are extremely quick to adapt to the new normal given times of crisis. This is to be found among the 36% of the respondents, which have changed to an online channel during the pandemic, and adapted to the circumstances surrounding them (Appendix 9.1.8). However, these respondents expect to return to their old pattern of physical shopping in a post-pandemic scenario.

Online stores who have thrived from the increase of use in the online channel during the pandemic, will experience a decrease again due to the fact that some consumers expect to return to their old choice of channel in a post-pandemic scenario. However, an interesting finding is that according to the respondents who expect to shop from a physical channel in the future, 16% have expressed that they are warmed up to the idea of online shopping. This could indicate that some respondents may change channels, when the post-pandemic scenario has become the new normal, or they might be interested in using both channels.

Table 37 - Distribution of consumers who expects to use mixed channels post-pandemic

Pre-pandemic	During the pandemic	Post-pandemic	Total	% out of the 113
Physical	Online	Mix	18	16%
Physical	Physical	Mix	4	4%
Online	Online	Mix	6	5%
Total			28	25%

(Appendix 9.1.8)

According to Table 37, a slight increase of 1% were to be found among the consumers who shopped online before the pandemic and expect to shop online post-pandemic. However, one should keep in mind that 25% expect to use a mix of both online and physical channels, and among these 79% used to shop from a physical channel. This means that the respondents did not switch completely to an online channel, however neither did they return to their old patterns. 25% of all respondents expect to use a combination of both channels, and did not find them mutually exclusive.

Among the respondents who used to shop online before the pandemic, only 7% did not return to their old patterns, meaning that they too expect to shop from either a mix of both channels or only from the physical channel. However, this did not change the level of online consumers in a comparison between the use before and the expected use after the pandemic, since respondents who used to shop physical expect to shop online, and therefore is the increase in online consumption only 1%. This means that the acceleration and boom which literature expects towards online shopping, is only to be seen when including the respondents who expect to use a mix, where 79% used to shop from a physical channel. But one should also keep in mind that among the 55% respondents who expect to use physical channels, 16% have expressed that they are warmed up to the idea of online shopping. This means that the online market will experience an increased interest and since more companies have been forced to enter the online realm, the competition of the market is expected to increase as well.

Marketers and businesses of both channels will have to change strategies in a post-pandemic scenario given the changes which are to be seen in this study. Marketers will have to adapt their approaches to reach the new platforms which the target groups may have switched to. Statistical data of where the different age groups, gender and countries are to be reached may not be applicable in a post-pandemic scenario according to the data found in this study. Marketers will suddenly have to include another platform in order to reach many of the same consumers, since data shows that 25% of the respondents expect to use a mix of both channels, whereas before they were only present at one channel (Appendix 9.1.6).

The same aspect could also impose implications towards physical businesses, which according to the data will lose some customers who expect to permanently switch to the online market. In contrast, the online stores may face implications if they expect that the increase of online consumption during the pandemic will last in a post-pandemic scenario, since 27% expect to return to their old habits of shopping in physical stores and 27% expects to continue shopping in physical stores as they have done throughout the pandemic (Appendix 9.1.8). This can too be problematic for physical businesses if they adapted their business model to have a greater focus on the online market instead of the physical market, since 27% of the consumers who went online during the pandemic expect to return to the physical stores - however with greater expectation towards hygiene than before the pandemic.

9% have shown greater awareness of and interest in the online channel, 9% changed to online and expects to continue online, and 20% switched from physical channel pre-pandemic to using both channels (Appendix 9.1.8). Combined, there has been an increase of 38% in awareness and use of the online channel both in Denmark and Spain (Appendix 9.1.8). Spain was less likely to shop online before the pandemic in comparison to Denmark. However, during the pandemic Spain increased their online consumption. This means that Danish companies with a market share or interest in Spanish consumers, will have a better opportunity to reach the Spanish consumers without having to be physically present in the country. The entrance of the Spanish market has hereby become more accessible, with less costs. However, this increase in online consumption may lead to increased demand, which can have implications in terms of improved or new logistics to answer the demand and online customer service.

7. Conclusion

To bring together the final thoughts, the conclusion will showcase the highlights of the study's findings, together with the limitations and further research. The structure of the conclusion will be presented in the same order as the sub questions in order to answer the research question.

The first and second part of the analysis gave insights to answer sub question a) *"How has COVID-19 changed consumers' use of physical and online channels in terms of the fashion goods thus far?"*. The situation consumers are in due to COVID-19 restrictions has led indeed to changes in their use of channels. 51% of the respondents stated that they changed from the physical channel to the online channel during the pandemic (Appendix 9.1.4). Majority of them justified this change in channels due to their risk perception of getting infected by the virus, or due to the restrictions. These reasons given by the respondents show how much consumers are influenced by the circumstances.

Further, it was discovered that even though 70% of respondents are using the online channel during the pandemic, only 30% of the respondents has actually stated they prefer the online channel (Appendix 9.1.4; Appendix 9.1.5). Also, even though 51% of the respondents changed their channels during the pandemic, that did not alter their preferences for the physical channel (Appendix 9.1.5). Therefore, it becomes possible to conclude that even if the consumers use one channel, it may not reflect their preference.

The last section of the analysis establishes an understanding to answer sub question b) *"How do consumers expect their use of physical and online channels in relation to fashion goods to change post COVID-19?"*. It was discovered that 55% of the respondents expect to use the physical stores in a post COVID-19 scenario, however with new or higher expectations to physical stores in terms of social distancing measurements and hygienic solutions (Appendix 9.1.6.8; Appendix 9.1.8). Therefore, this study can highlight that even if consumers expect the situation to be temporary, and expect to return to the physical stores, their experiences in the current situation influence their expectations (Kahneman and Tversky, 1982; Oliver & Winer, 1987; Woodruff et al., 1983). It can be concluded that even though the majority expects to use the physical stores, the pandemic has driven consumers to try the online channel, in which many found new characteristics. These fulfilled needs that the physical channel did not. This has led to an increase of 38% in awareness and use of the online channel both in Denmark and Spain (Appendix 9.1.8).

In the discussion, it was also explored if there were any differences in the answers depending on the respondents' gender, age and country of residence, which aim to answer sub question c) *"How have these changes been different in the context of the country, gender and age, if at all?"*. Regarding the context of age, most of the respondents who were already present in the online market before the pandemic were to be found in the age group of 18-29. Only 12% and 13% of the consumers among the age group of 30-54 and 55+ were present online before the pandemic (Appendix 9.1.4.3). However, the majority who changed to the online channel during the pandemic were in the same age groups. This indicates that the pandemic drove them to discover the full potential of the online stores, and explains why 23% of the age group of 30-54 and 20% of the age 55+ expect to use this channel in a post-pandemic scenario (Appendix 9.1.6.3). Moreover, if there was no pandemic pushing the consumers to change channels, 87% of the 55+ age groups would be included in the use of physical channels. However, only 67% of the same age group has stated they expect to shop in physical stores in a post COVID-19 scenario, which means that there is an increase of awareness in online channels in this age group, as 20% has diverted to either online channel or a mix of both channels. Therefore, it can be concluded that it is not the context of age which is affecting the use of channels, but rather that the context of the pandemic that is impacting the age groups differently.

When it comes to the context of gender, it can be concluded that women have changed channels due to the risk perception, since they otherwise would rather shop physically due to the fact that they see it as an experience (Appendix 9.1.5.6). Whereas men would rather shop online since they find it convenient and fast, and this explains why they were already present at the online channel before the pandemic (Appendix 9.1.5.10). Therefore, it can be concluded that gender has an effect on the preference and use of channels.

Taking into consideration the country context, it was analysed that both countries saw a similar distribution of respondents that changed their channel during the pandemic, 54% in Spain and 49% in Denmark (Appendix 9.1.4.1). When analysing the reasons why respondents changed channels, there was no striking difference between the countries (Appendix 9.1.4.4). Therefore, in this case it can be concluded that the country dimension had no effect on the reasons why consumers changed channels. Nevertheless, it was found that there were more respondents from Denmark that used the online channel before the pandemic than the Spanish ones, which translates to a previous less openness to the online channel from the Spanish consumers (Appendix 9.1.4.1). Thus, even though the country context did not have an impact on the change of use of channel, it showcased that consumers between the two countries had different use of channel habits before the pandemic.

Finally, in the last two sections of the discussion, the findings were discussed in order to obtain an understanding to answer sub question d) *“Do consumers expect long-term effects in their change in use of physical and online channels?”*. By exploring the findings, this study was able to conclude that there will be long-term effects that will be seen in the consumers’ use of channels for fashion goods purchases. Even though not all of the changes seen in the pandemic will be carried out in a post-pandemic scenario, the pandemic did act as a springboard to the creation of new expectations. As the literature review pointed out, many researchers believe that the pandemic will lead to endemic (Columbia, 2021; The Economist, 2021; Giannitsarou & Toxvaerd, 2020; Davey, 2020). If so, restrictions and prevention will still be needed, which may also be influencing respondents’ answers and heighten their expectations regarding hygiene, and may be carried through a long period of time even in a post-pandemic scenario (Appendix 9.1.6.8).

Spain and Denmark demonstrate more awareness and openness to the online channel, as consumers expect to use both channels or may consider online shopping more often in a post-pandemic scenario. This means that a physical presence in the two respective countries has become less necessary. Therefore, this may allow fashion goods firms to reconsider their market entry strategies in the international spectre. Additionally, implications for physical businesses were to be found in the expectations of the consumers, who expect long-term solutions of social distancing measurements, instead of the temporary solutions. Further, online businesses will have to adapt to new consumers entering the market and therefore, also to their new expectations. Consumers have changed channels, which means that marketers will face implications in terms of having to change strategies in order to reach the new locations of the target groups.

7.1 Limitations and Further Research

This study was based on a phenomenological approach of qualitative data collection, which emphasizes the importance of understanding the individual in depth. This means that this study may not be applicable for generalizations. Under the inductive approach, the study was able to identify trends, which could be verified in further research based on other paradigms and methodology, allowing the study to be generalized.

Also, throughout this study, findings with potential for further research were discovered. This study attempted to find what expectations may emerge in a post COVID-19 future in relation to the use of channels for fashion goods. It could be further interesting to investigate if consumers increased their online awareness for other industries, such as large domestic appliances, groceries or others due to COVID-19. Also, this study is based on expectations, which means that they are consumers' predictions of a future. It could be particularly interesting to verify if the channels consumers are using in a post COVID-19 future actually correspond to their expectations, and if not, what are the causal variables.

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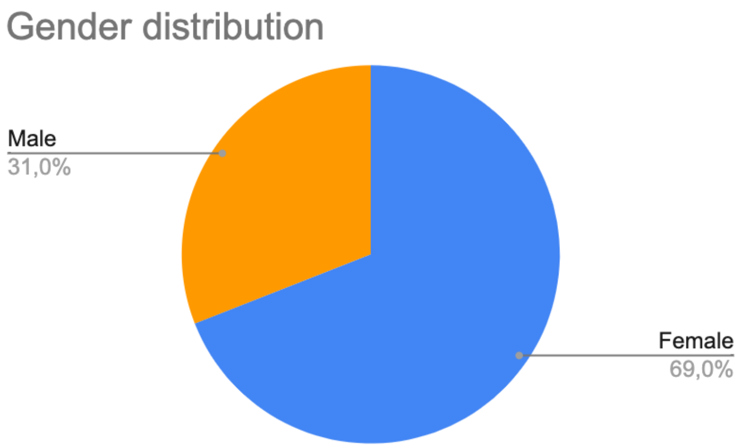
9. Appendix

9.1 Tables

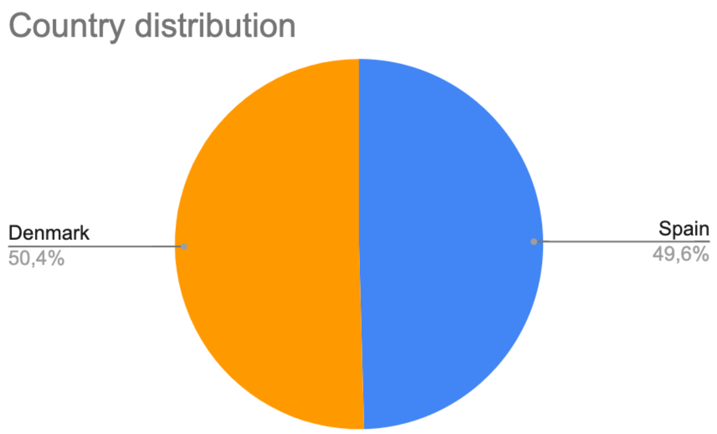
9.1.1 Gender distribution of the respondents

	Total	%
Female	78	69%
Male	35	31%
Total	113	



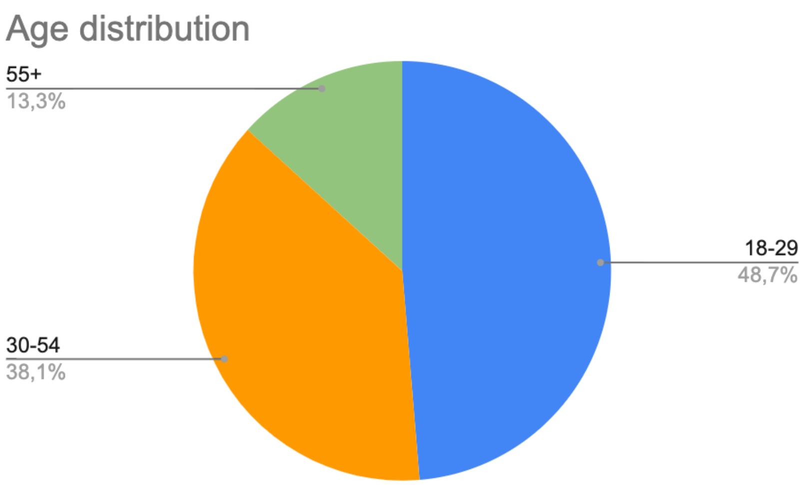
9.1.2 Country distribution of the respondents

	Total	%
Spain	56	50%
Denmark	57	50%
Total	113	



9.1.3 Age distribution of the respondents

	Total	%
18-29	55	49%
30-54	43	38%
55+	15	13%
Total	113	



Analysis on how respondents used to shop before the pandemic and how they shop during the pandemic

9.1.4 Distribution on how respondents used to shop before the pandemic and how they shop currently during the pandemic

Used to shop - Now shop	Total	Total
Physical - Physical	34	30%
Physical - Online	58	51%
Online - Online	21	19%

9.1.4.1 Distribution of how respondents used to shop and currently do, broken down by country

Used to shop - Now shop	Spain	Denmark
Physical - Physical	36%	26%
Physical - Online	54%	49%
Online - Online	11%	25%

9.1.4.2 Distribution of how respondents used to shop and currently do, broken down by gender

Used to shop - Now shop	Female	Male
Physical - Physical	27%	40%
Physical - Online	59%	34%
Online - Online	14%	26%

9.1.4.3 Distribution of how respondents used to shop and currently do, broken down by age group

Used to shop - Now shop	18-29	30-54	55+
Physical - Physical	29%	35%	27%
Physical - Online	47%	53%	60%
Online - Online	24%	12%	13%

9.1.4.4 Distribution of respondents' reasons for change

CHANGE IN CHANNEL				
Reason why	**Respondents**	**Total**	**% of the 58**	**% of the 113**
1.A Risk perception	21, 33, 34, 35, 36, 40, 44, 45, 48, 60, 62, 63, 70, 76, 78, 79, 83, 84, 87, 95, 96, 99	22	38%	19%
2.A Restrictions closed non-essential stores	2, 4, 7, 9, 12, 20, 27, 28, 29, 42, 46, 47, 50, 52, 54, 55, 58, 59, 64, 71, 80, 82, 88, 90, 94, 98, 101, 103, 104, 105, 107, 110, 111, 113,	35	60%	31%
3.A Instability - physical shops	26	1	2%	1%

closes and open				
Respondents with change:	2, 4, 7, 9, 12, 20, 21, 26, 27, 28, 29, 33, 34, 35, 36, 40, 42, 44, 45, 46 ,47, 48, 50, 52, 54, 55, 58, 59, 60, 62, 63, 64, 65, 70, 71, 76, 78, 79, 80, 82, 83, 84, 87, 88, 90, 94, 95, 96, 98, 99, 101, 103, 104, 105, 107, 110, 111, 113	58	100%	51%

This table presents what reasons respondents presented on why they changed channels.
As there are 58 respondents in total that have changed their channel during the pandemic (from physical to online), one column shows the distribution within the group that changed the channel; and the last column shows the distribution within all respondents (113 in total).

9.1.4.5 Distribution of respondents' reasons for change by country

		Country			
		Spain		Denmark	
Reason why	Total	Total	% of total	Total	% of total
1.A Risk perception	22	11	50%	11	50%
2.A Restrictions closed non-essential stores	35	18	51%	17	49%
3.A Instability - physical shops closes and open	1	0	0%	1	100%

This table presents how the reasons above for changing channels are distributed by country.

9.1.4.6 Distribution of respondents' reasons for change by gender

CHANGE IN CHANNEL		Gender			
		Female		Male	
Reason why	Total	Total	% of total	Total	% of total
1.A Risk perception	22	17	77,27%	5	22,73%
2.A Restrictions closed non-essential stores	35	28	80,00%	7	20,00%
3.A Instability - physical shops closes and open	1	1	100,00%	0	0,00%

This table presents how the reasons above for changing channels are distributed by gender.

9.1.4.7 Distribution of respondents' reasons for change by age group

CHANGE IN CHANNEL		Age					
		18-29		30-54		55+	
Reason why	Total	Total	% of total	Total	% of total	Total	% of total
1.A Risk perception	22	7	31,82%	10	45,45%	5	22,73%

2.A Restrictions closed non-essential stores	35	20	57,14%	11	31,43%	4	11,43%
3.A Instability - physical shops closes and open	1	1	100,00%	0	0,00%	0	0,00%

This table presents how the reasons above for changing channels are distributed by age group.

9.1.4.8 Distribution of respondents' reasons for continuation in channel

CONTINUATION OF CHANNEL				
Reason why	**Respondents**	**Total**	**% of the 55**	**% of the 113**
1.B Shopped online before the pandemic, and therefore did the pandemic not affect a change in channel	1, 3, 8, 10, 17, 18, 19, 23, 25, 32, 37, 38, 41, 69, 85, 89, 92, 102, 106, 109, 112	21	38%	19%
2.B Continued physical channel, and paused all consumption in lockdowns	5, 6, 11, 13, 14, 16, 22, 24, 30, 31, 39, 43, 49, 51, 53, 56, 57, 61, 66, 67, 72, 73, 74, 75, 77, 81, 86, 93, 97, 100, 108	31	56%	27%
3.B Influenced by job to keep shopping in physical stores	15, 68, 91	3	5%	3%
Respondents with no change:	1, 3, 5, 6, 8, 10, 11, 13, 14, 15, 16, 17, 18, 19, 22, 23, 24, 25, 30, 31, 32, 37, 38, 39, 41, 43, 49, 51, 53, 56, 57, 61, 66, 67, 68, 69, 72, 73, 74, 75, 77, 81, 85, 86, 89, 91, 92, 93, 97, 100, 102, 106, 108, 109, 112	55	100%	49%

This table presents what reasons respondents presented on why they continued using the same channel. As there are 55 respondents in total that continued using the same channel during the pandemic (either physical or online), one column shows the distribution within the group that continued using the same channel; and the last column shows the distribution within all respondents (113 in total).

9.1.4.9 Distribution of respondents' reasons for continuation in channel by country

		Country			
		Spain		Denmark	
Reason why	Total	Total	% of total	Total	% of total
1.B Shopped online before the pandemic, and therefore did the pandemic not affect a change in channel	21	7	33%	14	67%
2.B Continued physical channel, and paused all consumption in lockdowns	30	17	57%	13	43%
3.B Influenced by job to keep shopping in physical stores	3	1	33%	2	67%

This table presents how the reasons above for continuing channels are distributed by country.

9.1.4.10 Distribution of respondents' reasons for continuation in channel by gender

CONTINUATION OF CHANNEL		Gender			
		Female		Male	
Reason why	Total	Total	% of total	Total	% of total
1.B Shopped online before the pandemic, and therefore did the pandemic not affect a change in channel	21	12	57,14%	9	42,86%
2.B Continued physical channel, and paused all consumption in lockdowns	30	18	60,00%	12	40,00%
3.B Influenced by job to keep shopping in physical stores	3	2	66,67%	1	33,33%

This table presents how the reasons above for continuing channels are distributed by gender.

9.1.4.11 Distribution of respondents' reasons for continuation in channel by age group

CONTINUATION OF CHANNEL		Age					
		18-29		30-54		55+	
Reason why	Total	Total	% of total	Total	% of total	Total	% of total
1.B Shopped online before the pandemic, and therefore did the pandemic not affect a change in channel	21	13	61,90%	6	28,57%	2	9,52%
2.B Continued physical channel, and paused all consumption in lockdowns	30	14	46,67%	13	43,33%	4	13,33%
3.B Influenced by job to keep shopping in physical stores	3	2	66,67%	1	33,33%	0	0,00%

This table presents how the reasons above for continuing channels are distributed by age group.

Analysis on what channel respondents prefer currently

9.1.5 Distribution of preferred channel currently

Preference Now	Total	%
Physical	79	70%
Online	34	30%

9.1.5.1 Distribution of preferred channel, broken down by country

Preference Now	Spain	Denmark

Physical	75%	65%
Online	25%	35%

9.1.5.2 Distribution of preferred channel, broken down by gender

Preference Now	Female	Male
Physical	71%	69%
Online	29%	31%

9.1.5.3 Distribution of preferred channel, broken down by age group

Preference Now	18-29	30-54	55+
Physical	65%	72%	80%
Online	35%	28%	20%

9.1.5.4 Distribution of respondents' reasons for preference in the physical channel

PREFERENCE IN CHANNEL - Physical				
Reasons to prefer the physical channel	**Respondents**	**Total**	**% of the 79**	**% of the 113**
Return/disposal	55, 63, 66, 110	4	5%	4%
Physical shopping experience	4, 5, 11, 16, 20, 33, 35, 39, 43, 47, 48, 63, 81, 98, , 103, 106	16	20%	14%
Touch and feel	2,4, 5, 7, 9, 11, 12, 13, 14, 15, 16, 18, 20, 22, 24, 28, 29, 31, 33, 34, 35, 39, 40, 43, 44, 45, 46, 47, 49, 50, 51, 52, 53, 55, 56, 57, 58, 59, 62, 63, 64, 66, 68, 70, 72, 73, 74, 75, 77,78, 79, 80, 81, 82, 83, 84, 86, 87, 90, 91, 93, 94, 95, 96, 97, 98, 99, 101, 103, 106, 107, 108, 109, 110, 113	75	95%	66%
Certain products	19, 68, 107	3	4%	3%
Selection/variety	2 , 4, 7, 11, 14, 18, 28, 39, 40, 44, 52, 53, 57, 62, 79, 80, 98, 99	18	23%	16%
Try on	13, 16, 20 , 22, 33, 39, 40, 46, 68, 82, 83, 86, 87, 90, 91, 93, 94, 95, 99, 103, 107, 109, 113	29	37%	26%
Shopping pace	4, 6, 11, 28, 31, 35, 50, 51, 60, 66, 95, 96, 113	13	16%	12%
Store assistance	5, 9 , 11, 12, 15, 20, 22, 33, 46, 47, 53, 60, 61, 80, 91	15	19%	13%
Payment	4, 5, 28, 50, 55, 63, 66, 67, 79, 80, 97, 103	12	15%	11%

Convenience	4, 5, 6, 15, 16, 22, 28, 30, 31, 35, 46, 49, 51, 57, 63, 66, 67, 98, 109, 113	20	25%	18%
Organization	2, ,4, 5, 11, 22, 28, 39, 62, 101	9	11%	8%

This table presents reasons why the respondents prefer the physical channel. As there are 79 respondents in total that showed preference for the physical channel, one column shows the distribution within this group; and the last column shows the distribution within all respondents (113 in total).

9.1.5.5 Distribution of respondents' reasons for preference in the physical channel by country

Country					
		Spain		Denmark	
Reasons to prefer the physical channel	Total	Total	% of total	Total	% of total
Return/disposal	4	4	100%	0	0%
Physical shopping experience	16	5	31%	11	69%
Touch and feel	75	40	53%	35	47%
Certain products	3	1	33%	2	67%
Selection/variety	18	8	44%	8	44%
Try on	29	10	34%	19	66%
Shopping pace	13	4	31%	9	69%
Store assistance	15	3	20%	12	80%
Payment	12	7	58%	5	42%
Convenience	20	9	45%	11	55%
Organization of store	9	4	44%	5	56%

This table presents how the reasons to prefer the physical channel are distributed by country.

9.1.5.6 Distribution of respondents' reasons for preference in the physical channel by gender

Gender					
		Female		Male	
Reasons to prefer the physical channel	Total	Total	% of total	Total	% of total
Return/disposal	4	4	100%	0	0%
Physical shopping experience	16	13	81%	3	19%
Touch and feel	75	51	68%	24	32%
Certain products	3	2	67%	1	33%
Selection/variety	18	12	67%	6	33%

Try on	29	20	69%	9	31%
Shopping pace	13	8	62%	5	38%
Store assistance	15	7	47%	8	53%
Payment	12	10	83%	2	17%
Convenience	20	11	55%	9	45%
Organization of store	9	8	89%	1	11%

This table presents how the reasons to prefer the physical channel are distributed by gender.

9.1.5.7 Distribution of respondents' reasons for preference in the physical channel by age group

Age							
		18-29		30-54		55 +	
Reasons to prefer the physical channel	Total	Total	% of total	Total	% of total	Total	% of total
Return/disposal	4	2	50%	2	50%	0	0%
Physical shopping experience	16	10	63%	4	25%	2	13%
Touch and feel	75	33	44%	29	39%	13	17%
Certain products	3	1	33%	1	33%	1	33%
Selection/variety	18	9	50%	7	39%	2	11%
Try on	29	16	55%	11	38%	2	7%
Shopping pace	13	7	54%	4	31%	2	15%
Store assistance	15	7	47%	6	40%	2	13%
Payment	12	9	75%	3	25%	0	0%
Convenience	20	11	55%	7	35%	2	10%
Organization of store	9	8	89%	1	11%	0	0%

This table presents how the reasons to prefer the physical channel are distributed by age group.

9.1.5.8 Distribution of respondents' reasons for preference in the online channel

PREFERENCE IN CHANNEL - Online				
Reasons to prefer the online channel	**Respondents**	**Total**	**% of the 34**	**% of the 113**
Selection	8, 17, 19, 23, 25, 26, 27, 32, 36, 38, 41, 42, 48, 54, 65, 69, 71, 76, 88, 112	20	59%	18%

Risk perception	25, 27, 28, 37, 42, 71, 76, 88	8	24%	7%
Organization	8, 10, 17, 23, 38, 102	6	18%	5%
Convenient	2, 3, 10, 19, 21, 23, 25, 26, 32, 37, 38, 41, 42, 48, 54, 69, 71, 76, 85, 88, 89, 92, 100, 104, 105,	25	74%	22%
Payment	3, 10, 17, 23, 26, 42, 54, 102, 111	9	26%	8%
Return	8	1	3%	1%
Price	10, 23, 88, 92, 105, 112	6	18%	5%
Shopping pace	19, 21,23, 25, 26, 32, 38, 41, 65, 69, 71, 92, 100, 111	14	41%	12%
Better selection of sizes	107,69,32,26	4	12%	4%

This table presents reasons why the respondents prefer the online channel. As there are 34 respondents in total that showed preference for the online channel, one column shows the distribution within this group; and the last column shows the distribution within all respondents (113 in total).

9.1.5.9 Distribution of respondents' reasons for preference in the online channel by country

Country					
		Spain		Denmark	
Reasons to prefer the online channel	Total	Total	% of total	Total	% of total
Selection	20	8	40%	12	60%
Risk perception	8	2	25%	6	75%
Organization	6	1	17%	5	83%
Convenient	25	11	44%	14	56%
Payment	9	3	33%	6	67%
Return	1	0	0%	1	100%
Price	6	3	50%	3	50%
Shopping pace	14	4	29%	10	71%
Better selection of sizes	4	3	75%	1	25%
Assistance	4	0	0%	4	100%

This table presents how the reasons to prefer the online channel are distributed by country.

9.1.5.10 Distribution of respondents' reasons for preference in the online channel by gender

		Gender			
		Female		Male	
Reasons to prefer the online channel	Total	Total	% of total	Total	% of total

Selection	20	17	85%	3	15%
Risk perception	8	8	100%	0	0%
Organization	6	3	50%	3	50%
Convenient	25	15	60%	10	40%
Payment	9	6	67%	3	33%
Return	1	1	100%	0	0%
Price	6	5	83%	1	17%
Shopping pace	14	9	64%	5	36%
Better selection of sizes	4	3	75%	1	25%
Assistance	4	2	50%	2	50%

This table presents how the reasons to prefer the online channel are distributed by gender.

9.1.5.11 Distribution of respondents' reasons for preference in the online channel by age group

Age						
	18-29		30-54		55 +	
Reasons to prefer the online channel	Total	% of total	Total	% of total	Total	% of total
Selection	14	70%	5	25%	1	5%
Risk perception	4	50%	4	50%	0	0%
Organization	6	100%	0	0%	0	0%
Convenient	15	60%	9	36%	1	4%
Payment	7	78%	1	11%	1	11%
Return	1	100%	0	0%	0	0%
Price	4	67%	2	33%	0	0%
Shopping pace	8	57%	4	29%	2	14%
Better selection of sizes	3	75%	1	25%	0	0%
Assistance	1	25%	2	50%	1	25%

This table presents how the reasons to prefer the online channel are distributed by age group.

Analysis on how respondents expect to shop in a post pandemic future

9.1.6. Distribution of expected channel usage

Expected channel usage	Total	%

Physical	62	55%
Online	23	20%
Mix	28	25%

9.1.6.1 Distribution of expected channel usage, broken down by country

Expected channel usage	Spain	Denmark
Physical	61%	49%
Online	21%	19%
Mix	18%	32%

9.1.6.2 Distribution of expected channel usage, broken by gender

Expected channel usage	Female	Male
Physical	58%	49%
Online	21%	20%
Mix	22%	31%

9.1.6.3 Distribution of expected channel usage, broken by age group

Expected channel usage	18-29	30-54	55+
Physical	55%	51%	67%
Online	20%	23%	13%
Mix	25%	26%	20%

9.1.6.4 Distribution of respondents' expected channel usage in the post pandemic future (physical channel) taking into consideration channel usage during the pandemic

FUTURE CHANNEL USAGE - Physical				
Channel usage during pandemic vs. expected channel usage in post pandemic future	**Respondents**	**Total**	**% out of the 62**	**% out of the 113**
Online to physical	2, 4, 7, 9, 28, 29, 34, 35, 36, 44, 45, 50, 58, 62, 63, 65, 70, 78, 79, 80, 94, 95, 96, 98, 99, 101, 103, 106, 107, 109, 110, 113	32	52%	28%
Always been physical	5, 6, 11, 13, 14, 15, 16, 22, 24, 30, 39, 43, 51, 53, 56, 57, 61, 66, 67, 68, 72, 73, 74, 75, 77, 81, 86, 91, 93, 97	30	48%	27%
Total		**62**	**100%**	**55%**
Warmed up to the idea of	7, 13, 28, 29, 79, 84, 91, 93, 94,	10	16%	9%

the online channel	101			

This table presents how respondents who expect to use the physical channel in the future are distributed between their usage of channels currently during the pandemic. As there are 62 respondents in total that expect to purchase through the physical channel in the post pandemic future, one column shows the distribution within this group; and the last column shows the distribution within all respondents (113 in total).

9.1.6.5 Distribution of respondents' expected channel usage in the post pandemic future (online channel) taking into consideration channel usage during the pandemic

FUTURE CHANNEL USAGE - Online				
Channel usage during pandemic vs. expected channel usage in post pandemic future	**Respondents**	**Total**	**% out of the 23**	**% out of the 113**
Always been online	1, 3, 8, 17, 23, 25, 32, 38, 69, 89, 92, 102, 112	13	57%	12%
Will continue online (online to online)	27, 48, 64, 71, 76, 84, 88, 104, 105, 111	10	43%	9%
Total		**23**	**100%**	**20%**

This table presents how respondents who expect to use the online channel in the future are distributed between their usage of channels currently during the pandemic. As there are 23 respondents in total that expect to purchase through the online channel in the post pandemic future, one column shows the distribution within this group; and the last column shows the distribution within all respondents (113 in total).

9.1.6.6 Distribution of respondents' expected channel usage in the post pandemic future (physical & online channel) taking into consideration channel usage during the pandemic

FUTURE CHANNEL USAGE - Mix of Physical & Online				
Channel usage during pandemic vs. expected channel usage in post pandemic future	**Respondents**	**Total**	**% out of the 27**	**% out of the 113**
From physical to mix	31, 49, 100, 108	4	14%	4%
From online to mix	10, 12, 18, 19, 20, 21, 26, 33, 37, 40, 41, 42, 46, 47, 52, 54, 55, 59, 60, 82, 83, 85, 87, 90	24	86%	21%
Total		**28**	**100%**	**25%**

This table presents how respondents who expect to use the two channels in the future are distributed between their usage of channels currently during the pandemic. As there are 27 respondents in total that expect to purchase through the two channels in the post pandemic future, one column shows the distribution within this group; and the last column shows the distribution within all respondents (113 in total).

9.1.6.7 Distribution of respondents' reasons to expect to purchase in a given a channel

FUTURE CHANNEL REASONS			
Visible Trend	**Respondents**	**Total**	**% out of the 113**

Support local brands physically	9, 11, 16, 18, 36, 37, 40, 42, 45, 46, 51, 83, 86, 109	14	12%
Online is hard to navigate in or return	12, 50, 77, 97	4	4%
Online doesn't correspond to expectations/specific product	2, 15, 19, 58, 71, 82	6	5%
Online is more convenient	1, 3, 8, 10, 17, 20, 23, 25, 27, 32, 38, 42, 52, 64, 88, 89, 104, 111	18	16%
Online has lower Covid-19 infection rate	48, 55, 65, 74, 76, 83, 84, 96	8	7%
A mix of physical and online channels allows for a better use of both channels	20, 21, 26, 40, 41, 47, 49, 52, 59, 82, 85, 87	12	11%

This table presents the reasons why respondents expect to shop in the physical channel, online channel or both. It also presents how much they represent out of the total respondents (113).

9.1.6.8 Distribution of respondents' expected needs in physical and online channels

FUTURE CHANNEL NEEDS			
Visible Trend	**Respondents**	**Total**	**% out of the 113**
Higher hygiene in stores	4, 6, 14, 15, 24, 27, 54, 56, 61, 67, 70, 72, 73, 74, 79, 80, 91, 96, 98, 99, 100, 106, 111	23	20%
Organization/disposition of the websites is as important as physical	2, 5, 11, 14, 18, 21, 75, 78, 90, 92, 100, 101, 103, 107	14	12%
Better online return system	12, 25, 27, 63, 92, 107, 112	7	6%
Faster online delivery	2, 23, 27, 60, 76, 112	6	5%
Standardization of sizes	69, 92, 103	3	3%

This table presents the future needs that respondents mentioned more than once, and how much they represent out of the total respondents (113).

Summary of the analysis

9.1.7 Distribution of how respondents used to shop and currently do by their preferred channel now

Used to shop - now shop			
Preference Now	physical - physical	physical - online	online - online
Physical	94%	76%	14%
Online	6%	24%	86%

9.1.8 Summary of respondents use of channel pre, during and post pandemic

Choice and Expectation of Channel				
Respondents' use of channel who expect to purchase physically				
Pre Pandemic	During the pandemic	Post Pandemic	Total	**% out of the 113**
Physical	Online	Physical	30	27%
Physical	Physical	Physical	30	27%
Online	Online	Physical	2	2%
Total			62	55%
Whereas 10 respondents (16% of the 55%) mentioned that they were warmed up to the idea of online shopping				
Respondents' use of channel who expect to purchase online				
Pre Pandemic	During the pandemic	Post Pandemic	Total	**% out of the 113**
Online	Online	Online	13	12%
Physical	Online	Online	10	9%
Total			23	20%
Respondents' use of channel who expect to purchase mix				
Pre Pandemic	During the pandemic	Post Pandemic	Total	**% out of the 113**
Physical	Online	Mix	18	16%
Physical	Physical	Mix	4	4%
Online	Online	Mix	6	5%
Total			28	25%

9.1.9 Distribution of change in product needs

CHANGE IN PRODUCT			
Visible trend	**Respondents**	**Total**	**% of the 113**
Experienced an increase in the demand for leisure wear	1, 67, 89, 90, 91, 93, 94, 96, 113	9	8%
Visible trend		Total	**% of the 9**
Expects to buy more 'going out' clothing post COVID-19	1, 67, 89, 93, 113,	5	56%

9.2 Interviews

9.2.1 Respondent 1

- Country: Spain
- Age: 30-54
- Gender: Female
- Occupation: Did not disclose
- Education: Master's Degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

1.
No, I don't think I have. Before the pandemic I used to purchase all my clothes and shoes in online stores, and I think I still do so. It is a better system for me, it gives me more flexibility at the end of the day.

Interviewer
How do you prefer to shop for fashion goods?

1.
Online stores are definitely my favorite channel. I think I still miss the whole experience of touching and feeling the product, but at the same time, I don't appreciate having to go to the city center or a shopping center in order to go to stores. It takes a big chunk of my day and then I might even have a harder time finding things I like, because I cannot go directly to the type of items I am looking for. In online stores I am able to filter by items, and go directly to what I am looking for.

Interviewer
Why do you prefer buying online/physical stores?

1.
It ends up being all about convenience, just as I said before, I don't spend as much time looking for what I want. Also, I can get all the packages delivered to my home, so it really helps me with my busy lifestyle. I think that also the fact that I can pay with paypal is a big plus. It didn't used to be like this since the beginning, but introducing several more secure payment methods than just the credit card has been one more reason for me to purchase online.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

1.
I think things will stay the same for me. I have been purchasing the same things since the beginning of the pandemic, and since I have been going to the office I still need to buy office attire. I know that some other countries have been having stricter lockdowns, which may have signified more needs for comfortable stay-at-home clothes, but it hasn't been the case for me. I think that people will probably need to buy more "going out" clothes once the restrictions are completely lifted, and they might have to resume their normal lives.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

1.
I believe I will continue to shop online purely because it is the method that is the most convenient for me.

9.2.2 Respondent 2

- Spain
- Age:18-29
- Gender: Female
- Occupation: Unemployed
- Education: High School

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

2.
Yes, I think I have noticed some changes. Before I didn't really used to purchase clothes on web stores, but since the pandemic started I began to explore the online stores.

Interviewer
How do you prefer to shop for fashion goods?

2.
I still prefer to buy in physical stores. I think that even though I have been discovering the many advantages of buying online, I feel as things online never look the same when I get them. I always have the feeling that what was shown on the website is never what I get, which in turn makes me disappointed, and many times I will just return the products.

Interviewer

Why do you prefer buying in physical stores?

2.
I prefer buying in physical stores because it tackles the problem I have right now of online shopping not corresponding to my expectations. In physical stores I can always touch and see the quality of the products, even without trying them on, I can imagine much more easily how it would look on me. Overall, I feel as if what I see is what I get, while in online stores that isn't always the case.

Also, the variety of clothes and the disposition of physical stores also help navigate on the store much better than online stores. I find the organization of online stores to be quite confusing sometimes.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?
2.
I think in terms of my behavior it will be to shop in the stores. The online stores can be more convenient, and I will for sure use them when the items are unavailable in physical stores, but I will go to the physical stores whenever I have the chance again. I want to return and enjoy the experience there. In terms of needs, I think that I might continue to purchase the same things.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

2.
I will prefer to shop in physical stores, and use the online stores only as a second option.

Interviewer
Is there anything else you would like to share with us regarding your expectations towards your needs in terms of fashion goods stores?

2.
As I said before, I prefer to go back to physical stores, but if we need to continue to shop online because stores will continue to have capacity limit, or schedule limitations, then the delivery times need to be quicker.
9.2.3 Respondent 3

- Country: Danish
- Age group: 30-54
- Gender: Male

- Occupation: Butcher
- Education: High School

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

3.
I don’t think I have. Before the pandemic I already used to purchase on online stores, so the restrictions did not affect my habits.

Interviewer
How do you prefer to shop for fashion goods? Why?

3.
I believe online stores, because they are much more convenient. You get the packages delivered to your home, or you can pick them up at a “pakkeshop” whenever you want. So you can be much more flexible with your daily life: you can purchase during the night and pick it up or receive it at home during the day. Also, I like that on online stores I can pay with my credit card or mobile pay quite easily, securely and without touching anything.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

3.
I think I will continue to shop online. I think it fulfills my needs quite well. I don’t think I need to go to physical shops, and I have no intention to.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

3.
I think online shopping is much more convenient. I don’t miss going to the shops at all, even though they may be better for trying out the clothes or shoes.

9.2.4 Respondent 4

- Country: Danish
- Age group: 18-29
- Gender: Female

- Occupation: Student
- Education: Bachelor's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

4.
Yes before I was a much more avid consumer of physical stores. I used to plan a few hours in the afternoon to go and look at shops to find something I liked once a month at least. Since here in Denmark stores were closed for many months I have been purchasing more online. I didn't use to do it at all, but the lockdown has quite obligated me to try it out.

Interviewer
How do you prefer to shop for fashion goods? Why?

4.
I prefer to buy fashion products in stores physically. I think a big part of it is the way the products are displayed in a store, they can be organized by color, or by style, which makes it easier to browse through things. Also, and a bit connected to the first point, is that I can touch the clothes, I can see exactly what they are made of. In online stores, I have to go through the description to fully understand what are the components of a blouse, or trousers, while in the stores I can easily see what is the main fabric. Of course the fact that I can pay with cash if I want to is great, because it offers me more flexibility and security than online stores.

I just think that shopping in a store is a full experience, that I can enjoy, relax and find a good piece at the end of it. You can also bring along friends and make it a fun afternoon. That is something that I have been missing a lot while online shopping.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

4.
I think my needs will remain the same, but the opportunities to get them fulfilled may be limited due to restrictions. When that's said, I believe that I have a new need for minimizing risk. I need the stores to provide disinfection at the door and other contact points, and I would love for stores to keep encouraging distance between people. I have a need for a cleaner and safer environment in terms of minimizing infections.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

4. I hope I can start shopping in the stores confidently as I used to before. I think that as I said above, I may have new needs for that to happen, but if this is accomplished, I would prefer buying in the stores.

Interviewer
Is there anything else you would like to share with us regarding your expectations towards your needs in terms of fashion goods stores?

4.
I hope to shop for fashion goods in physical stores since I really prefer the "whole experience" by making a trip out of it.

9.2.5 Respondent 5

- Country: Danish
- Age group: 18-29
- Gender: Female
- Occupation: Student
- Education: Master's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

5.
No. Not really. I continued to purchase clothes, shoes and so on in physical stores. When they were completely closed, I simply stopped buying until they would be open again.

Interviewer
How do you prefer to shop for fashion goods? Why?

5.
I prefer real stores, because I can get a better experience out of it. I can get help if I need to, store assistants can help me pick the right size, or give me information I need. I also feel that being able to touch the clothes and being able to try them on is a very important characteristic for me. That way I can make the decision if I like the product right away in the store, and if I don't I can leave it. The same does not happen in online stores, which is the main reason why I don't like them. Also, I find stores much more convenient, you see everything they have to offer much more easily than online, and you can pay with different methods, such as cash.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

5.
I think my needs have stayed more or less the same. I guess they decreased, since I didn't really have to shop for anything while the stores were closed. But now that everything has been opening up, I expect to resume my trips to the stores, as I used to before, and because of that my needs may increase.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

5.
I expect to return more often to real stores in the near future.

9.2.6 Respondent 6

- Country: Spain
- Age 18-29
- Gender: Female
- Occupation: Film Production Coordinator
- Education: Bachelor's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

6.
I don't think I have. I was always a fan of purchasing things physically, and I continued to do so during the pandemic.

Interviewer
How do you prefer to shop for fashion goods? Why?

6.
I prefer to buy them in a physical store because I can take my own time during the shopping trip, but at the same time I can go directly to what I want to see. I think that I find the physical stores much more convenient than online stores overall.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and

needs?

6.
I think people will want to go back into stores as much as possible, which has the negative side of making them too crowded. However, I still think that I will continue to purchase physically, and that maybe I will need more control over the amount of people within the store, but that would be it.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

6.
I think in order to avoid the problem that I said before, I think I will start looking up for items online, search for the selection in general online, and then go to the store to actually see the product and buy it. That way I think I can get the best of both worlds: the gigantic selection of the online stores, and the touch and feel that stores provide us.

9.2.7 Respondent 7

- Nationality: Danish
- Age group: 18-29
- Gender: Male
- Occupation: Salesman
- Education: High School

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

7
I used to purchase quite often in physical stores before the pandemic. Of course with stores being closed for so long, I was forced to purchase in online stores when I needed to.

Interviewer
How do you prefer to shop for fashion goods? Why?

7
I prefer shopping in stores. I think that even though I have had quite a few experiences online, I still prefer buying clothes in real stores because I think the variety of clothes is more curated and at the same time they still offer quite a wide selection. Of course, the fact I can touch the products is very important for me, I can feel the quality and actually try them on right away.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

7
I think that even though I have experimented more with online shopping, I still prefer shopping in stores, so I expected to basically continue to buy in stores. I think that online stores are just a substitute if the store doesn't have my size. In terms of needs I think I will continue to need the same, as always. I think many people after the pandemic will use online shops more often, but they will use it more as a complement to the actual stores.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

7
I think I will go back to physical shoppings. Actually since the stores have opened I started to go more often, but I have to admit that now I consider to buy online more often than before.

9.2.8 Respondent 8

- Country: Danish
- Age group: 18-29
- Gender: Female
- Occupation: Student
- Education: Master's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

8
I haven't really, I already used to buy online my clothes and jewelry. I think that many people may have changed to the online channels during this pandemic, but I already was a person doing so.

Interviewer
How do you prefer to shop for fashion goods? Why?

8
I prefer buying in online stores and apps. I like that there are certain online stores, such as Zalando or Asos that have a big variety of brands together under one platform. I think it makes it easy to return and to buy different items from different brands at once. I also think that the

information about the models in the pictures, and the measurements help me to understand how things will look on me. These platforms also have a system that if I put in my height and weight and other details, they advise me what size to get. I think that this is good enough for me to have a good idea on how the item would look on me

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

8
I don't really need any changes. I am quite happy on how things work right now in the online stores.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

8
I expect to continue to do the exact same as always. I think that people that already used to buy online more than in stores might continue to do so because it is so convenient.

9.2.9 Respondent 9

- Nationality: Danish
- Age group: 18-29
- Gender: Male
- Occupation: Teacher
- Education: Bachelor's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

9
With the pandemic, I had to resort to online stores. However I do prefer to buy in physical shops. I like that I can get assistance to get the right size or to advise me on how the right fit should look like. All things considered, I think the biggest advantage of buying in a physical store is that I can feel the products, and see the colours in natural lighting, which I must admit has been quite hard in online shops. Often I think an item will look a certain color, and then when I get them delivered at home I notice they are completely different.

Interviewer

How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

9
I believe that actually now that there are more things opening up, such as restaurants or museums I think I will start to buy less in quantity. I think that now that my social life is starting to be more active, I may need to save money to go on more social events.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

9
I will start to go to more physical stores, as I used to before the pandemic. Also, I think that it is quite important to help the small local stores that during the pandemic did not have a chance to compete with the big brands that already had a good system in place for online shopping.

9.2.10 Respondent 10

- Nationality: Danish
- Age group: 18-29
- Gender: Male
- Occupation: Journalist
- Education: Bachelor's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

10
I used to buy online before the pandemic even started, so I just kept buying how I used to during the pandemic.

Interviewer
How do you prefer to shop for fashion goods? Why?

10
I think that online stores are really the best for me. I like to search what different brands have on offer, make comparisons between them and obtain the best item for the cheapest price. In physical stores you can't really do that, as you don't have the visibility of what the other brands have and you might end up being something that you regret because you didn't see all the possibilities. I believe this makes online stores much more convenient, and adaptable to each person's taste. Also, I like that I can pay with PayPal or MobilePay in the online stores, which also ends up being convenient.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

10
I expect that since more places are opening up here in Denmark, I might need to start buying more clothes for social events, and less comfortable, stay at home clothes. But I think I will continue to purchase online as I really like the flexibility it offers me and the visibility on what different brands are selling at the same time. However, the lockdown made me appreciate the physical stores more than before, such as being able to go shopping with friends or my girlfriend, so maybe in the short term I may be going to physical stores more often than expected.

9.2.11 Respondent 11

- Country: Danish
- Age group: 18-29
- Gender: Female
- Occupation: Pharmacist
- Education: Bachelor's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

11
I haven't. During the pandemic I continued to purchase in stores, during this last lockdown I simply stopped until the shops opened again.

Interviewer
How do you prefer to shop for fashion goods? Why?

11
I think I prefer physical stores because they show the variety of clothes in a way that I can easily see, also I can get an overview of the whole store much faster which I think makes shopping more efficient. I think that the fact I can also touch the items, see how they fit me is very important, and I can't do that in online stores. Even getting someone to help me understand what size to wear is much easier in physical stores, I like that you can talk to someone and have a nice time while shopping.

Interviewer

How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

11
Regarding needs, I think they will stay the same. I will probably need more distance from others during my trips to the stores, but I think other than that I think I will keep needing the same things.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

11
All in all, I think that going to physical stores and supporting the smaller brands that did not have the chance to make so much during this lockdown is quite important in this phase. I think that stores offer that whole experience that you can't get online, so I will support them as much as possible.

9.2.12 Respondent 12

- Country: Danish
- Age group: 30-54
- Gender: Male
- Occupation: Sales department at Netto
- Education: PhD

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

12
I think so. I used to be a person that only would buy fashion goods at stores. Since the pandemic started, it was like jumping into an adventure and try new things, such as online stores a few times.

Interviewer
How do you prefer to shop for fashion goods? Why?

12
I still prefer physical stores. Online stores don't give you the same level of assistance as the physical stores do. In fact, I find quite hard the return process of online shopping. So it's almost like a commitment to the item without even trying it out. So of course physical stores will always get my preference: I can always try the clothes on before buying them.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

12
I don't think so. I think that now I know how online stores work, I can always use a mix of the two channels if I really have to, but I will always have a preference for the physical one.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

12
I expect to buy everything in stores, but now I know I can go to an online store more easily than before, and get what I need

9.2.13 Respondent 13

- Nationality: Danish
- Age group: 18-29
- Gender: Male
- Occupation: Student
- Education: Bachelor's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

13
I think that many people have started buying many more things online than before. However I am not one of those cases. I keep using the stores when I really need something, and I did not purchase anything when the stores have been forced to close.

Interviewer
How do you prefer to shop for fashion goods? Why?

13
I think I prefer physical stores because they are much better to understand the quality of the products. I can clearly see the colors, the fabrics… and I can see how they fit. If I think I don't fit one size, I can always try one size above or below immediately. I don't have to return a product, and order the right size like on the internet. It is a much smoother experience, and usually when I really need something, I want it immediately and I don't like to wait.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

13
I think that if they make the delivery times better I could potentially transition to the online shops. I see many of my friends buying a lot through the internet during these times and having a good experience with it, so I think that maybe I will start slowly transitioning to online shopping.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

13
I think it's a bit like I said before, I will still probably buy most of my things in physical stores, afterall, I prefer to get the items right away in the right size. However, if I get good experiences in online shops like my friends have been getting, it might alter my behavior.

9.2.14 Respondent 14

- Country: Danish
- Age group: 18-29
- Gender: Female
- Occupation: Student
- Education: High School

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

14
No. I think that ever since the pandemic started I continued to buy things in physical stores. Last year around this time, stores were already opened in Denmark, so I was able to keep my shopping with normality quite easily, and this time around Christmas I just stopped buying things. Maybe I bought one thing or two during this time, but nothing major.

Interviewer
How do you prefer to shop for fashion goods? Why?

14
I think I prefer physical shops because I can touch the products and see the quality of what they

are made of. I can always try them on when in doubt as well. Also, physical stores give you a much better selection, in an organized disposition, which in online stores is not always the case. I think that in online stores you either know what you are looking for, or it becomes quite hard to find something you like.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

14
I think this time around I will be much more mindful of the people around me, and I will try to keep a distance. This was something that last year in the summer I didn't have so much set in my mind yet. However, I might start buying less than before.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

14
Even with a higher risk of infection, and having to keep the distance in mind, I will still prefer to buy in physical stores.

9.2.15 Respondent 15

- Country: Danish
- Age group: 18-29
- Gender: Male
- Occupation: Bachelor's
- Education: Retail department manager

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

15
I don't think so… I have been trying to purchase online sometimes but that has nothing to do with the pandemic. I still buy in physical stores much more often. I have kept buying from physical stores, when they are opened.

Interviewer
How do you prefer to shop for fashion goods? Why?

15

I think my job influences it, as I work in retail, but I think I see many more advantages to the physical stores rather than online. For me, it is much more convenient buying in the stores, as they are very close to my job, and I also get discounts in the store I work at. But even if that wasn't the case, I think that stores give you much more flexibility in being able to touch and feel how the product looks in the day time light, and not in photography studio light like websites' pictures. Also, in stores you can always ask for help, which is a huge bonus when you don't see a size, or you are looking for something specific.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

15
I don't believe there will be any drastic changes in a post COVID-19 scenario. I think that the worst part has passed, and now stores will continue to be opened, of course with all the safety measurements they require. However, other than that, I think people will want to return to stores and go back to their normal lives before COVID-19.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

15
I think as I always have been shopping, will continue to be the case. Sometimes I buy online, but all things considered I think that physical stores will still be my main channel.

9.2.16 Respondent 16

- Country: Danish
- Age group: 18-29
- Gender: Female
- Occupation: Student
- Education: High School

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

16
I don't think I have. To be honest I haven't been purchasing a lot during this pandemic, but the things I have been purchasing were bought in stores.

Interviewer

How do you prefer to shop for fashion goods? Why?

16
I think I prefer physical stores. I like the fact that I am able to try things on, and see if I want to keep them immediately or not. I think that the fact I can see the product in my hand is what really matters. I can make a decision and that's it. Also, I think it is quite convenient to go to the stores, usually I can go to them on my way home, or I can plan with my friends to go one afternoon with them.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

16
I think that I have become a bit more conscious of the things I buy. I don't want to buy as much fast fashion as I used to, because during this pandemic I realized that we are not helping anyone by doing so. There are many workers in asian countries that are being underpaid for making these clothes, which are not even environmentally sustainable to start with, as they are filled with microplastics. So I think that my shopping behavior is starting to change, and will continue to do so. I think that my needs will obviously change with this, as now I need consciously sustainable pieces.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

16
I think that I will continue to use physical stores. I think that also local brands, which usually are smaller, also recur to more sustainable ways of fashion, even though they might be a bit more expensive. And these brands usually have a small boutique.

9.2.17 Respondent 17

- Country: Danish
- Age group: 18-29
- Gender: Male
- Occupation: Not disclosed
- Education: High School

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

17
No. Before the pandemic I was already quite a frequent consumer of online stores. I think that with the pandemic it might have increased a bit more, but definitely the majority of my shopping was always done by online shops.

Interviewer
How do you prefer to shop for fashion goods? Why?

17
I think that online stores are my preference. I think that at the end of the day, they offer me much more variety of items. I can navigate the websites and see everything in a good view. I can see what my favorite brands have much faster than going store to store, which ends up being more of a time saver. Overall, I like to give a look to everything quite quickly and get a good idea of what the brands are selling, and then from there see what I like the best and at the same time I am in need of. Also, nowadays online stores help you as much as physical stores do, I feel like I can email them with my questions and the customer service will be quite efficient. And the payment is really easy, and fast! Something that in the physical stores can take a while.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

17
I believe that certain people have online discovered how it is to shop online during this pandemic. These people may change a lot their needs and their shopping behavior, however I don't think that is my case. I already was a frequent online consumer, and I think that online stores really work well for me because they are fast and easy, I don't spend as much time as I would in a physical store.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

17
Definitely, I expect to shop through online shops even post COVID-19. They are my favourite channel and with or without pandemic they are much more convenient for me.

9.2.18 Respondent 18

- Country: Danish
- Age group: 18-29
- Gender: Male
- Occupation: Automation Engineer

- Education: Bachelor’s degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

18
I have always been someone that prefers online shopping. I don’t like the hassle of going to the store. So the pandemic didn’t really change anything for me.

Interviewer
How do you prefer to shop for fashion goods? Why?

18
I think that even though I am a bit lazy to go to the physical stores, they are quite better at some things. For starters, the fact that you can touch the products, see what they really look like and feel like is something that you can only get in a physical store. Also that the stores offer a good selection of everything, but at the same time they manage the quantity they show. For example, in online stores you have to go through the entire stock, which can be seen as an advantage or disadvantage. So even though I buy much more online, because it is more convenient, I think that physical stores are better, particularly when you’re looking for something special or urgent.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

18
I think I am going to use DBA much more. I think that private sellers that do their own clothes, or are reselling, is a good way of being sustainable and still not having to go to the physical stores with so many people. Mainly during this upcoming time, where there can’t be that many people in stores, to respect distance.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

18
I think that my shopping behavior is going to continue to be the same. But after seeing that many local stores had to close for so long, I think that I might also visit them more often. Not because I need them, but I guess I feel a bit of empathy towards the owners.

9.2.19 Respondent 19

- Country: Danish
- Age group: 18-29
- Gender: Female
- Occupation: Studying
- Education: Bachelor's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

19
I don't think I have. I used to purchase in online stores before the pandemic quite regularly, and since the pandemic didn't affect them, I kept doing the same.

Interviewer
How do you prefer to shop for fashion goods? Why?

19
I believe online stores. They show much more variety that you can see faster. I think that these online platforms such as Boozt really help with that, as you can see the same type of piece from different brands at the same time. I think that I can be more efficient with my shopping, and in some sense it gives me more security that what I am buying is what I like the most, and it won't happen that some days later I would find something that I like more in another store.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

19
I'm not sure that they will change all that much. I don't like going to stores physically, as it takes a lot of time and normally I find it hard to find stuff that I like in physical stores. So as long as online stores keep up with good service, there are very few reasons why I would go to a store.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

19
Mostly online. But also physically, since it is easier to find a size that fits for some items such as jeans. So as I was saying, I think that one specific reason why I would go to a physical store would be to try on a product such as jeans, which usually are harder to find the right size, to

exactly try them on. However, I would already have in mind what jeans I would want from what I had seen on the internet, so I wouldn't waste much time looking for what I like.

9.2.20 Respondent 20

- Country: Denmark
- Age group: 30-54
- Gender: Female
- Occupation: SKAT employee
- Education: High School

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

20
I think I have. Before I never really used to buy anything online. With the lockdown, I tried to purchase some blouses and sweaters online.

Interviewer
How do you prefer to shop for fashion goods? Why?

20
I think I still prefer physical stores for fashion goods. Of course touching the items, seeing exactly what they are made of, and getting a sense of how they would look on me is super important. But also, I like that there is an experience with shopping in stores, where you can get help if you need to from the store assistants, but you can also take your friends.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

20
It's funny because I think that I will start buying much more online, even though the stores have finally opened. I think this is because I found out that online stores have actually a much wider selection that I can choose from than stores. I think that if I were to find the same wide selection as the online stores, I would have to drive longer to a shopping center, and that takes more time and is less convenient for daily life. Also, I think that I have found that online stores have a style that fits me better. Or in fact, because now I have a much wider selection, I can find more things that fit my style more easily.

Interviewer

How do you expect yourself to shop fashion goods post COVID-19?

20
I expect to do more shopping online. I discovered its convenience and practicality, which even though may not show perfectly how the products are in real life, the advantages outweigh the disadvantages. I think that of course I will still use the physical shops, but for more special occasions and special products, and not so much for daily life items.

9.2.21 Respondent 21

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Teacher
- Education: Master's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

21:
Yes, I used to buy everything in physical stores.. but since the pandemic began, I chose to try online shopping. I have never done that before. But it is better than risking getting infected by this virus. I really do believe that it is not worth shopping in physical stores while the virus is still out there, we have to be careful and take care of ourselves.

Interviewer
How do you prefer to shop for fashion goods? Why?

21:
I do believe that I prefer online shopping now, despite it being a completely new world for me. First of all, I prefer this channel because I can sit at home without any chances of getting infected and buy the products. It is fast and convenient. However, I do find some of the websites a bit confusing. I have a lot to learn, but I also do believe that the websites could have been more optimal for new users like me. I don't like how you need to choose a thousand filters in order to see the products in an organized matter.. and how come, that there is no option of 'style' as a filter or sorting option. I am aware that I can click on the categories if I want to see a certain type of product, but I want to see all products of a certain style.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

21:
I don't think it will change much. People who shop online will continue to use that option. I think people will be a bit scared of the virus too, I think they will lean more towards online shopping.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

21:
I will always look online before heading to the shops... and I will not be shopping there if there is just a slight chance of getting infected.

9.2.22 Respondent 22

- Country: Denmark
- Age group: 18-29
- Gender: Male
- Occupation: Not disclosed
- Education: Master’s degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

22
I haven’t experienced any change. I continued to buy in physical stores.

Interviewer
How do you prefer to shop for fashion goods? Why?

22
I think I prefer to buy my fashion goods in physical stores because it is much more practical. I can see the product, see if I like it immediately, what it is made of, how it looks on me and how much it costs in a very short amount of time. It is much more user friendly, I believe. Also, the fact that you have a shopping assistant to go to if you need anything is much more friendlier than a bot, or an email. So I believe that I really can get a good, easy experience out of physical stores.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and

needs?

22
I don't think it will change much. I think that now that stores are open I will go back, but at the same time I may purchase less than I used to. I think that the pandemic really taught us that we have to take care of ourselves and the planet, and so slowing down the amount of things we buy is key.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

22
I think that even though I will buy less, I will still prefer the physical stores. Hopefully things will go back to as they were before, and I will be able to buy things normally.

9.2.23 Respondent 23

- Country: Denmark
- Age group: 18-29
- Gender: Female
- Occupation: Student
- Education: Bachelor's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

23
Before the pandemic I used to buy on online stores quite often, and I kept doing it, so no, I haven't experienced any change.

Interviewer
How do you prefer to shop for fashion goods? Why?

23
I think that online shopping offers a good variety where we can see where the cheapest price is. For example, online we can see at where the same item is being sold at and at which price. Sometimes other platforms besides the brand's store will have discounts we can take advantage of. I can't do the same in stores, it becomes really hard to find it. So I guess the overview that online stores provide is really important for me. Also, the payment is very flexible and allows me to make a purchase quite quickly. In stores, we would probably have to stay in line and

wait.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

23
I don't think much would change for me. I don't really go to stores as they are far away. For the same time I spend visiting one store, online I can visit many more online. However, I think that the delivery times could become better, in order to make online shopping ultimately the most convenient for me, as probably in a post COVID-19 scenario I will spend less time at home.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

23
Even though the stores are opened now, I still don't really see the need to go to physical stores. I prefer buying online and I think that will continue.

9.2.24 Respondent 24

- Country: Spain
- Age group: 55+
- Gender: Female
- Occupation: Retired
- Education: High School

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

24
I think that here in Spain we were very lucky in being able to buy in physical stores the most part of the year. I didn't really experience the difference, just that there were periods where I couldn't buy anything.

Interviewer
How do you prefer to shop for fashion goods? Why?

24
I haven't really had the chance yet to explore online stores, so of course I prefer physical stores.

I feel much more comfortable seeing the item in front of me, I can touch it and feel the fabric. I can evaluate if the fabric is good quality, and if it is going to last even after a few washes. I believe that is the main reason why I cannot think of myself going to the online stores anyways.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

24
I don't think I will see many differences. Of course I expected a much more conscious behavior from the other people in the store, and maybe that the store assistants really make sure that we all feel safe while shopping. But other than that I think I will buy the same way as I always have.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

24
I expect to continue to buy my clothes and shoes in stores. I prefer to feel and see the product in my hands before buying them.
Interviewer
Is there anything else you would like to share with us regarding your expectations towards your needs in terms of fashion goods stores?

24
I think that better quality of fabrics is also something that brands should focus more on. I think with the online stores brands can get away with lower quality than in stores, where people can really evaluate its quality.

9.2.25 Respondent 25

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Marketing Manager
- Education: Bachelor's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

25

I don't think I have experienced a change. I have always bought fashion items in online and physical stores, but mostly online. I have continued to buy online during the pandemic, so I have not changed the type of channel I use

Interviewer
How do you prefer to shop for fashion goods? Why?

25
I believe online stores fit my lifestyle better. I can see the whole selection quite fast, I can browse through different brands at the time of the day that I want, for example evenings, and if I like something I can buy it at that time. I don't have to wait for opening hours. It ends up making much more sense to the lifestyle I have. Also during this time, I think that online shops have the perk of having a low infection risk, which I think it ends up being a big plus.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

25
I think that in general, many small stores/small brands will close because the pandemic was very harsh on them. So I think consumers will have less options in terms of variety of stores, as the small ones will close, and the big chains will take over. So people will be pushed a bit more to the online stores to find a bigger variety that they won't find in their towns.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

25
I think that will continue to prefer online stores, so I will keep buying from there.

Interviewer
Is there anything else you would like to share with us regarding your expectations towards your needs in terms of fashion goods stores?

25
I think something online stores should really work on is the return system. Right now some brands require you to go to the store and queue up at the cash desk in order to make the return. I think that defeats one of the main purposes why online stores are such a good alternative. I really hope they find a better solution soon, because it is discouraging.

9.2.26 Respondent 26

- Country: Denmark

- Age group: 18-29
- Gender: Female
- Occupation: Butcher
- Education: High School

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

26
I think I have noticed big changes. I used to buy only in physical stores before the pandemic, but since there has been a lot of instability with the stores closing down and opening up, I have started buying more online. It has been confusing at times though as sometimes everything changes from one day to another, so I feel a lack of stability from the physical shops.

Interviewer
How do you prefer to shop for fashion goods? Why?

26
I actually think I prefer the online shops. The package gets delivered at home, and usually it takes less than a week. I think that it is worth it because there is much more to look at in online stores than in stores. Now looking back I think that stores really have a limited amount of items compared to their own brand's online store. Also in the online store, the sizes are all available, unless the item is already sold out, which I think it ends up being more practical than going to the store and finding out my size is sold out. I think that payment is much more practical as well, as I don't have to queue to pay, which is a good thing during these times.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

26
I expect that my needs will stay the same. I think that online stores are quite good at showing the selection variety but people miss the touch and feel of the products. So that may have an influence on their behavior, mainly in the beginning of the "post COVID-19" scenario. I think people will have a type of euphoria, that will die down and probably people will have a shopping behavior of both online and physical stores.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

26
I think that I will continue to purchase majorly in online stores, as I preferred them, but that

doesn't mean I won't buy from physical stores at all. I might buy one thing or two in physical stores with friends, or on my way to somewhere, but if I am looking for something specific I will go online.

9.2.27 Respondent 27

- Country: Denmark
- Age group: 30-54
- Gender: Female
- Occupation: Key Account Manager
- Education: Bachelor's degree

Interviewer
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

27
I would say so. Before the pandemic I used to buy primarily in physical stores, but now, also due to the stores being closed, I started buying much more online.

Interviewer
How do you prefer to shop for fashion goods? Why?

27
I think that right now I prefer online shopping. Besides being much better to find the items that fit your style, it is much safer as there is a low COVID-19 infection risk. I think that even though it might have some disadvantages, the fact that I don't have to be in touch with so many items that others have touched is a big advantage for me.

Interviewer
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

27
I think that a post COVID-19 scenario will still involve a lot of prevention from the people's side in order to not get infected. I think that even when we will be all vaccinated there might be the risk of new strains of the virus appearing that might put at risk the vaccine's efficiency. So I will continue to prefer online stores. However, as I mentioned before, there are certain disadvantages to online shopping that I would like to see solved. The return system is quite outdated, and if you don't live in a big city it can become quite hard to return an item you don't like. Also, the delivery times should be faster in the future, as I expect brands to get better at having demand on the online side.

Interviewer
How do you expect yourself to shop fashion goods post COVID-19?

27
I think that I will continue to purchase more on online stores, and if they get better I will almost completely eliminate the idea of shopping in real stores.

9.2.28 Respondent 28

- Nationality: Danish
- Age group: 18-29
- Gender: Female
- Occupation: Student
- Education: Master's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

28:
I believe so, yes. I have always preferred shopping in physical stores, but since the beginning of the pandemic and the lockdowns, I have made a shift to online stores.

Interviewer:
How do you prefer to shop for fashion goods? Why?

28:
Well.. I prefer shopping in physical stores, I always have. But as mentioned, this has simply not been a possibility in Denmark due to the govenment establishing restrictions which closed all non-essential stores. So I believe that I have been forced to shop fashion goods online instead, despite my preference of physical stores. I prefer physical sites because here I am able to touch and feel the products, and I am able to see the different products in person. I like how easily I can get an overview over the selection, and I feel that physical stores have a wider selection. Why else? Hm.. I like how convenient it is. I can pay with cash and do not have to enter the long details of address and card information. It is a faster shopping pace. I want it, I get it. It is that easy.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

28:

I expect to have somewhat the same behavior as a consumer... and I expect to have the same need and preference of purchasing fashion goods in physical stores due to the characteristics, and I will return to this when possible. When that is said.. I might be more likely to purchase online, but this is due to the impact of the pandemic in general and not only the post scenario.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

28:
I will primarily continue to prefer physical stores, as I did before the pandemic too.

9.2.29 Respondent 29

- Country: Denmark
- Age group: 18-29
- Gender: Female
- Occupation: Consultant
- Education: Master’s Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

29:
Changes? I have not experienced anything else the past year hahaha! But, yes. I used to shop my fashion goods in physical stores before the pandemic and all of that.. and now, I am only purchasing clothing and so on from online platforms. I felt like I had been pushed into it. The restriction gave us no choice.

Interviewer:
How do you prefer to shop for fashion goods? Why?

29:
I prefer to shop in physical stores, I couldn’t imagine doing anything else. There is only one reason why, and that is being there physically. I hate how I am not able to touch, smell, see and feel the product in person, when buying online. I really enjoy having a feeling of the product, and hereby getting a sense of the quality.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

29:
I believe that everything will continue to become more digital, so therefore I believe and expect to purchase more things online. I do still prefer physical shopping, but I just think that this is the future, and I might as well get on board with it, hahaha!

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

29:
Yeah.. You might think that my statements are confusing and to some extent even contradicting each other. But it is a confusing time, right? I still expect myself to continue buying fashion goods from physical stores, simply because I prefer it. But when that's said, I would be more likely to try online more often. Maybe I could consider making a hybrid future between the best of both worlds, hahaha!
9.2.30 Respondent 30

- Country: Spain
- Age Group: 30-54
- Gender: Male
- Occupation: Dentist
- Education: Master’s Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

30:
Hmm.. Not really. I have actually always purchased my stuff from physical stores, and I have continued to do so. I have not purchased anything, when there has been a lockdown, and the physical stores were closed. I didn’t really need anything new at the time, but then again I am not one who shops clothing or fashion goods in general for myself that often.

Interviewer:
How do you prefer to shop for fashion goods? Why?

30:
I prefer purchasing from physical stores because it is very convenient for me. I live close to the city, and it is simply faster and easier for me to go there, than buying online. I will have to wait for the delivery and worse case scenario struggle with returning the stuff again because I can’t fit it or whatever. I just find physical stores an easier option.

Interviewer:

How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

30:
I expect myself in post COVID-19 to go to less stores just in general, and therefore will my demand in fashion goods and other goods decrease. I am not much of a shopper, so I don’t really buy much. I just think that I will try to decrease it even more after COVID.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

30:
I expect to continue to buy my fashion goods from physical stores. The expected decrease in my purchases won’t affect the channel of preference. Actually, I won’t even call it a preference, it is the only thing I will ever do. I am not a fan of online shopping. That one time I take the time to buy fashion goods, I just want it done as quickly as possible and I do not want to spend time browsing online platforms. I just wanna go to the store, get my stuff and continue my day. I mean, I am a dentist. I normally never wear anything else than my dentist smock.

9.2.31 Respondent 31

- Country: Denmark
- Age group: 18-29
- Gender: Male
- Occupation: Marketing Manager
- Education: Elementary School

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

31:
I haven't really been impacted by the restrictions. I used to buy my fashion goods in physical stores, and have been able to continue to do so despite the lockdowns. That sounded wrong... I mean of course I haven't been able to buy from the closed stores during the lockdowns, but then I just didn’t buy anything in those periods. I don’t really have a high consumption of fashion goods, so it didn’t really affect me that they were closed. I did not shift to online stores, I just didn’t buy anything during the lockdowns of physical stores.

Interviewer:
How do you prefer to shop for fashion goods? Why?

31:

Since I appreciate and find it important to be able to touch and feel the products on, I have always preferred physical stores when shopping fashion goods. But I also like how you can decide how long it should take yourself. Want it to be over and done as fast as possible? No problem, it is up to you. Want to stroll through some stores? No problem either. Lastly, I prefer physical stores due to it being the easiest option for me. I live right next to all the shops. It is fast and I do not have to return anything - convenient, huh?

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

31:
Actually not that different from before. I think that I might change something depending on the future, but let's see.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

31:
I still see myself mostly in the physical stores, unless I am looking for something specific which cannot be found anywhere but online. The more specific, the faster it is to find online. Simple as that.

9.2.32 Respondent 32

- Country: Denmark
- Age Group: 18-29
- Gender: Female
- Occupation: Nurse
- Education: Master's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

32:
This is probably one of my worst habits, and where half of my salary goes too because it is so addictive and just that easy... But no, I have always preferred online shopping. Since the pandemic started, I have not felt the need to change my channel of shopping for fashion goods. There is literally no chance of getting infected from your couch in the living room, when purchasing that pretty dress online. I believe that the channel of online shopping has only become more attractive to me.

Interviewer:
How do you prefer to shop for fashion goods? Why?

32:
Well, as said, I prefer online stores because you have it all right there on your tablet. Want a pretty dress in the most common size? It is probably sold out in the stores, because everybody wants that size. Then you will have to spend 20 minutes of transport both ways with no results.. Arh.. It is easier to pay, shop, find and get the stuff online.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

32:
Honestly, I think it will stay the same.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

32:
I still believe everything will stay the same. There will not be any changes. We have had plenty, why should more come?

9.2.33 Respondent 33

- Nationality: Danish
- Agegroup: 18-29
- Gender: Male
- Occupation: Editor
- Education: Master's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

33:
I think we have all experienced some changes. In Denmark we were at times not able to shop in physical stores due to restrictions. However, I didn't shop in the stores when they were open either. I am trying my very best to avoid crowded places during these times, since I am scared of getting corona. I am not in a high-risk group or anything, but I just thought to myself, that I might as well be careful - I mean I am not really missing out on anything by being extra careful.

Interviewer:

How do you prefer to shop for fashion goods? Why?

33:
Before the pandemic, I preferred to shop in physical stores because of the many things. I like the atmosphere in stores and the mood. I like that I can get help and assistance if I need it. But I think the main reason why I prefer physical stores is the most obvious thing, that I am able to touch the clothing, try it on and feel it. Sometimes stuff is nice on the hanger or on a picture, but you only know when you put it on, right?

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

33:
Hm.. It is a good question. I haven't really thought much about the future. But I do expect to continue online shopping although I still enjoy shopping in physical stores.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

33:
Despite my preference of shopping in physical stores, I do believe that I will change my habits a bit. I will keep shopping in physical stores, but it will mostly consist of online shopping.

9.2.34 Respondent 34

- Nationality: Danish
- Agegroup: 30-54
- Gender: Male
- Occupation: Team Coach
- Education: Master’s Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

34:
I have! I have changed my channel of purchasing fashion goods from normally being in physical stores to online stores. Mostly due to the fact that I cannot catch the virus online, or at least not the COVID-19 virus.

Interviewer:
How do you prefer to shop for fashion goods? Why?

34:
The pandemic was the reason for the shift in channels, so I still prefer shopping in physical stores. The reason why I prefer physical stores over online shopping is the only element which online shopping simply cannot provide; being able to smell and feel the products.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

34:
I don't think there will be any difference. Mostly I keep my habits for decades, and therefore I don't expect my preferences to change. I would still prefer physical stores over online, and therefore expect to return to my old habits.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

34:
Honestly, this might be the most dry answers haha, but I do not expect myself to shop any different than today

9.2.35 Respondent 35

- Country: Denmark
- Age group: 18-29
- Gender: Female
- Occupation: Student
- Education: Master's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

35:
Yes. I normally buy all my clothing and shoes in my favorite stores, and they do not have an online platform. So when all non-essential stores were shut down I was forced to shift to the online market. I didn't only change the channel, but also the brand of the stores.

Interviewer:
How do you prefer to shop for fashion goods? Why?

35:

I do still prefer physical shops, because my favourite stores do not have an online platform. I like the convenience of purchasing from physical stores... I live right next to them and I find it super fast to buy stuff in person compared to me buying online. Hm... I also like how you can kinda have fun with trying on different styles, but also being able to touch the products.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

35:
I know that I will return to my old habits. Maybe not all my old habits, but regarding this area of shopping behavior in fashion goods, I definitely will.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

35:
Well, as said I like the stores I normally buy from, and therefore I expect myself to continue to buy from these, since they are not online and because I like the elements of the physical stores more than the online platforms.

9.2.36 Respondent 36

- Nationality: Danish
- Agegroup: 30-54
- Gender: Female
- Occupation: Farmacist
- Education: Bachelor's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

36:
Yes. I think it has been a little uncomfortable with the virus, so for me it is better to shop online now. When I buy online, I do not have to worry about getting sick. I think it is better for me to just buy it online, and hereby avoid all contact with strangers.

Interviewer:
How do you prefer to shop for fashion goods? Why?

36:

I prefer online shopping now, I think I just got used to it. I have done it for almost over a year now, huh, can you imagine! So now online shopping is my preferred channel of shopping for my fashion goods. I like how easily you can chat with customer service, and the wide variety selection for products. But.. I mean it is mainly because of me feeling safe and sound behind the screen, without any COVID-19.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

36:
I expect myself to variate a little. I hope that I one day will return to shopping fashion goods in physical stores, because it is simply so cosy.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

36:
hmm.. I believe that I slowly will begin to buy from physical shops again, mostly local! I mean they truly need it right? I think, locally it might be a little more safe in the beginning. They have recommended that you should not travel too far away and to other regions, because that is how it spreads. So I will shop locally and slowly from physical stores again, due to my perception of risk and in order to support the local small shops.

9.2.37 Respondent 37

- Nationality: Danish
- Age group: 18-29
- Gender: Female
- Occupation: Teacher
- Education: Master’s Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

37:
No not really. I am working in the business hours of fashion goods stores in my town, so I barely have time to shop for anything. Therefore, I find myself shopping online when it comes to fashion goods.

Interviewer:
How do you prefer to shop for fashion goods? Why?

37:
I definitely prefer online stores, because of their 24/7 business hours. I have become more fond of it during Corona, because of the low chances of getting infected by the virus. Other than that I simply just find it an easier option, it is super convenient. I do not have to take hours out of my schedule, I can do it when I have 10 minutes free and if I am not done by then, I can always continue later on. But I also think it is easier to find those special brands online than in physical stores. I like to shop green fair and/or secondhand, and I have experienced that it is way easier over the many apps and online platforms than in a physical thrift store.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

37:
I think that I will continue to shop online, but maybe I will change that opinion when everything opens up again. I think we should have a greater focus on new fast fashion. We should fight for it to stop. There is no need to keep producing new fast fashion, there is too much already, so I want to support local stores that sell second hand clothes, or environmentally conscious products whenever I have the chance.

9.2.38 Respondent 38

- Nationality: Danish
- Agegroup: 18-29
- Gender: Male
- Occupation: Consultant
- Education: Master’s Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

38:
Hm.. No. I actually have always been buying my clothing, shoes and similar online.

Interviewer:
And you continued that during the pandemic?

38:
Yes. It made more sense to continue during it when the virus came. I have always preferred online stores, because I find physical stores kinda stressful at times. I like how I can see all the products at once, and sort the products to my preference. I like that the selection is huge, and

if the store doesn't carry the brand or size you want, you can easily just search for it and find another store straight away. It is a fast option and super convenient.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

38:
Well.. I don't really expect any changes. The elements that I like within online shopping, will not change just because the pandemic is finally over. So I will keep preferring online platforms for shopping fashion goods post COVID-19. It will remain unchanged. I think that many might run back to the stores as soon as possible, but I like my habits and patterns when shopping online, I like the advertisements too. The algorithm know what I like, how should a complete stranger from a local store know my preferences in clothing? It is just easier online!

Interviewer:
Do you have anything else you would like to add?

38:
Not really.

9.2.39 Respondent 39

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Director
- Education: Bachelor's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

39:
I haven't experienced any changes in the type of channel that I use when shopping for fashion goods, and not during the pandemic either. Before the pandemic I used to shop from physical stores, and I have been able to remain that pattern. I know that they have been shut down a couple of times, since they are identified as non-essential stores, but as said, I have been able to remain my pattern. When they were closed I hadn't really shopped that much, and when they were open I could start my shopping again.

Interviewer:

How do you prefer to shop for fashion goods? Why?

39:
I prefer physical stores, because of their many options. I do believe that the selection is easier to get an overview over in person, and then it just feels bigger when you can see all the options in person. I think all persons who prefer physical stores, do like the idea of being able to touch the product. I am not a person who only sees with my hands, but I also see with my hands hahah. I really just love the fact that I can try it on. That is really important for me.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

39:
I will strive to stay away from physical stores actually. I will only go there when I need something. I think it is important to limit the amount of visits, and then I will also strive to buy less. Fewer visits and a decrease in consumption.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

39:
I think that the pandemic has really made me realize that I do not need all of this clothing and all these shoes. I am expecting myself to be buying less because I have realized that I do not need that much!

9.2.40 Respondent 40

- Nationality: Danish
- Agegroup: 18-29
- Gender: Female
- Occupation: Teacher
- Education: Bachelor’s Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

40:
I have! Normally, or before the pandemic, I used to buy fashion goods in physical stores. However, since the pandemic started and the panic spread, I chose to buy online.

Interviewer:

How do you prefer to shop for fashion goods? Why?

40:
Well, I am shopping mostly online at the moment. But my preference will still be physical stores, despite the fact that it is not possible at the moment. Physical stores just present their products in a way that online can't. I like the selection, and all the stuff they have. I am able to feel the fabric and the texture of it. Yes, I could just read what the shirt was made from on a screen, but that would not inform me of how it feels on my skin.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

40:
I do believe that more people have realized how easy and convenient online shopping is. This is probably because of the pandmeic. I think because of this, there would be an increase in the amount of people who shop online. I have too discovered that it really is easier than expected, and I am happy that I was forced to try it.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

40:
I expect that I would still prefer physical shopping, but I would be more likely to do some online shopping here and there. I expect that I would both shop online and physically in the future.

9.2.41 Respondent 41

- Country: Denmark
- Age group: 18-29
- Gender: Female
- Occupation: Student
- Education: Master's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

41:
I think many people have been affected in terms of having to shift from physical stores to online stores. But I didn't have to change, since I was already buying my stuff online before the

pandemic and continued to do so during it.

Interviewer:
How do you prefer to shop for fashion goods? Why?

41:
I prefer online stores. It is SO convenient! And it is a fast option. I don't have to wait in a cue or hunt down the employees so I can pay. I think online fashion goods stores are an easy and fast solution, and they have a bigger selection too, what is not to like! I understand why some people may have shifted over, not only because of the lockdowns, but also because of the fact that many are scared of getting infected with the virus. Despite living with the pandemic for over a year now, we still feel like we don't really know much about it.. or that's how I feel.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

41:
I'll probably shop a bit more from physical stores, since I have started to leave my apartment again. I have been living very isolated, and I have been truly scared of the virus. There is so much we don't know about it, and I do not want to get sick.. or maybe even die. It sounds so dramatic, but it has happened to a lot of people out there. Yes, I am scared and do not feel safe being out.. but I am slowly approaching others again.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

41:
Same. But I will also shop in physical stores, I would shop from both online and physical. I do shop too much, because I love shopping.

9.2.42 Respondent 42

- Country: Denmark
- Age group: 18-29
- Gender: Female
- Occupation: Phycologist
- Education: Master's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

42:
I actually made a change. I normally shopped all my stuff in physcial stores. But now I am only shopping from online stores, because the restrictions have removed the first mentioned channel.

Interviewer:
How do you prefer to shop for fashion goods? Why?

42:
I prefer online stores, because of the online selection, availability, payment options and how fast it is. I can honestly buy my stuff while I'm on the toilet. It takes no time! And I like the low risk of getting corona too.. By buying your clothes online you also ensure that you do not infect anyone else, that is probably the most terrifying thing that could happen.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

42:
I don't really believe that my shopping behavior will change much. I will keep shopping both online and physical. The physical stores have been hurting and they need support too, despite the online channel being my preference.

Interviewer:
Do you have anything to add?

42:
Hmm.. I think that people in general would be more likely to shop fashion goods from physical stores in the beginning and then they will return to old habits. But to show their support they will give a little extra attention to the physical and local ones.

9.2.43 Respondent 43

- Country: Denmark
- Agegroup: 18-29
- Gender: Male
- Occupation: Student
- Education: High School

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

43:

I experienced changes in the type of channel other people use, but I have continued my patterns. I used to buy from physical stores, and I have continued to do so. I have not been that scared of the pandemic of the risk of getting infected, so I just continued. There have obviously been some periods where I was not able to shop in the stores, but then I just did not shop at all.

Interviewer:
How do you prefer to shop for fashion goods? Why?

43:
I prefer shopping in physical stores. You know the employees and they know you, it is a small town, you know? So I prefer that, but also being able to touch the products.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

43:
I don't think that much will change. I do believe that I will keep the same patterns, and that the world will to some extent look like itself. But who knows, right? Everything could happen.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

43:
I will remain my patterns. I will still shop in physical stores in the town where I live, and I will not start online shopping.

9.2.44 Respondent 44

- Country: Denmark
- Age group: 55+
- Gender: Male
- Occupation: Sales & Marketing Agent
- Education: Highschool

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

44:
I am the type of man who enjoys shopping in physical stores. I don't spend much time there, but I enjoy getting out and seeing the products for myself. I live in a small town with less than 5000 people living here, and I always meet people who I know when I am out shopping. But

then the pandemic began, and people shut down their stores due to the restrictions of our government. I completely understand that, I think it was the only right thing to do. When all of this happened, I started to shop more online. There were periods when the stores were open shortly, but me and my wife did not feel a need to shop from physical stores while there is a pandemic ongoing because we were a bit scared to catch the virus. I have always been shopping both online and physically, but mostly physical and now it is mostly online as an effect of the pandemic.

Interviewer:
How do you prefer to shop for fashion goods? Why?

44:
Physical stores. I like that I am able to touch and feel the product, but also being able to try it on. I am a tall guy, and therefore the sizes are a must for me. When shopping in physical stores, I am able to see straight away whether the product will fit me or be too short. I do not have to estimate that based on a picture online.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

44:
I believe more people will be shopping online, since they either are scared of crowded places or because they now have been forced to try online shopping, and therefore have discovered how easy it is.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

44:
However, when it comes to myself I would continue shopping in physical stores as usual.

9.2.45 Respondent 45

- Country: Denmark
- Age group: 55+
- Gender: Female
- Occupation: Marketing
- Education: High School

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

45:
I have made a shift from being used to buying all my clothes and accessories in physical stores, to now buying everything from online stores. I have a daughter who is in the highest risk group, and therefore I don't go out as often as before. I would rather be able to spend time with her, than being in places where the risk is perceived high.

Interviewer:
How do you prefer to shop for fashion goods? Why?

45:
I prefer the physical stores, because here you can actually see the product and touch it. I feel like it often only takes me 5 seconds to decide whether I like a product or not in person, however online it takes so long. It all depends on the model, right? And since I am a bigger person, I will have to imagine how it would look on me. It takes time!

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

45:
I will keep doing the same as before the pandemic, I will keep shopping in small local stores. But this is only, if it is a scenario completely free of the virus. My daughter will still be my first priority. I would also use smaller shops, and definitely local ones. I think it is important to support the local shops, they need us right now more than ever.

9.2.46 Respondent 46

- Country: Denmark
- Age group: 30-54
- Gender: Male
- Occupation: Sales Manager
- Education: Bachelor's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

46:
I have experienced a lot of changes during the past year, and also when it comes to the type of channels I use for buying fashion goods. I used to buy from physical stores, but now I have made the jump to the online market, mostly because there has not been much of a choice when everything is closed.

Interviewer:
How do you prefer to shop for fashion goods? Why?

46:
I prefer physical stores, despite my latest brief conversion to the online market. I like the physical stores because of many aspects. I like that the employees are there to help and assist you if needed. I also enjoy being able to try on the outfit and feel the products while wearing it, and before purchasing anything. It is just easy and convenient, nothing less nothing more.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

46:
I will go back and support local stores but also shop more online! I believe that the local ones should be supported. The online businesses are thriving at the moment, just give them a break and a chance to breathe, and dedicate some of your income to the ones who are actually struggling with their survival at the moment.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

46:
It all depends on what this 'post COVID-19' scenario looks like. If half of the population is gone and dead, I would probably not think that much about my fashion goods consumer behaviors. But if it is to some degree a 'normal'.. oh god I said normal, now you guys have to define what I meant about 'normal'. I meant that normal is a calm state where we have our daily cycles. Wake up, eat, go to work, go back, interact, eat, sleep - and all of this in some kind of peace. I mean a reality which is not too far away from what we have experienced so far.

9.2.47 Respondent 47

- Country: Denmark
- Age group: 55+
- Gender: Female
- Occupation: Consultant
- Education: Bachelor's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

47:
I guess we have all been forced not to shop in physical stores at times, but then again that does not mean that people automatically find their demand so important that they will shift channels.. they could just wait until their preferred channel came back, right? But I did not. I used to buy my stuff from physical stores and I am now buying everything online.

Interviewer:
How do you prefer to shop for fashion goods? Why?

47:
I prefer physical stores, because you cannot replace human interactions with algorithms in customer service consisting of small chatbots online. But I also truly enjoy being able to touch and feel the products before buying it. I mean, physical shopping is just easier when you have kids. You can just split up, and let them find their stuff while you take time finding your own. Imagine letting them buy stuff online, Jesus, that could go wrong.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

47:
I expect myself to continue to enjoy shopping in physical stores and then once in a while I will do some online shopping.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

47:
I think that after the pandemic, I have realised how easy it is to find something specific online, and how difficult it can be in physical stores. I will keep searching for inspiration online, more often than I did before COVID-19, and purchase it if I find something.

9.2.48 Respondent 48

- Country: Denmark
- Age group: 30-54
- Gender: Male
- Occupation: Key Account Manager
- Education: Bachelor’s Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during

the pandemic?

48:
Yes. I have always enjoyed shopping in the physical stores, but since the pandemic started I began to shop online. But I have been trying to avoid crowded places, where the chances of getting infected are high.

Interviewer:
How do you prefer to shop for fashion goods? Why?

48:
I still do prefer physical stores, it is just something else. I do not know if I am just more of a traditional guy, but I truly enjoy it. I like the interactions with the staff and getting guidance from them, especially when buying gifts! God I have been panicking when being left all to myself, and the nice employees are not there to help me online. I also find it important that you can touch and feel the products.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

48:
I expect myself to continue to buy online... So, I believe that I will change my type of channel post COVID-19 and therefore, online will become my new preferred channel. This is primarily because I want to avoid the big crowds.

9.2.49 Respondent 49

- Country: Denmark
- Age Group: 55+
- Gender: Male
- Occupation: Mechanical Engineer
- Education: Master's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

49:
Hmm.. No, I do not believe so. Before the pandemic, I have always been shopping for fashion goods from physical stores and during the pandemic I have continued to do so.

Interviewer:

and when the stores were closed?

49:
At these times I did not buy anything.

Interviewer:
How do you prefer to shop for fashion goods? Why?

49:
Physical shops. Because here I am able to touch and see the clothing, I don’t have any doubt. And sometimes when buying online, you turn the product around and suprise suprise there is a huge print of a tiger or maybe it is backless. I mean a 60 year old man with a backless top. I just find it more convenient to shop from physical stores, and I believe that many in my age group do too.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

49:
Post COVID shopping behavior will be a mix of purchases online and on physical shopping. I think people have gotten more used to online shopping, but the fact that they can touch and feel the products in physical stores will be a need that will persist.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

49:
I expect to continue purchasing physically because that is what I prefer. I might order some things online, but this is strictly if I need to or if the physical stores don't have the product available in stock.

9.2.50 Respondent 50

- Country: Spain
- Age group: 18-29
- Gender: Male
- Occupation: Developer
- Education: Bachelor’s Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

50:
I have! I have experienced a change in terms of me changing my channel from being physical to now being online. I did this because I have not been able to shop in physical stores from time to time.

Interviewer:
How do you prefer to shop for fashion goods? Why?

50:
I prefer shopping for fashion goods in physical stores. I weighten things like payment is important, and when buying from physical stores you do not have the same doubt of getting scammed as you do at the online market. But it is more than that, I also prefer physical stores due to the fact that I can touch the things I am about to buy. It is a huge input in my decision making process. Other than that, I just like how quick it all is, on websites I need to filter everything, and it can become quite time consuming and at the same time, hard to navigate, in the sense that you don't get what you want immediately.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

50:
I think it will all return back to what it was. Post COVID-19 will be the same era as Pre COVID-19.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

50:
I think my habits, norms and patterns in terms of buying fashion goods will be the exact same as pre-COVID-19. No changes at all.

9.2.51 Respondent 51

- Country: Spain
- Age group: 30-51
- Gender: Male
- Occupation: Civil Engineer
- Education: Master's Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during

the pandemic?

51:
Actually I have not. I have always shopped fashion goods from physical stores, and there have been no changes in the type of channel I have used.

Interviewer:
How do you prefer to shop for fashion goods? Why?

51:
I have a strong preference for shopping fashion goods from physical stores. I like how quick it is, and it is super convenient. I think that most people like physical stores because of the physical elements. Being able to decide how fast the process should be yourself and being able to get a physical impression of the products. You do not have to return everything. I really hate filling in all the different information in, the few times I have brought online.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

51:
They will probably not change that much. Other growing options to in person shopping do not appeal to me at all.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

51:
I'll continue to retail buy those goods at brick and mortar storefronts and, less frequently, shopping centers, I want to help the local stores as much as possible. Also, because of the pandemic, and the risk of getting infected, since I still believe that the virus will be here to some extent. Therefore I will avoid crowded places.

9.2.52 Respondent 52

- Country: Spanish
- Age group: 30-54
- Gender: Male
- Occupation: Bank Manager
- Education: Master’s Degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during

the pandemic?

52:
I have indeed experienced some changes in how I buy that. I normally buy everything from the physical stores down the street, but recently... or not, it has been a year haha. But since the pandemic and the restrictions were enforced, I have started buying it online.

Interviewer:
How do you prefer to shop for fashion goods? Why?

52:
I prefer shopping fashion goods from physical stores, because they vary a large variety which is easy to browse and see in the stores, you can touch all of it and get a feeling of whether this is going to be your new outfit or not.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

52:
I believe that I will continue to shop more online, despite my preferences of the physical channel. I actually like it, and now when I have started it I think it is fairly easy to figure out. But when everything opens up again, I do expect myself to return to the physical stores down the street again. I expect to do both, maybe 20/80 where the 80 is physical and the 20 is online.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

52:
I expect to shop fashion goods mostly through the online channel post COVID-19.

9.2.53 Respondent 53

- Country: Denmark
- Age group: 30-54
- Gender: Male
- Occupation: Fitter
- Education: Elementary School

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

53:
I am a bit nervous, haha. I have been able to continue shopping from the physical type of channel when purchasing fashion goods during the pandemic. I am too old for all that online nonsense. I would probably just send my bank information with one click to a prince of nigeria. I can’t have that.

Interviewer:
How do you prefer to shop for fashion goods? Why?

53:
I prefer physical stores over online stores, because it is easy. It is what I have always done. I prefer their variety for selection and the kind employees who are more than happy to help you out. They know what is trendy, and what my wife might like, I do not. Don’t tell her I said that. Thank god it is anonymous. I like having the products in my hands and be able to see it from all angles.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

53:
I will continue my behavior as always. I will not start online shopping, and if this scenario should have no fashion goods stores, I will have to ask my kids for help.

Respondent 54

- Nationality: Spanish
- Age: 18-29
- Gender: Female
- Occupation: Self Employed
- Education: High School

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

54:
Yes, we had to stay at home for almost 3 months, so I used to purchase in physical stores and now I buy in online stores mostly due to the restrictions. What I really like about buying fashion goods online is the wide variety for selection, Payment and the convenience. I have 2 small children, so it is just so much easier than buying in physical stores. You are also able to use discounts online, which you often do not have in the store.

Interviewer:
How do you prefer to shop for fashion goods?

54:
I must say I prefer to buy online, simply because of the convenience. It is so much easier for me.

Interviewer:
Okay, so, why do you prefer buying online exactly ?

54:
As I said, it is a massive advantage for me, that I can do it whenever I want, I find the selection is much better online and it is super easy to pay as well.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

54:
I believe I have got a lot more used to buy online, so I could imagine I will continue to do so. Even after the pandemic.
I hope no masks in shops get really hot and claustrophobic inside with masks for such a long period of time. I cannot imagine having a work where you have to wear it every single day all day. So I hope we are able just to keep a distance, instead of wearing a mask. It takes away the pleasantness that should come with going shopping in physical stores.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

54:
I believe I will continue to shop online, when we do not have to wear masks in the physical shops. But I will occasionally shop in physical stores. I don't think people really follow the hygiene rules, which bothers me, plus wearing a mask is quite uncomfortable.

Interviewer:
So how is your expectation going forward?

54:
I believe more and more people will use a mix of both online and physical and I will do the same.

9.2.55 Respondent 55

- Country: Spain
- Age: 30-54
- Gender: Female
- Occupation: Teacher
- Education: Bachelor’s degree

Interviewer:
Have you experienced any significant change during the pandemic?

55:
Yes, in Spain we were in lockdown for almost 3 months. All shops were closed and we could only leave the house if we needed to buy food or medicine. Which scared me a lot in the beginning. I therefore had to buy most things apart from food online. I did not go to work, it was a very strange time.

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

55:
Yes for sure, I used to prefer and buy all my clothes in stores, but now I mostly still buy online.

Interviewer:
Why do you prefer to buy online?

55:
Normally I would say I prefer to buy in physical stores. The reason why I prefer to buy in physical stores is because its easier to buy the close and if I regret my purchase I can easily return it and get my only back almost instantly. I also really like to see what I buy before I make up my mind. So by being able to see and feel the items I know what I pay for.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

55:
I believe I might continue to buy more online. Simply because it removes the risk of being infected by the virus. I have also become a lot more used to it now, compared to before.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

55:
I think I will alternate between shopping online and in physical stores. Because sometimes either way is easier, so whatever is more comfortable for me.

Interviewer:
What are your expectations moving forward?
I think I may move back to physical stores a little more, because I do really like it and when life is back to normal, I think that is my main way of purchasing fashion goods.

9.2.56 Respondent 56

- Country: Spain
- Age: 30-54
- Gender: Male
- Employment: Freelance
- Education: Bachelor's degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

56:
I like to shop in physical stores and I have continued to do so. The shops have only been completely shut for a couple of months in total through the last year. So in these months I just have not bought anything. I do not buy a lot of stuff anyway.

Interviewer:
How do you prefer to buy your fashion goods?

56:
I prefer to buy in physical stores, then I am sure of what I get.

Interviewer:
What is it that makes you prefer physical stores?

56:
I like to be able to feel and touch the product I buy

Interviewer:

How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

56:
I believe we will go back to the same world as it was before.

Interviewer:
Okay, so how do you expect yourself to shop fashion goods in the future?

56:
I do not think I will change the way I buy fashion goods. With the small amount I buy, I see no reason to change the channels I use.

Interviewer:
What expectations do you have in terms of fashion goods, in a post COVID-19 scenario?

56:
I hope people will start to consume less and only buy when necessary. I think I will keep buying in physical stores

Interviewer:
Is there anything else you would like to share with us regarding your expectations towards your needs in terms of fashion goods stores?

56:
We're just hoping that they will remain open with reasonable time schedules as it was difficult when they shut early for people that are working in those hours and have children to collect from school. Also, taking into consideration that in a post COVID-19 scenario, there still will be some degree of infections, I expect that the stores will be responsible enough to have an hygiene procedure in place, such as disinfectant at the doors and at the cashiers.

9.2.57 Respondent 57

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Working in a rental company
- Education: High school

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

57:
No actually not. I have always brought my fashion items in physical stores and I continue to do so. Of course there have been times where I was not able to shop, but I found that healthy.

Interviewer:
How do you prefer to buy your fashion goods?

57:
I prefer to be able to buy them in physical stores.

Interviewer:
Why do you prefer buying in a physical store? (You can select more than one)

57:
The reason why I prefer to buy in physical stores is because I can touch and feel the items, I find that I find a lot more that I like in stores rather than online and it is just convenient to run in and find what you like and bring it home straight away.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

57:
As long as the shops are open, I believe I will continue to buy my fashion goods in the stores.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

57:
As I mentioned, I think I will continue to buy in physical stores. I think that it will continue to be more convenient for me.

9.2.58 Respondent 58

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Vet
- Education: Bachelor’s degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

58:
Yes for sure. I have always been buying everything in physical stores, but have now moved a lot more over to buy things online. I don't know if I would have done that, if it wasn't for the restrictions.

Interviewer:
How do you prefer to shop for fashion goods?

58:
I do still prefer to buy in physical stores

Interviewer:
Interesting, why do you prefer buying in a physical store?

58:
I want to be able to touch the products I am buying, so that is why I prefer to buy in physical stores.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

58:
I think my needs will stay the same. I want to return to physical stores though.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

58:
I think I will try to use physical shops as much as possible and avoid buying my fashion goods online, since often it does not work out. Everytime I buy something online, like a blouse or a jacket, they don't correspond to my expectations. So I will buy from physical shops as much as I can, so that I can touch the items.

Interviewer:
What is your expectation going forward?

58:
I believe I will return to buying almost all my fashion goods in physical stores, as I said before, I expect to basically return to my old habits.

9.2.59 Respondent 59

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Administrative manager
- Education: High school

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

59:
Yes, I have felt a change in the types of channels. Before I purchased my fashion items in the physical store, but now after the stores were closed I buy them online.

Interviewer:
How do you prefer to buy your fashion goods?

59:
I do prefer to buy fashion goods in all my favourite physical stores.

Interviewer:
Why do you prefer buying in a physical store?

59:
I just prefer to be able to touch and feel the clothes before buying it.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

59:
I do really hope the world will return back to normal with no face masks, and that I can socialize like before. That would also mean I could go back to the physical stores whenever I want to.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

59:
I think in the future I will do a mix of buying physical and online. I like that I have become more used to online shopping, it offers quite a good selection at good prices, so I wouldn't completely give up on that. But as said before, I really like that I am able to touch the clothes and other items in the physical stores.

9.2.60 Respondent 60

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: at home mum
- Education: Master's degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

60:
Yes I have seen a change, since I used to purchase in physical stores, but now also buy online. I guess we all felt a little overwhelmed by the lockdowns, but honestly, I like that we are trying our best to contaminate the virus. I do not feel like going out there while all of this is still ongoing. I do not want to get sick.

Interviewer:
How do you prefer to buy your fashion goods?

60:
If I always had the option, I would say I prefer physical stores.

Interviewer:
Why do you prefer to shop in a physical store?

60:
I like the help you can get in physical stores, they can give you good advice and I do like the shopping pace physical stores offer.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

60:
I think it will be the same, in the sense I will want to shop more frequently in physical stores, but keep the online stores as well. I think that in terms of needs, something that could improve is the delivery system, I believe that with more people getting online, brands should start feeling more responsible in delivering faster.

Interviewer:

How do you expect yourself to shop fashion goods post COVID-19?

60:
I think in the future I will both shop in a physical store and online. So moving forwards I think it will be a mix of the two.

9.2.61 Respondent 61

- Nationality: Spanish
- Age group: 18-29
- Gender: Male
- Occupation: Student
- Education: Bachelor's degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

61:
No actually not, before the pandemic I purchased fashion goods in stores and I still do today. I have just not shopped anything, when the stores were closed. I did not need anything to the degree where I had to shop for it online in order to reach it.

Interviewer:
How do you prefer to buy fashion goods?

61:
I prefer to buy in stores.

Interviewer:
What makes you prefer to buy in stores?

61:
I think it's nice to have the help and assistance if needed.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

61:
I think my needs will stay the same. I have not brought any more or less during this time.

Interviewer:

How do you expect yourself to shop fashion goods post COVID-19?

61:
I will continue to buy my fashion items in stores.

Interviewer:
What about in the future, do you see a change?

61:
No, I have no issues with buying in stores, so I do not think I will change that. Of course, I think that even in post COVID-19 people will still be pretty cautious about others, and even the virus itself, so I guess people will continue to keep distance between each other in stores, and I expect that we will have less contact between each other. But, I must say I think society will adapt to that.

9.2.62 Respondent 62

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Barmaid
- Education: Higher National diploma in Animal Management and Hospitality

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

62:
Yes, I used to buy in physical stores and I now buy a lot online. I have a weak immune system, and since people with a weakened immune system are more likely to get more sick or even die from the virus if infected, I just thought to myself, that it was not worth the risk.

Interviewer:
How do you prefer to shop for fashion goods?

62:
I do prefer to buy in physical stores

Interviewer:
What makes you prefer buying in stores?

62:
I like to be able to see everything at the same time, this way I think a much better selection. Also, I think it is very beneficial to be able to touch and feel the products before purchasing.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?]

62:
I think I will try to spend less money on fashion goods, since I think I overspend on fashion goods I do not need.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

62:
I think I will go back to buying fashion goods in the shops. Not because of a particular reason, but just because of habits. It's easy and it is what I have been doing for years.

Interviewer:
Looking forward, how do you think you shop?

62:
I think it will be in physical stores.

9.2.63 Respondent 63

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Student
- Education: High school

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

63:
Yes a bit because before the pandemic I bought clothes in physical stores, whereas now I also buy online mostly due to the risk among overcrowded places.

Interviewer:
How do you prefer to buy fashion goods?

63:
If available I prefer physical stores

Interviewer:
Why do you prefer buying in a physical store?

63:
I think it's easy to pay for your items in stores and if you regret your purchase you can easily return it. However, often you do not need to do this, since you have been able to feel and touch the item first and try it on, so you know what you are getting. I also find it easier and more pleasurable to buy in stores rather than having to go online.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

63:
I am not sure, I think they may still be the same, however I could imagine I would begin to buy more online.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

63:
I do really hope I will be able to buy in physical stores.

Interviewer:
What is your expectation going forward?

63:
If the world goes back to somewhat normal, I think I will continue to buy in stores. I want to go back to enjoy physical stores, and not have to worry about the return system that online stores require. I really had a hard time during the pandemic when I didn’t like something I bought. It is hard when compared to how easy it is in physical stores.

9.2.64 Respondent 64

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Hairdressing
- Education: High school

Interviewer:

Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

64:
To some degree yes, before the pandemic I bought my fashion goods in physical stores, but now when all the stores are closed, I mostly buy online. In Spain the stores have been closed a couple of times, and then you were not able to buy anything from physical stores.

Interviewer:
Why do you prefer buying in a physical store?

64:
I like to be able to see the product with my own eyes and feel the fabric.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

64:
I'll probably not get as much as I used to. I'll think about the items more. If I actually need them

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

64:
I think I might move over to online shopping completely. I like that I can see a product online and save it for later until I decide to buy it.

9.2.65 Respondent 65

- Nationality: Spanish
- Age group: 30-54
- Gender: Female
- Occupation: Public relations
- Education: High school

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

65:
I have actually. Now I buy a lot more online, whereas before I always went to buy fashion goods in physical stores. I know that 53 years old isn't that old compared to my parents, but I

still do believe that a younger person would fight the virus more easily than me. I hope that I won't find out if that is true or not, but I will stick to online shopping for now and feel more safe while doing it.

Interviewer:
How do you prefer to shop for fashion goods?

65:
I now prefer to buy online, instead of physical stores as I did before.

Interviewer:
Why do you prefer buying online?

65:
Well, I think now I have got used to buying online, I find that there is a much better selection online and it is a lot faster to find what you are looking for.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

65:
I can't see things changing much, to be very honest. I think I may need more social outfits, where during the pandemic I was buying more comfortable clothes.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

65:
Hopefully the same as before the pandemic started. Even though I prefer online now, I think that I may change when the whole pandemic dies down. I think that I like how fast it is and how safe it is from the virus, but I like that I can socialize with friends in stores.

Interviewer:
What is your expectations going forward in your shopping behaviour

65:
I think I might go back to physical, since it does have a social aspect which I like. Also, I think both online and physical stores need a wider selection of sizes, in order to be more inclusive.

9.2.66 Respondent 66

- Country: Spain
- Age group: 30-54

- Gender: Female
- Occupation: Hairdresser
- Education: College

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

66:
Not much, I used to purchase in physical stores and have continued to do so. I have not shopped while the stores were closed, I have just waited for them to open up again.

Interviewer:
How do you prefer to shop for fashion goods?

66:
I prefer to buy in physical stores

Interviewer:
Why do you prefer buying in a physical store?

66:
What I like about physical stores is being able to touch and feel the clothes or item before buying it is a huge help. I think it's nice to be able to buy something in store and take it home right away. It is also a lot easier to return stuff in store, rather than having to send it back.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

66:
I think it will be a lot more enjoyable than it is now, since you have to wear a mask, which can be very hot for a long period of time. Also, the fact that you always have to think about keeping a distance, just takes away the pleasure of going shopping. This keeps me away from going shopping as much right now.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

66:
I think post COVID I will shop a lot more, since as I mentioned it will be more pleasurable.

9.2.67 Respondent 67

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Marketing manager
- Education: Bachelor's degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

67:
Not, in the types of channels I buy my fashion goods in physical stores and continue to do so.

Interviewer:
How do you prefer to shop for fashion goods?

67:
I would choose physical stores over online for sure

Interviewer:
Why do you prefer buying in a physical store?

67:
There are quite a few things I like about physical stores. I like that its super easy to pay and return items. I am able to see and touch the items that I buy. I can do it all at my own pace, if I want to take my time I can, or if I want to run in for a quick t-shirt I can also do that and get it straight away. So it's just super convenient

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

67:
I think it will be a lot more enjoyable. Not having a mask on and everything , but I think that the transition will be quite slow. Therefore, I think that the post COVID-19 will have different phases, and in the first ones, we will probably still need masks and disinfectant in stores.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

67:
I have been holding back a bit because of the pandemic, so I could imagine I will need a bit more when we again are going out as normal.

9.2.68 Respondent 68

- Nationality: Spanish
- Age group: 30-54
- Gender: Female
- Occupation: Secretary
- Education: High school

Interviewer: Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

68: No, I used to purchase in physical stores and continue to do so. I work within the city, and all the buildings next to my office are filled with fashion goods stores, so I find it very easy just to stop by after work and buy what I find. I think that is the main reason why I did not approach onlines stores.

Interviewer: How do you prefer to shop for fashion goods?

68: I prefer to shop in physical stores

Interviewer: Why do you prefer to buy in stores?

68: I want to see the quality of the product, so by me being able to feel and touch the item it gives me a much better idea. Also, I am quite small and petite, so it's a help for me to be able to try it on. So whenever I am buying stuff like jeans or shoes, I always have to buy it in the store, since oftentimes it doesn’t fit me, since I am so small.

Interviewer: How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

68: I think it will all go back to normal… social life, work life, even shopping life!

Interviewer: How do you expect yourself to shop fashion goods post COVID-19?

68: I think it will be the same as before the pandemic, so I expect I will be buying more as there will be more social events, but still in physical stores.’

9.2.69 Respondent 69

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Administrator

- Education: High school

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

69:
I have felt a lot of changes during this time. However, I brought fashion goods online stores before the pandemic and I still do.

Interviewer:
How do you prefer to buy fashion goods?

69:
I prefer online

Interviewer:
Why do you prefer buying online?

69:
I prefer online shopping because I find a much better collection there, it is also a lot easier for me to find what I am looking for. Also, often when I go shopping in stores, they won't have my size in store, which I think they often do online. I find online shopping a lot more inclusive and the selection is much better compared to instores.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

69:
I would like to have thought that during COVID I was going to save but I spent more money than ever online shopping so maybe now I will be spending less.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

69:
Mine will probably stay the same as shops in Spain are not very inclusive so I am used to shopping mostly online, where there are more options in sizes. It is funny how the internet ends up being more inclusive. However, brands could do better in having a better standardization of sizes, sometimes it can be a guessing game trying to figure out which size you are.

9.2.70 Respondent 70

- Nationality: Spanish
- Age group: 30-54
- Gender: Female
- Occupation: PA
- Education: Bachelor’s degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

70:
Yes, I used to purchase in physical stores and now I buy in online stores. I am aware that the shops are open again, but I just find it a little risky with the virus still being out there. I don’t wanna spend 14 days in quarantine..

Interviewer:
How do you prefer to shop for fashion goods?

70:
I do prefer to shop in physical stores

Interviewer:
Why do you prefer buying in a physical store?

70:
The reason why I prefer to buy in stores is because I like to be able to feel the quality of the product first before purchase.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

70:
I think things should go back to normal slowly, in the meantime, less people in the shops, more disinfection…So I think the post COVID-19 life will still be under a lot of COVID influence .

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

70:
I will still shop in the store with more precaution. I would hope there is a good disinfection of the clothing each time someone tries something on.

9.2.71 Respondent 71

- Country: Denmark
- Age group: 30-54
- Gender: Female
- Occupation: Student
- Education: Master’s degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

71:
Yes, I used to purchase in physical stores and now I buy in online stores. I only did this because I didn’t really have much of an option.. The dansih government chose to shut down all non-essential stores, including fashion goods stores and therefore the only option left was online shopping.

Interviewer:
How do you prefer to shop for fashion goods?

71:
I prefer to buy online

Interviewer:
Why do you prefer buying online?

71:
There are a number of reasons why I buy online. I like the wide selection, it's very convenient, it's super quick and the risk of catching COVID is close to none. Also, if you have shopped a bit online before, the company or the computer will remember your personal and card information, which makes it a lot faster. I can literally take less than 5 mins to purchase an item.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

71:
Unchanged- I prefer Online stores still, and I think I still will post COVID-19. I think that in terms of needs I don’t really see a difference of things I would need.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

71:
Unchanged, I like online fashion outlets, for the reasons I mentioned above. So I also expect to buy online, in post COVID. I find that the photo and image always seem nicer than actual products. Sometimes it is a huge letdown as they do not meet expectations, could be a waste of time since I need to return and wait for a refund etc. So maybe I would expect that in the future brands make sure that the product is well represented, that way we don't have to return so often.

9.2.72 Respondent 72

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Hairdresser
- Education: NVQ

Interviewer: Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

72: No not really, I used to purchase in physical stores, and I have not tried online shopping. I don't need new clothing, because there are no gatherings to go to. Everything is paused, and I am not buying new clothes for work. Everything I wear to work, will get stained by the hair color or the products I use on my clients.

Interviewer: How do you prefer to shop for fashion goods?

72: Physical stores

Interviewer: Why do you prefer buying in a physical store?

72: Because I like to feel the products first and see whether I like it.

Interviewer: How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

72: After COVID-19 I will shop more because I will go out more, I will need more outfits to go out and socialize, I guess.

Interviewer: How do you expect yourself to shop fashion goods post COVID-19?

72: I think I will do more in store purchases, as I expect that we will be able to socialize more in the future, I will be able to go to stores with friends or family and have a nice time while shopping. In terms of expectations within the stores, I think that if the stores look too crowded, where people are not respecting their distance, I will probably not go in. I want things to look clean and hygienic, even post COVID-19.

9.2.73 Respondent 73

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: House wife
- Education: High school

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

73:
No, I have always shopped in physical stores, I find it cosy. I have not shopped anything online, not even when all the stores were closed. I have just been waiting patiently for the stores to reopen again.

Interviewer:
How do you prefer to shop for fashion goods?

73:
Physical store, for sure!

73:
It is so much better to be able to feel and touch the fashion goods, rather than looking at them through a screen.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

73:
I can imagine less customers allowed in shops at any time, even when the virus is almost gone. People won’t forget so easily the hygiene rules.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

73:
As and when needed. Maybe I will limit myself a little more.

9.2.74 Respondent 74

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Gym owner
- Education: High school

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

74:
When I think about it, no, I used to purchase in physical stores and still do. I mostly wear my activewear, and then I wear my normal clothing when I go out, but everything has been closed down, so I do not need anything new. I have continued buying in the physical stores, and when they were closed I just did not need anything new.

Interviewer:
How do you prefer to shop for fashion goods?

74:
In physical stores.

Interviewer:
Why do I prefer buying in a physical store?

74:
I do because then you can see the quality with your own eyes and see if you like the fabric.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

74:
I hope it will look the same as it is now, I think that I will continue to purchase the same amount of things as before. I don't think I have ever considered online shopping because here in Spain, the stores were only closed for a brief moment. I know that probably in other countries, the stores were closed for longer, and that may have influenced people more into buying online.

Also, I think that some people started buying more online because they felt like they are safer in relation to the coronavirus. But, I think that as long as in the future, even if the virus is gone, people respect each other, their distance and hygiene, then I don't see a reason why people should be afraid of going to physical shopping.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

74:
Again the same. Return to normality

9.2.75 Respondent 75

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Holiday rental
- Education: Bachelor's degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

75:
Not for me. I have always found it nice to shop in physical stores, and therefore I have never felt any need or interest in approaching online shopping. When the stores were closed, I used the time to search for inspiration for outfits on pinterest, so I knew exactly what to search for when they would open up again.

Interviewer:
How do you prefer to shop for fashion goods?

75:
Physical stores

Interviewer:
Why do you prefer physical stores?

75:
I think what the biggest benefit of buying your fashion goods in store, is the fact that you can touch and feel the products

Interviewer:

How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

75:
I hope and believe everything will go back to normal, and I can restart my shopping behavior again as before.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

75:
I think I will be shopping the same way as I do now, going to the stores and searching for what I like. I found the brands' websites quite disorganized with no actual overview of the things they offer, which was the reason why during the pandemic I was using pinterest to get inspired.

9.2.76 Respondent 76

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Early years practitioner
- Education: Bachelor's degree

Interviewer: Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

76: Yes for sure, I used to purchase in physical stores and now I buy in online stores. I feel more safe when shopping from my living room rather than out there in a store filled with strangers.

Interviewer: How do you prefer to shop for fashion goods?

76: I now actually prefer to buy online

Interviewer: Why do you prefer buying online?

76: I think the main reason as why I prefer online shopping is its wide variety of selection, the conveniences of it and of course right now the low infection risk of COVID

Interviewer: How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

76: Online shopping has really grown on me, so I think I will continue to do so.

Interviewer: How do you expect yourself to shop fashion goods post COVID-19?

76: I think it will stay the same as now, but there is something I would like to say though. The delivery system can be too slow sometimes, which I find quite frustrating to be honest. I think that in the future, post COVID, there will be many people still buying online, so stores need to increase their delivery capabilities in order to be competitive, or else I think people may get upset about it.

9.2.77 Respondent 77

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Personal trainer
- Education: High School

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

77:
I have felt a lot of changes in my personal life, but I have not felt a change in the channels I use to buy my clothes and shoes. I still buy in physical stores

Interviewer:
How do you prefer to shop for fashion goods?

77:
I prefer to buy my fashion goods in the physical stores.

Interviewer:
Why do you prefer buying in a physical store?

77:

I think it's so much better to be able to feel and touch the items. This way you can make sure it's the quality you are looking for and that it fits. I do not mind all the new restrictions too much, as long as I still can go into the stores physically and buy the items, rather than having to buy online. Online stores can be a bit confusing, and on top of it all, if something doesn’t fit I have to return it, which can be quite frustrating and time consuming.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

77:
I think my needs will go back to normal as they were before the pandemic. I still train as I did before and therefore continue to need new gym clothes, and I think this will stay the same even after the pandemic

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

77:
I think I will continue to buy in physical stores since I really like seeing the item first, before I purchase

9.2.78 Respondent 78

- Country: Spain
- Age group: 55+
- Gender: Female
- Occupation: Public business relations
- Education: Highschool

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

78:
I think so, since before the pandemic I brought in physical stores and now I have moved over to online shopping. I believe this is for the best, when being a bit older. I feel stressed when I

have to go outside at these times, I am scared that I might catch the virus and then I wouldn't be able to visit my grandchildren.

Interviewer:
How do you prefer to shop for fashion goods?

78:
I prefer physical stores

Interviewer:
Why do you prefer physical stores?

78:
For me it's all about touching and feeling the products and then I will determine whether I like it.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

78:
I hope we will be able to visit and buy in the shops in the near future, as we used to.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

78:
I will always prefer to buy in the shop, it is so much more organized than online stores. I can see exactly what interests me with a quick look at the store, because of the way the clothes are dispositioned. On the websites this becomes really hard, I have to go through every type of piece of clothing, for example first the jackets, then the jeans… etc, before I see what the whole selection that the brand is offering.

9.2.79 Respondent 79

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Deputy head
- Education: Master's degree

Interviewer:

Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

79:
Yes, I used to purchase in physical stores because I find it enjoyable, but I have changed to buying from online stores. I would like to go back to the shops when the restrictions let us.

Interviewer:
How do you prefer to shop for fashion goods?

79:
I like to buy in physical stores

Interviewer:
Why do you prefer buying in a physical store?

79:
I find a better selection for me in stores, it's easy and comfortable to pay in store and I like I can feel and touch the products. One reason why I do not like online shopping, is that I find it super time consuming to have to fill in my address and billing information. It's too complicated.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

79:
Even though I prefer to buy in physical stores, I believe I will buy more online. I think that brands are evolving that way, and I heard from my friends that have started buying more online that the process is quite simple. So maybe in the future I can consider buying sometimes from online stores, but this is something I am only considering.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

79:
I’d like to be able to go into shops, as I said, I really find it enjoyable. But, a post COVID time is still very uncertain, so I might have to wait a bit longer until I feel very comfortable going to the shops. Also, I think that if the COVID-19 is here to stay for much longer, I would like to see the shops do a better job at maintaining and encouraging people to distance themselves, and using hand sanitizer when entering the stores and leaving the stores.

9.2.80 Respondent 80

- Country: Spain
- Age group: 55 +
- Gender: Female
- Occupation: Retired
- Education: Bachelor’s degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

80:
Yes, I used to purchase in physical stores and now I buy in online stores. Mostly because of the restrictions. To be honest, I was scared in the beginning, but it has been over a year, and I am not scared anymore. I would love to return to the shops, when possible.

Interviewer:
How do you prefer to shop for fashion goods?

80:
I prefer to shop in stores

Interviewer:
Why do you prefer buying in a physical store?

80:
I find there is a wide selection, the payment is easier for me. If I need any help I can always ask someone and the fact that I can feel and touch the items is an advantage

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

80:
Less online and more in shops to be honest. I think that it makes more sense to me. In terms of needs, I don’t see them changing much, maybe in a post COVID world I will still need some hygiene reassurance, since I still feel uncomfortable at times.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

80:
I think I will go to the stores post COVID.

9.2.81 Respondent 81

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Unemployed
- Education: Bachelor's degree

Interviewer:
Have you experienced any significant change during the pandemic?

81:
It has been a difficult time for me, being unemployed, since it makes it even harder to get a job. I have felt very lonely during this time.

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

81:
No, I used to purchase in physical stores and have then not shopped anything when they were closed.

Interviewer:
How do you prefer to buy fashion goods?

81:
In physical stores

Interviewer:
Why do you prefer buying in a physical store?

81:
The fact that I can feel and touch the items is important to me. I also like the whole experience of going shopping and seeing friends. It is something I enjoy doing. Shopping online for me, is just me sitting on my own, spending money. I feel less guilty when I buy in store, since I also see it as a social aspect.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

81:
I think my needs will stay the same. Since I am unemployed, I do not spend a lot of money on fashion goods.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

81:
I will stick to physical stores. I have no desire to change my behaviour or the channel I use when buying fashion goods.

9.2.82 Respondent 82

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Student
- Education: High school

Interviewer:

Have you experienced any significant change during the pandemic?

82:

There have been some changes. I do not go to class anymore, everything is now online. Things have however slowly started to open up.

Interviewer:

Have you experienced any changes in the type of channels you have been using to buy fashion goods?

82:

I have to some degree. Before I bought most of my fashion goods in the physical store, but now I have been buying stuff online. Everything from clothes, makeup and hair products. It is actually very easy and convenient.

Interviewer:

Do you prefer shopping online or in physical stores, when you are buying fashion goods?

82:

If I need to pick one, I would say physical stores, since it is something which is very familiar to me, it's easy and you know what you get.

Interviewer:

What makes you prefer the physical channel?

82:

I have had a few bad experiences with buying stuff online. Either the quality wasn't as nice, the color was not as I expected or it did not fit, which all are things which would not happen if I had bought it in the store and tried it on first. So that is what I really like about physical stores. I never even returned any of the items I bought online that did not fit me, because I have never tried returning anything online before, so I just got lazy.

Interviewer:

How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

82:

I think it could be dangerous if I got too comfortable with buying online, since then it's just too easy to spend money. I would for sure end up overspending and not just buy what I need.

Interviewer:

How do you expect yourself to shop fashion goods post COVID-19?

82:

I think I will keep buying most of my clothes in the store, but maybe just makeup and other standardized items online. So maybe a combination of the two types of stores will fit my lifestyle better. That way for a special item

or something that I really want right away I can go to stores, and other items that I already know how they fit, I can order them online.

9.2.83 Respondent 83

- Country: Spain
- Age Group: 30-54
- Gender: Female
- Occupation: Secretary
- Education: Highschool

Interviewer:

Have you experienced any significant change during the pandemic?

83:

I have, routines have been changed, which has come with a lot of stress and anxiety for the future.

Interviewer:

Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

83:

Yes actually, before I brough pretty much everything in physical stores whereas now I by online

Interviewer:

How do you prefer to shop for fashion goods?

83:

I do prefer to buy in physical stores. It gives me the feeling of actually going shopping, which online shopping does not.

Interviewer:

Why do you prefer buying in a physical store?

83:

The fact that you can touch and feel the product is nice. Furthermore, I think the main reason why I love to go shopping in physical stores is because you can try it on. Which you however still some places have not been allowed to do, which is a bummer.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

83:
I think to some extent it will go back to normal, but I think social distancing is coming to stay. Stores will probably also be limited in the amount of people who can be in there at a time.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

83:
I think the best way would be to both go online shopping and physical. This way we can both support the physical stores, which I really believe need our support during this time, but still also have a lower risk of getting infected by buying some things online. Maybe it would be great if the older generation and the sick could all get used to buying their stuff online, since it decreases their chances of getting sick from the virus.

9.2.84 Respondent 84

- Country: Spain
- Age Group: 30-54
- Gender: Female
- Occupation: Hairdresser
- Education: Highschool

Interviewer:
Have you experienced any significant change during the pandemic?

84:

Yes, a lot has changed since when working as a hairdresser you are at much higher risk of getting infected I believe. We are up close with clients all the time. It makes me consider whether it is worth it for me to go to work and potentially catch the virus.

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

84:
Yes, I used to purchase in physical stores and now I buy in online stores. I think there is no point in running the risk of getting infected, when you can get most stuff online anyway.

Interviewer:
How do you prefer to shop for fashion goods?

84:
I do prefer to buy in physical stores. I really enjoyed it before the pandemic. The whole experience of going out with your girlfriends or even just having me time. It is just not the same online.

Interviewer:
Why do you prefer buying in a physical store?

84:
I like to feel and touch the clothes to see if I like the quality and feel of it. But I am very conscious of this being something which no one should do anymore, since it increases the risk of someone being infected.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

84:

I think I will buy less, because I do not go out as much, so I really do not need it. So I think a lot more about what I buy now.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

84:
I do hope I will go back to shopping in stores, since it is so much nicer than shopping online. When I say nicer, I mean that I can share my experience with my friends, and have a good time with them, instead of doing it alone. But I think it will take a while before I actually go back to shopping in the stores, I think that in a post COVID situation, I will still be careful, mainly in the first months. So I can definitely say that the idea of online shopping doesn't terrify me as much as before, which can be a nice alternative.

9.2.85 Respondent 85

- Country: Denmark
- Age Group: 30-54
- Gender: Male
- Occupation: Pedagogue
- Education: Bachelor's degree

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

85:
No, not really. I was already buying most of my clothes online and I still do the same now. I actually believe a lot of online fashion companies have become a lot better during this time, since the pandemic has given them a little push. I guess it might be because there has come a lot more competition online as well, since so many companies now is online

Interviewer:
How do you prefer to shop for fashion goods?

85:
As I said, I prefer to buy online. Things which were a hassle with buying online before have improved so much. So I find it super easy to return items I do not like or fit. I even sometimes

buy two different sizes to try on at home, knowingly I will have to return one of them, it is just not an issue for me.

Interviewer:
Why do you prefer buying online?

85:
I think there is a massive convenience with buying online, I can shop whenever it fits me. Nowaday the items also get delivered within a few hours, which makes it super easy. Also, most online shops have a chat box down in the corner, so if I did have any questions or needed help, they would actually be able to help me a lot faster than me trying to find someone in the store.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

85:
My life will be largely free of COVID restrictions. The places I expect to be traveling to will also be free of COVID restrictions so obviously expect to be traveling again and to resume a normal life. Nevertheless, I think that some special purchases I will need to buy online. Meaning that if I am looking for something quite specific I can look it up and find it much faster online.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

85:
I think COVID has still carried with it a number of changes to society. But I don't think anyone can even say at this point how it will change how we behave, But I'm quite sure it will change some things. I think this post COVID-19 scenario will begin by the end of this year, so I believe from there I will start using both stores and online stores!

9.2.86 Respondent 86

- Country: Denmark
- Age Group: 30-54
- Gender: Female
- Occupation: Full time mum
- Education: Bachelor’s degree

Interviewer:

Have you experienced any significant change during the pandemic?

86:

Having small children during a pandemic can be very stressful. You get scared of the future for your kids and how this pandemic might affect them. Both in their daily life, but also in the long-term

Interviewer:

Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

86:

I have not felt a big change, since I have continued to shop in physical stores, just as I did pre-pandemic. I do not shop as often as I used to pre-pandemic, so the shutdown of the shops did not really affect me. I just waited for them to reopen if I needed anything.

Interviewer:

How do you prefer to shop for fashion goods?

86:

I prefer shopping in stores. It is also nice to get out, when you have small children, to get some fresh air or if I need a little me time.

Interviewer:

Why do you prefer buying in a physical store?

86:

I like to be able to try on the clothes before I buy it, this way there is a much smaller chance of me having to return it later on, which I very much appreciate. I am also quite sensitive to certain fabrics, so it’s very beneficial for me to be able to feel the clothes first.

Interviewer:

How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

86:

I think I will be shopping less. During the time where we were in lockdown, I really found some of my old forgotten clothes and found a new love for them. This made me realize I have many good pieces of clothes I already had and the fact that I really do not need to buy new clothes every month.

Interviewer:

How do you expect yourself to shop fashion goods post COVID-19?

86:

I think they will stay the same, maybe I will just shop less, or try to purchase second hand in local stores. I feel that private sellers need my support more than anyone else.

9.2.87 Respondent 87

- Country: Spanish
- Age group: 30-54
- Gender: Female
- Occupation: Secretary
- Education: High School

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

87:
Yes, I used to purchase in physical stores and now I buy in online stores. So that has been a shift for me

Interviewer:
How do you prefer to shop for fashion goods?

87:
I still prefer to shop in physical stores. It might be a habit. I am so used to shopping in stores and being able to see the items first, that online stores don’t even appeal to me if I need to try the item on.

Interviewer:
Why do you prefer buying in a physical store?

87:
I think it's very important for me to be able to touch and feel the products before buying it. And trying it on. This way I know how it fits me and if I feel comfortable in the clothes or shoes. Then the chance of me returning it is very small.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

87:
I think I would like it to go back to normal. But I think I need to be able to see that people still practice self distancing. Just so we do not end up where we were before, as this virus is being harder to eradicate than expected.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

87:
I think I will use a mix, since I am still aware there still could be a risk of getting affected. So the things I do not mind not trying on, I will buy online, such as basics. Items that are more important I will still want to go to stores so that I can try them on, and not have to return them if I don’t like them.

9.2.88 Respondent 88

- Country: Spanish
- Age Group: 18-29
- Gender: Female
- Occupation: Social media manager
- Education: Bachelor’s degree

Interviewer:
Have you experienced any significant change during the pandemic?

88:
Of course, I think just like the rest of the world. Uncertain times have been tough

Interviewer:
Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

88:
Yes, I used to purchase in physical stores and now I buy in online stores. This has mainly been due to the many restrictions there has been during multiple periods.

Interviewer:
How do you prefer to shop for fashion goods?

88:
I think I will actually say I prefer to buy online now. The online world has really grown on me during this pandemic.

Interviewer:
Why do you prefer to buy online?

88:
I really like the selection there is online. It's convenient and many shops now have the ability for other customers to leave a review about the specific item, which I believe is a huge help when buying the clothes. It was the restrictions which made me change but now I actually prefer to shop online.

Interviewer:
How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

88:
I think I will continue as I am now, where I buy most online. Also because you often can get a much better price online, compared to in the stores. It ends up being much more convenient for me as well. Also, I do not need more clothes, but it has just become so easy now, because I now buy it online.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

88:
I think it will stay the same as stated earlier.

9.2.89 Respondent 89

- Country: Denmark
- Age Group: 30-54
- Gender: Male
- Occupation: Butcher
- Education: Highschool

Interviewer:

Have you experienced any significant change during the pandemic?

89:

I have. I run my own business, so it has at times been a very stressful time, however we have been able to manage through adapting to the time. Meaning opening up a online shop where customers can buy our products

Interviewer:

Have you experienced any changes in the type of channels you use to buy fashion goods during the pandemic?

89:

No, I work a lot and therefore do not have a lot of time to go shopping physically and I do not really enjoy it to be honest. So I have bought everything online, both before and during the pandemic.

Interviewer:

How do you prefer to shop for fashion goods?

89:

As I said I prefer to buy online

Interviewer:

Why do you prefer buying online?

89:

I think it is super convenient and much easier to find what you need. Instead of running in and out of multiple shops. That can end up being super stressful.

Interviewer:

How do you expect post COVID-19 life to look like in terms of your shopping behaviour and needs?

89:
I normally do not buy a lot, but the need to buy more during the pandemic has been minimal, and I do not buy the same products as I used to. Everything is closed down and the restrictions make it impossible to be social. So I am barely leaving my home, which means that I am barely wearing anything else than my sweatpants. And I think it might stay the same for a while, before I start going out again more, so maybe I will need more social clothes.

Interviewer:
How do you expect yourself to shop fashion goods post COVID-19?

89:
I think it will stay the same, since the online shopping has not been affected in any negative way because of the pandemic.

9.2.90 Respondent 90

- Country: Denmark
- Age group: 18-29
- Gender: Female
- Occupation: Junior position in a mobile games company
- Education: Bachelor's degree

Interviewer
So the first question is, have you experienced any significant change during the pandemic in your life?

90
I would say there's a change in my habits, I feel how I spend my daily life has changed, since not the same things are available now. So I would say during the pandemic I have changed my lifestyle. The stores have been closed, so I have changed from buying physical to more online.

Interviewer
And have you experienced any changes in the type of channels, you have been using to buy fashion goods? Either online or physically.

90

I mean, like before the pandemic, and I still think it's better to shop physically, just because in my case I'm petite, so I need to try clothes on. However, since that's no longer possible, I had to order online much more. But I would also say I'm not buying those as often as I did because I don't see the same need for them. Nevertheless, just in the way I shop, I am using online shopping much more often, and then, I started using mobile apps, rather than the website.

Interviewer

You said that you don't buy as many clothes and fashion goods as before. Do you care to explore a little bit more?

90

I'm not leaving the house for example that much anymore. I'm not going to the office, nor am I not going out or seeing my friends. Also, I'm someone who cares more about comfort. So I have been buying more comfy clothes and less for going out. So if I have that chance to work from home in non office clothes, I am going to do that, and therefore that's already one example where I didn't feel the need to shop anymore. I don't buy as much anymore, and that is because the social activities are down to a minimum, I haven't had the feeling of "oh I need to go buy an outfit for something".

Interviewer

You prefer shopping in a physical store. What makes you prefer a physical store when buying fashion goods?

90

I'm not a big fan of crowds or anything like that but for me, just the fact that I can try the clothes on is a big plus. And also I'm not really the person who likes to return. So for me when I make a purchase, I say to myself "Okay, I'm going to keep this". In that sense, I feel it is much safer when you go and actually see the product, you put it on, you see the color and the fabric, and you decide to purchase and keep it.

Interviewer

Comparing physical and online stores, which characteristics of each channel has an effect on you? You already have explored a little bit of the physical channel, so do you care to explore a little bit of the online channel?

90

Huh, what exactly do you mean when you say characteristics? What do I prefer when I look for a certain app or…?

Interviewer
Yes, so for example, is it the payment, is it the shopping assistance, is it the shopping pace, or the selections, the environment of the design of stores…? What has an effect on you that makes you prefer this one over the other?

90
I think for me, just like with physical stores I would say, if there is a sense of clutter that you get from an app I won't shop in there. I believe it's also due to the way I browse. I like to have everything in sections and defined, so it's easy to find what I want, which becomes a struggle if the shop is not so organized. I feel this is the case with some online stores where you see underwear next to jackets, which creates confusion. However, there are some apps where there is a smooth experience, and I do not have to go through too many steps until I find the product I want, and from there pay for it.

And then there's also yet the payment methods I can see now for example many online shops, you can pay with mobile pay, which is super easy, it's like one swipe, you know, and so I think these are big advances for me

Interviewer
Have you experienced any change in your needs during the pandemic? In other words, analyzing before pandemic and during pandemic, do you see any change in your needs?

90
What I really needed was more pyjamas! As I said, the focus on what type of clothes I'm buying, so the category, has shifted a lot. But, I think it's a good thing because I started prioritizing and organizing what I already have as well. Because before I would find myself shopping a lot and then having 10 things that I wear only once. So this time has kind of made me prioritize and then also especially due to not being able to go in the store, has really made me think twice before ordering.

Interviewer
And in terms of the characteristics that you were just talking about. Do you find that there's been a change in your need from online channels or physical channels during the pandemic? Or have they stayed the same?

90
Since I had to use more apps, I'm looking for a good and clean experience online.

Interviewer
Now we're going to talk a little bit about the post COVID scenario, more relating to the future. How do you expect the post COVID-19 to look like?

90

I think on a personal level, if everything is going to be open again, I'm going to go back to having the same needs as I used to. I still think to some degree, I will prefer shopping physically in the store.

But at the same time, I'm more warmed up to the idea of ordering online. And I also find that many brands have adapted their apps and worked on them even more. So the experience that the customers have when ordering online has gotten better, and therefore I find it in a way, much easier to buy online, and in the end more convenient, of course.

Interviewer
And when do you think a post COVID-19 scenario would start?

90
So in my case I would say that when I'm going back to the office, or when I'm back to the same social activities, overall when all of those things are possible I would say that’s when a post COVID scenario would start. Then, I am quite sure I'm going to start seeing a need in shopping for different things that I'm currently not buying. But it's hard to give a timing to that because it's not up to us.

Interviewer
Do you think you'll need certain things in a physical store for you to go back in a post COVID scenario?

90
If I'm talking about basic items that don't change that much I will keep ordering online, because I will just buy them to replace another basic item. But if I am going for a different style, that is more unique, or for a specific occasion, I would prefer going to the physical store. So in a way, a post COVID scenario will look different to me than before because the physical stores have become more of a place to fulfill special needs, such as unique occasions like a wedding.

Interviewer
What if COVID-19 turned out to be endemic, which means it's like a virus that it's not 100% gone, but remains in our lives for example like the flu. Will your answers from before stay the same, or would you like to change anything in your answers?

90
I would not change anything, no.

Interviewer
Okay, so you would still seek to go physically shopping, even though there might be outbreaks?

90

I think the stores have been now open for one month, and I haven't been even in them yet, so basically I have been ordering online because I still prefer to do that. And I think it has a lot to do with the fact that there are still outbreaks, so of course I also take social responsibility and take care of my loved ones.

But if the situation would be more like it was last summer, with very low cases, and at the same time people will learn how to live with it and be conscious about it, I would seek to shop physically.

Interviewer
Do you think that your country and its restrictions have had any influence on your answers?

90
Yes, I mean it’s the environment. I have gotten used to it in the past year and a half right so, of course.

Interviewer
And do you believe that your answers would have been different if you were in another age group? So, if these questions were answered by an older person for example in their 30 years old or 50 years old.

90
I think so. But if we're only looking at Denmark specifically, I don't think so much because people here are very technologically literate, which makes me think they wouldn't be so different to some extent.

Interviewer
What if they were another gender?

90
It's hard to say. I think it comes down to personal preference and personal needs. Generally, maybe men may shop less, but maybe they shop in the same way as we do.

9.2.91 Respondent 91

- Country: Denmark
- Age: 18-29
- Gender Female
- Occupation: Assistant store manager at Tiger of Sweden (Fashion/retail)
- Education: Bachelor EBA

Interviewer:

Have you experienced any significant change during the pandemic?

91:
The biggest change I have seen/had personally is my use of facemask - I use it when I go grocery shopping, shop for clothes, when I take the train to work, and sometimes when I work and furthermore, my use of hand sanitizer has exploded, haha. I use hand sanitizer every day at work and way too much of it, so much that my hands are dry 24/7. Furthermore, I have experienced a lot of changes during the pandemic at my workplace (fashion/retail store). We have lost a huge amount of customers and we have also sadly been forced to fire people due to the pandemic. We have lost a lot of customers due to people not wanting to meet other people in real life but on the other hand it has increased our online sale a lot. So if I'm looking at it from the company's perspective it has increased our online sales but looking at it from a personal point of view and working within the physical stores and meeting our customers in real life/personally, I am really sad to see how much it has affected our customer flow and daily sales within the stores.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

91:
Now that I work at Tiger of Sweden I mostly wear my uniforms on a daily basis and I work in Sweden where there has been a lower amount of restrictions, so I have been able to shop clothes within the different fashion stores. So I don't feel like I have changed my type of channels where I buy fashion goods but I feel like this pandemic has made me more open to buying fashion goods online. Mostly I like trying on the clothes and seeing the clothes in real life before I buy it. I think the change is to found in the type of fashion goods I have bought before the pandemic and during the pandemic. Before I bought a lot of clothes for going out and dinner parties, but now I only buy clothes for my work uniform at Tiger of Sweden, and comfy clothes to wear as soon as I get home.

Interviewer:
Do you prefer shopping online or in physical stores, when you are buying fashion goods?

91:

I prefer shopping in physical stores because I love to try everything on and I'm quite specific about the fit and I kind of hate having to return the clothes. I know that it is quite easy to ship clothing items back that I have bought online but I'm not the biggest fan of having to go to a specific shop to ship everything back etc. I know it is a bad argument but I'm a bigger fan of shopping in physical stores.

Interviewer:

Which characteristics of each channel has an affect on you?

91:

I would say touching the products and help and assistance when being in the physical stores is quite important to me. Because when I have seen and touched the products I KNOW what I get I know how it feels and how it fits me.

Interviewer:

Have you experienced any change in your needs during the pandemic?

91:

I don't feel like I have experienced any changes in my needs. Because even though there have been all these restrictions in Denmark I have been able to buy mostly everything in Sweden in the physical stores. I have considered buying my groceries online like at nemlig.com but I haven't changed it yet because I still buy my groceries in the physical stores. So when focusing on my needs towards clothing, then I would say that I haven't made any changes during this pandemic.

Interviewer:

How do you expect the post COVID-19 to look like?

91:

I think that online shopping in both fashion, groceries and anything else are going to keep increasing. I believe that during this pandemic people have understood how easy it is to shop online (even though I haven't changed my own habits and needs) and people are going to keep on shopping like this. I know that it has already had a huge impact on the physical stores, so I don't hope that it will happen but I'm afraid that it is going to end with most of the physical stores closing and people mostly shopping online.

Interviewer:
When do you think a post COVID-19 scenario will start?

91:
I think a post COVID-19 scenario where we will be back to an almost "normal" life will be somewhere in 2023. I believe that when everybody has revived the vaccine we will slowly be going back to a more normal daily life, but it will take some time for us to be back to 100%, if you know what I mean? Or actually I don't think it will ever be the same again. I believe that we will forever be using face masks and hand sanitizers more than we did before COVID. I think the stores will have to keep providing these things to their cutsomers. But I also think that in the future COVID will be a normal flu that you can get like the flu we get every year. It will just end up being a normal flu like any other flu, but we will never go back to how it was before COVID. We have more knowledge about bacteria, flu etc and I think that we will always have more focus on bacteria etc wherever we go and in whatever we do. But it will just be the normal daily life after COVID. But who knows?

Interviewer:
With the previous questions in mind, do you expect your needs to change?

91:
I do believe that my needs will change, yes. I think I will be even more open to shopping online but I don't think that I will ever shop everything online because I know that I like to touch and try on clothes before I buy it. But I think I will be more willing to shop my clothes online after I have seen how easy it is and how much for example my sisters shop online and they usually buy some nice and pretty clothes. I just have to convince myself more that I will buy the right size and fit etc.

Interviewer:

Regarding the fashion goods channels, do you think you will continue to prefer X channel?

91:

Yes, as mentioned earlier, I still believe that I will continue to prefer shopping in the physical stores but I know it is because I want to be sure that I get the right size and fit and color of whatever it is that I want to buy. I really like the feeling of knowing that I bought the right thing and that I know I don't have to return it. I like to try my clothes on and be able to receive the service and help I need in that specific moment I am in the physical store. For me it is more luxurious to be able to try it on and try different sizes and know that I like the material etc. Knowing that I really like the fit and size of the clothes I have bought makes me more sure of my choice and I know that I will use it and it won't be something that I will never use.

Interviewer:

One last thing, do you think that your country and its restrictions have had any influence on your answers?

91:

It has probably had some type of influence on my answers but because I have also been able to see how they have handled COVID in Sweden(by me living and working there during COVID), with fewer or milder restrictions compared to Denmark and me being able to work everyday with human contact to customer (of course with distance) - then I don't think that it has had such a large influence on my answers. Of course I know it has had some kind of impact but I can't say what specific thing or specific thought it has impacted. But all in all I would believe that it hasn't had the biggest impact on my answers even though I know it has.

Interviewer:

Do you believe that your answers would have been different if

a. you were in another age group (age groups: 18-29 / 30-54 / 55+)

91:

I think my answers would have been different if I was older than what I am now. I would maybe look at online shopping in a different way and not be as open to it as I am. But on the other hand I could maybe be more afraid of COVID than what I am now and then I wouldn't want to shop as much in the physical stores.

b. If you were another gender

91:

If I was the same age and a male I don’t think my answers would be different, I think my way of thinking is due to my age and what technology etc. I grew up with and not my gender.

9.2.92 Respondent 92

- Country: Denmark
- Age group: 18-29
- Gender: Male
- Occupation: Policy Officer in the Danish Ministry of Foreign Affairs
- Education: Master’s degree

Interviewer:
Have you experienced any change during the pandemic towards your general life?

92:
Yes, a massive change. I have been restricted in my working life, because I'm working from home. Also in my social life, because it's not possible to have as many physical contacts, as I did before the pandemic. I have been confined to my home, so I don't go out as much with friends as I did before from cultural events to bars to restaurants, that's no longer possible. But I have maintained social context on the phone and by calling my friends instead.

Interviewer:
And have you experienced any changes in the type of channels you have been using to buy fashion goods? As in, for example, clothing, shoes and cosmetics.

92:
I think I was already buying fashion goods online so I don't think that has changed very much. I have already moved online. So in that area, I haven't experienced a big change.

Interviewer:
Have you felt a change in the needs of your online purchases in terms of fashion goods?

92:
What do you mean?

Interviewer:

Have you felt any change or do you think, just like your purchasing was already online, it stayed the same?

92:
It stayed the same.

Interviewer:
So what makes you prefer the online channel?

92:
Because I can look at fashion clothes at any time I want to. I don't have to go to a store during its opening hours, and I can go to many different stores in the matter of a short period of time because I can simply just browse to the next web store without having to physically go there from store to store in the city. Now, I do sometimes go to physical stores in the city. But it's rare, so I don't think that there is overall a big change in that, in going to physical stores.

Interviewer:
So, what would you say are the characteristics of each type of store that has an effect on you. What would make you compare online, and physical stores. What are the major differences for you?

92:
The major difference is that in online stores, it's much easier for me to compare and to, if I find something I like, to compare quickly across different stores to see if they have the same item at the same price, at the same color. That's not possible in a physical store: I cannot bring the shirt that I want to see if it's the same color to a different store because then the police would be called. Also, shopping assistance is important, but not for all kinds of clothes. I would say for shoes in a shoe store, I would like an assistant because it's a type of item that requires for me at least, someone helping me as a store assistant, but for many other clothes, I'd rather simply buy them online, and return them with free shipping or free returns.

Interviewer:
What about cosmetics or jewelry, do you feel the same as shoes or clothes?

92:
I guess I feel the same as with the clothes in general, not the same issues.

Interviewer:
Now, regarding your expectations towards the future. How do you expect the COVID-19 scenario to look like? And when do you think a post COVID-19 scenario will start?

92:

I think that towards the end of this year. My life will be largely free of COVID restrictions. The places I expect to be traveling to will also be free of COVID restrictions so obviously expect to be traveling again and to resume a normal life. I think COVID has still carried with it a number of changes to society. But I don't think anyone can even say at this point how it will change how we behave, But I'm quite sure it will change some things.

Interviewer:
So, with your previous answer in mind. Do you expect your needs, towards online and physical stores to change in terms of their characteristics that you pointed out in a post COVID-19 scenario?

92:
I expect online shops to become more user friendly. There are some that are quite easy to use, but I expect that to be improved on I guess. I have been starting to buy groceries online, which I did not do before the pandemic. And I think the one of the reasons why I didn't do it was because I had the impression that it would be a difficult exercise, getting all the groceries I wanted, but the pandemic, and my experience with online grocery shopping has been good, I've been able to find all the items I needed, and for a decent price.

Interviewer:
What about physical stores? Do you believe you need any other characteristic for you to go more often in the scenario that you just described?

92:
It's difficult to answer this question, generally.

Interviewer:
Alright, let's move on. So in the first question I asked you how do you expect post COVID-19 to look like. But what if COVID turned out to be endemic, which means it's a disease that is not cured but remains within our lives, like the flu. Do you think your answers from before would be the same? So, if this was the scenario you had in mind, would your needs towards fashion goods stores have any change?

92:
I think I would still shop online. I think if society continued this way, I would be even less likely to shop for seasonal fashion, because I wouldn't be using as many clothes outside as I would in a post COVID situation. So I think my general need for new fashion goods would decrease. Regarding shoes, I even bought one or two pairs during the pandemic online. So it's not something I'm completely against, but I prefer having them in a store where I can try multiple pairs and multiple sizes right after each other. So that's a limitation for shoes online. For now, I only try one size of a pair of a specific type of shoe, and then send it back if it doesn't fit, but perhaps I will become better at it; or the brands will become more aligned so that it's

easier for me to choose the right size and the right fit right away instead of having to size up the shoes in the store. I think they can improve.

Interviewer:
Okay, now we're going to talk a little bit about the rules that have been imposed in Denmark. Do you think that Denmark, and its restrictions have had any influence on your previous answers?

92:
Yeah, so obviously the first couple of questions were about my general situation, of course that has influenced it. I don't think in terms of my needs, there has been an immediate change but it has been something so gradual I don't think about it. Perhaps there has been some change, but that could also be due to other factors than the pandemic so I don't think it has had a major effect in terms of my needs. However, at the same time, it has opened my eyes to different perspectives.

Interviewer:
Do you believe that your answers would have been different if you were in another age group. For example, if you were above 30 Or if you were above 55 years old.

92:
I don't see why they would be different. No.

Interviewer:
And what if you were another gender.

92:
No, I don't see why it would be different.

9.2.93 Respondent 93

- Country: Danish
- Age group: 30-54
- Gender: Male
- Occupation: Chemical engineer
- Education: Master’s degree

Interviewer:

Have you experienced any significant change during the pandemic?

93
No really, even though I couldn’t really go out and socialize much, I didn’t feel a huge impact. I was already a person that liked to be more at home anyways.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

93
Not at all. I haven't been shopping much anyways, so I have been using the physical shops but only when strictly necessary.

Interviewer:

Do you prefer shopping online or in physical stores, when you are buying fashion goods? Why?

93:
I would not say I have a huge preference. I can order online if I want to, or go to stores. What I really like about physical stores is that I can see how the product looks during daylight. On web stores I am quite limited to the pictures I am provided with. So at the end of the day I would say I would prefer physical stores. I think what really boils it down to is the fact in physical stores I can see and touch the products, I can try them on and immediately take them home if I like them. In online shops I have to guess if it looks good on me, wait for it to be delivered at home, and only then try it on and decide if I want to keep it.

Interviewer:
Have you experienced any change in your needs during the pandemic?

93
As I said before, I haven’t shopped much since the pandemic has started. I am not a big consumer, and I only buy when I really need something. For example, when my shoes or jeans are getting too old, or the color of my sweaters is fading away. So it’s true that due to the pandemic I may have had to shop less because I didn’t use my “going out” clothes as much.

Interviewer:
How do you expect the post COVID-19 to look like? When do you think a post COVID-19 scenario will start?

93

I would say a post COVID scenario will begin about the end of the current year, I think people will start to go out more, due to nostalgic and relief feelings. So I don't think they will behave like they used to in the pre COVID era, but they will try to do as much as possible resembling that time.

<u>Interviewer:</u>

With the previous questions in mind, do you expect your needs to change?

93
I think my needs might change. I haven't been buying much at all this past year, but taking into consideration that things are slowly opening up, I might need to invest a bit more on clothes and shoes than before. I also think that seeing how physical stores have been quite busy since they opened up last month, I believe that if I really need something I might change my shopping method to online shopping, at least until stores aren't tremendously full as they are now. So it ends up being a mix of different reasons that make me think that my needs might change, mainly if people keep behaving like now.

<u>Interviewer:</u>

Do you remember one of the first questions I asked you: "How do you expect post COVID-19 to look like?".

What if COVID-19 turned out to be an endemic which means/defines as,

a disease is not cured, but remains within our lives like the flu.?

i. <u>Will your answers from before stay the same? Or would you like to change anything?</u>

93
Human beings have shown the capacity to adapt and overcome any situation. As they have been doing until now, I think people will continue to adapt and come up with new solutions even if the scenario will resemble an endemic.

Interviewer:
Do you think that your country and its restrictions have had any influence on your answers?

93:
No, not really.

Interviewer:

Do you believe that your answers would have been different if you were in another age group? And gender?

93
I am not very sure. I think it comes down to personal preferences more than anything. Of course if the person is comfortable with technology, it might make things easier to interchange between physical and online channels. So, maybe people who are less comfortable with technology will have a harder time switching purchasing channels with frequency, and might just rely fully on physical channels. It's true that these people might belong to the older generations, but I couldn't say for sure, as I actually know my mother purchases quite ofen online, and she is in the older generation.

9.2.94 Respondent 94

- Country: Denmark
- Age group: 55+
- Gender: Female
- Occupation: Accountant
- Education: High School

Interviewer:
Have you experienced any significant change during the pandemic?

94:
A lot of things have changed. I have only worked from home in a short period, but things have changed. Having meetings with social distancing and we do not eat together anymore. I don't see my friends as much any more. We can not go out and eat. So that has changed. However work has continued so for me I have not had more time, as some of my friends.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

94:
I have not had the same need at all. So I have almost not bought anything last year. Well at least not the last 3 months. I normally buy from physical stores, but have started a little more online due to the lockdown. I have always bought a little bit online, but prefer to buy in

physical stores. When I buy for other people I can buy online, because they tell me size and everything. But when I buy for myself, I prefer to buy in stores since I want to try it on. See the quality. The good thing about online, is that you can sit in the comfort of your own home and buy the stuff. Since I am not seeing friends and going out, I feel like I do not need anything new.

Interviewer:
How do you expect the post COVID-19 to look like?
When do you think a post COVID-19 scenario will start?

94:
This pandemic has changed my mind with a lot of stuff. We do not shake hands, give hugs or anything. I even look at people and think, wow they sit close they might end up affecting each other. I have found myself being so aware of getting close to people, it's very scary. I am scared that maybe it won't go back to normal. It scares me what kind of life my kids and grandkids will have. It probably never ends. I believe at least a year will pass, before a normal life is back.

Interviewer:
Do you remember one of the first questions I asked you: “How do you expect post COVID-19 to look like?”.

What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu.?

i. <u>Will your answers from before stay the same? Or would you like to change anything?</u>

94:
No, I think my answers will be the same. I have never been scared of getting the virus. So I do not think I will change the way I buy clothes because of the pandemic. I would maybe begin to buy more online but it is not because of the virus.. I like to go to shops and find good offers.

Interviewer:

One last thing, do you think that your country and its restrictions have had any influence on your answers?

94:
Not really, again because I actually like to go shopping. So buying stuff online does not give me the same pleasure.

Interviewer: Do you believe that your answers would have been different if

a. you were in another age group (age group x, y, æ)
b. If you were another gender

94::

Yes, because I don't think most men like to go shopping, so it's easier for him to do it online. I think where I am in my life right now, I am not going out as much. So I just do not have the need to buy more stuff. I do buy nice clothes for work, so when I will stop working, I might buy less clothes. I believe if I was younger I might find it easier to buy online.

9.2.95 Respondent 95

95

- Country: Denmark
- Age: 55+
- Gender Male
- Occupation: Sales/marketing-agent
- Education: Graphic designer

Interviewer:
Have you experienced any significant change during the pandemic?

95:

Yes, I have experienced a change. I think we all have due to risk perception and restrictions. Regarding fashion goods, I have experienced a change too. I have moved all my purchases of shoes and clothing etc. away from physical channels to online channels.

Interviewer:

Have you experienced any changes in the type of channels you have been using to buy fashion goods?

95:
I have increased my purchases in e-commerce significantly. Before I used to shop in physical stores, but since the pandemic began I have started online shopping more, so I would not get infected by the virus.

Interviewer:
Do you prefer shopping online or in physical stores, when you are buying fashion goods?

95
I prefer physical stores, but during the pandemic I have shifted to e-commerce. However, I like that I am able to try on the items in the physical store immediately and make a decision there. I do not have to conduct any other actions, like returning anything. I prefer being able to touch and feel the product and determine the quality immediately.

Interviewer:
Which characteristics of each channel have an affect on you?

95:
E-commerce provides you with a huge variety of products, but you are lacking the feeling of the quality of the fabric or metal etc. At the same time I have experiences that the sizes can differ a lot depending on which country you are shopping from. Another example of country effect can be high end fashion clothes from the UK versus Germany. The clothes often appear cheaper from the UK, until you reach the last step before purchase and see the delivery costs. I often experience that I lack some transparency when shopping online. However, I have noticed that I am more likely to shop online, when compared to others in my age group. Maybe it is because I was educated in graphic design and therefore have spent more time with digital media, I don't know... But I think it could be, just like younger generations, digitalization has just always been a part of my daily life.

Interviewer:

Have you experienced any change in your needs during the pandemic?

95:

Well yes. My wife is more afraid of the virus than I. We have a daughter who is in the high risk group, and therefore we have changed our needs a little bit. Before the pandemic, I never considered if it was ‘safe’ to shop in physical stores or whether it would be too crowded. I have never thought about risk perception, or that I need the stores to provide and act as some kind of safety guidance. So I have been shopping online more, despite the fact that I prefer physical stores. I think when you shop physically, you are able to meet and greet the local faces. I live in a small town, where everybody knows each other. I like to plan my shopping trips ahead, so I can make a trip out of it with my wife. It could be a small vacation over the weekend in Flensburg or Hamburg, but it can also be a day trip to Copenhagen.

Interviewer:

How do you expect the post COVID-19 to look like?

95:

I expect that we will return to a state which looks to some extent similar to what we had before. I believe that the increase in e-commerce will be the new status quo, and that it won’t decrease to the consumption state before the pandemic.

Interviewer:

When do you think a post COVID-19 scenario will start?

95:

I think post COVID-19 will begin around autumn 2021.

Interviewer:

With the previous questions in mind, do you expect your needs to change?

95:

No, I don’t expect my needs to change.

Interviewer:

Regarding the fashion goods channels, do you think you will continue to prefer X channel?

95:

I think that I will continue my consumer habits and norms without any changes.

Interviewer:

Do you remember one of the first questions I asked you: “How do you expect post COVID-19 to look like?”. *What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu.?*

Will your answers from before stay the same? Or would you like to change anything?

95:

I still think that an endemic would look similar to before the pandemic, just with more precautions and new rules regarding travels. I think we will to some extent gain a perceived normal daily life. An endemic could be just like the flu, and we all live a perfectly normal life knowing that we are in the risk of getting that. So my answers will stay the same.

Interviewer:

One last thing, do you think that your country and its restrictions have had any influence on your answers?

95:

No. Believe that Denmark has reacted as the rest of Europe to some extent.

Interviewer:

But what if you weren’t living in europe? Would you expect that the restrictions will have changed your answers then?

95:

Well yes. If I did not live in a country where the government has taken so many precautions in order to contaminate the virus, like for an example India.. Then I would have changed my answers completely.

I think that my behavior and consumer behavior would have been completely different. I wouldn’t have had any desire to leave my house if I was living in India. I think this is due to my danish mindset, and because I feel that Denmark and Europe have been better at taking actions in this pandemic. I feel more safe here, because the government has encouraged these precautions and emphasized the importance of showing consideration to one another. Based on this, I think that I would have reacted differently if I were to live in a less developed country or a country with worse conditions. My need of returning to my old shopping habits in physical stores would simply not have been of existence. For me, the security and feeling of safety is higher in Europe and I have greater confidence and trust towards the formal institutions here.

Interviewer:

Do you believe that your answers would have been different if

a. you were in another age group (age groups: **18-29 / 30-54** / 55+)
b. If you were another gender

95:

In the age group of 18-29 I could imagine that e-commerce is more common compared to the other two age groups. I think they would remain in and continue their patterns. I am splitted in half in the second age group of 30-54, mostly because I know that there would be more in this group who are better and more used to e.commerce compared to the older one. However, I also believe that there probably would be some who are worse than me too and maybe even a little concerned or scared of it.

I do not believe that gender would change anything in my answers.

9.2.96 Respondent 96

- Country: Denmark
- Age: 18-29
- Gender: Female
- Occupation: Psychologist
- Education: Educated psychologist - cand.psych.

Interviewer:

Have you experienced any significant change during the pandemic?

96: Yes one social life has been paused - Especially in the beginning of the epidemic. You were suddenly not able to meet over a cup of coffee or just in the city over a beer as you were earlier. All hobbies and other social activities are not possible at the moment, like yoga and fitness. Additionally, one must constantly think about who they see and schedule a test before meeting up. Or just a test regularly in general.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

96: No not really. So before the pandemic, I also shopped a lot online, which I also did during the pandemic. However, I do not shop in stores at the moment, even though they are open, because I do not think it's nice to shop when you have to wear a facial mask and because I do not see it as a necessity for me to go to stores and shop, so therefore, I think it is more “corona-safe” not to go to physical stores and shops where you are at risk of becoming infected.

Interviewer:
Do you prefer shopping online or in physical stores, when you are buying fashion goods?

96: If I am looking for something more specific I prefer to do it online, because it is easy to get an overview of the selection and whether it is in the same size and then there are often many brands to choose from on a website. Then you do not have to go to many different stores to look. But if I'm not looking for something specific and just want to have fun, then I prefer to shop in physical stores.

Interviewer:
Which characteristics of each channel has an affect on you?

96: The fact that you can see the clothes properly and quickly try on the products before you buy them, is something that attracts me when it comes to shopping in physical stores. However, I think it can be time consuming to go to physical stores and you risk standing in a cue. What I like about online shopping is that you quickly get an overview and you do not have to look for whether the item you like is in your size. It is also nice to be able to try it at home in peace and quiet.

Interviewer:
Have you experienced any change in your needs during the pandemic?

96: Not as such. There has probably been a little less spontaneous shopping, which can occur when you just walk through the pedestrian zone to shop. Online you have to decide to a greater extent that you want to shop. But I do not immediately think that I have bought significantly smaller quantities of clothes and maybe more comfy clothes.

Interviewer:
How do you expect the post COVID-19 to look like?

96: I hope and expect that it will be very reminiscent of the time before, where you do not have to be tested all the time and do not use a bandage when you go inside. However, I have an expectation and a hope that we have become more aware of hygiene and cleaner environments, and it would be lovely if one continued to be able to spruce up hands when going in and out of a store.

Interviewer:
When do you think a post COVID-19 scenario will start?

96: It depends on what you define as post COVID-19. But for me it is when things are opened up, one does not have to be tested all the time, there is no assembly limit and we do not have to wear mouthpieces inside the public. I think it happens when everyone is vaccinated, which I think is probably in September 2021. If you think that post COVID-19 is that things will be exactly as before COVID-19 came to Denmark, then I do not think it will happen. We have had a different society with different rules and a different culture for over a year already, and it must also have an impact on the future.

Interviewer:
With the previous questions in mind, do you expect your needs to change?

96: No, I don’t expect my needs to change.

Interviewer:
Regarding the fashion goods channels, do you think you will continue to prefer X channel?

96: Yes, I think I will probably also have a little less physical shopping in the future, as I have got a job and therefore have less time and surplus to go in the pedestrian zone and look at clothes.

Interviewer:
Do you remember one of the first questions I asked you: “How do you expect post COVID-19 to look like?”. *What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu.?*
Will your answers from before stay the same? Or would you like to change anything?

96: No, I do not want to change anything. Society has already started to change up and I do not see us coming back to a full shutdown. and as I wrote, I do not think society will be 100% as it was before COVID-19

Interviewer:
One last thing, do you think that your country and its restrictions have had any influence on your answers?

96: Yes a little. So I might have shopped a bit more in physical stores if there weren't all those restrictions. but as described, I also shopped a lot online before COVID-19, so that is not the big change that has happened.

Interviewer:
But what if you weren’t living in europe? Would you expect that the restrictions will have changed your answers then?

96: I think that other restrictions would change my answers, but a different culture could have changed my answers too.

Interviewer:
Do you believe that your answers would have been different if

a. you were in another age group (age groups: 18-29 / 30-54 / 55+)
b. If you were another gender

96: Yes to both perspectives.

9.2.97 Respondent 97

- Country: Denmark
- Age: 55+
- Gender: Female
- Occupation: Retired
- Education: Elementary school

Interviewer:
Have you experienced any significant change during the pandemic?

97:
Oh yes. I don't go grocery shopping that often anymore due to the corona-virus and the risk of getting it. I'm always wearing a pair of gloves. When I'm inside the shop, I always attempt to do my best to keep my distance from others, and I really do believe that people in my area are really good at doing the same! The other shoppers are aware of social distancing, and they are so kind to respect the distance that the government has suggested. It is also a huge supermarket, so it makes it a little easier for us shoppers. I perceive my shopping experience as a customer in a physical supermarket to be extremely easy and convenient, even though there is an ongoing pandemic. We, me and my husband, have actually been able to somewhat keep our existing patterns of shopping and still get everything we need.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

97:
No, no… I am indeed afraid that I will catch the virus, because I am 86 years old and my husband is 89 years old. We are diagnosed with heart problems and diabetes, so we are to be found in the highest risk group. However, I have only shopped online once, and it actually went fine despite my stress and anxiety of all the stuff that could go wrong. I stay home for most of the time. But I will never try it again, I am still buying fashion goods in the physical stores. I mean, it is only me and Harald, but we have stayed to ourselves and kept our distance when we

are shopping. I miss going out shopping more in physical stores. But it is fine, we are able to keep ourselves busy.

Interviewer:
Do you prefer shopping online or in physical stores, when you are buying fashion goods?

97:
I only shop for fashion goods in physical stores.

Interviewer:
Which characteristics of each channel has an affect on you? (being able to touch the products, information about measurements, help and assistance, Payments, amount of steps/time/ease (customer journey), convenience, selections, environment/design/layout)

97:
I prefer physical stores because I don't know how to buy online, and I don't really have any interest in learning it. I don't think that any of my friends have ordered anything online, they are old too hahaha and we don't know how to. We have this little fear of doing something wrong, which might seem oblivious to anyone else who is younger. I know that some of my friends have their children shopping for them, but also in physical stories. This is people who already are weak, who have cancer or other diseases making them too weak to shop or too scared to do it themselves due to the virus. I prefer physical shopping because of all the characteristics but based on the security aspect of it. I would not have any idea of a product from just seeing a picture of it, I need to feel it in my hands.

Interviewer:
Have you experienced any change in your needs during the pandemic?

97:
No.. not really. I have maybe gained a new need for safety and distance. I am scared of the places where the risk is high of getting infected, and I believe that I would avoid this by shifting to the online channel, but since I am unfamiliar with that channel I prefer the physical channel despite the risk perception.

Interviewer:
How do you expect the post COVID-19 to look like?

97:
Oh my. I hope to return to the old normal. But as a person who witnessed the war and many other changes throughout my years, I understand that we are in constant change. We will not return to the past, the only post COVID-19 scenario is the future, and who am I to tell what it looks like? I only hope for future generations, that it is full of love and peace. No matter what, we will be able to adapt and find the 'new normal' in an otherwise different daily life.

Interviewer:
When do you think a post COVID-19 scenario will start?

97:
I hope that the restrictions will slowly fade away over the summer, and that we can interact with each other again. Me and Harald miss going to our activities as the fitness center and our walks with the neighbors.

Interviewer:
With the previous questions in mind, do you expect your needs to change?

97:
I think that I am too old to change haha. No, I expect my needs to change, they do all the time. But I can hardly imagine what elements that might occur which I will need. No one knew that they were gonna have preferences in needs for safety in terms of risk perception or even the elements of digitalization before it arrived. I expect all needs to change, because the world is going through a huge change.

Interviewer:
Regarding the fashion goods channels, do you think you will continue to prefer X channel?

97:

Yes.

Interviewer:

Do you remember one of the first questions I asked you: “How do you expect post COVID-19 to look like?”. *What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu.?*

Will your answers from before stay the same? Or would you like to change anything?

97:

I would state the same. I believe that would happen.

Interviewer:

One last thing, do you think that your country and its restrictions have had any influence on your answers?

97:

Yes. Imagine if we were living in another country where the conditions were worse or a country with institutions where the reliability was very low. Oh yes, then my answers would have been affected.

Interviewer:

Do you believe that your answers would have been different if

a. you were in another age group (age groups: 18-29 / 30-54 / 55+)
b. If you were another gender

97:

I believe so. I think all the people younger than me are more bright on the technology thingy, and therefore they would be more likely to shift channels and maybe even stay there after the pandemic. I think they would have stayed the same if I was a man.

9.2.98 Respondent 98

- Country: Denmark
- Age: 18-29
- Gender: Female

- Occupation: Student
- Education: Cand. Merc

Interviewer:

Have you experienced any significant change during the pandemic?

98:

Yes, definitely. Before the pandemic I'd go out to eat, drink, go to concerts and travel somewhat regularly, but that's not really an option right now.

Interviewer:

Have you experienced any changes in the type of channels you have been using to buy fashion goods?

98:

Yeah, before the pandemic I would mostly buy clothes at physical locations and only order some very specific items, but due to restrictions in Denmark that was not a option. For example workout clothes from my favourite brands or clothes I could not find in physical stores but really wanted to have. Since the pandemic started I only bought clothes or any other fashion items online. On the other hand, I also bought way less goods, mostly because there is much less reason to dress up now.

Interviewer:

Do you prefer shopping online or in physical stores, when you are buying fashion goods?

98:

I think both have their advantages, I like how when shopping online I get way more time to think about buying an item and I get to compare it to many others. But overall I'd have to say I prefer shopping in person, it's much more fun, I can see how the clothes look on me immediately and I can enjoy them on the same day.

Interviewer:

Which characteristics of each channel has an affect on you?

98:

Definitely the biggest factors for me are the ability to touch the products, convenience and selection. The first two factors are definitely why I prefer to shop in person, and the last one is why I often end up shopping online anyway.

Interviewer:

Have you experienced any change in your needs during the pandemic?

98:

Yes, definitely. I have much less need to buy clothes I'd go out in, but I definitely bought more nice at-home outfits and workout clothes than any other year. My needs in regards to entertainment also changed a fair bit, before I used to go out or travel, but now as it is not an option I rely on streaming and gaming subscriptions more than before.

Interviewer:

How do you expect the post COVID-19 to look like?

98:

I think in a big part things will go back to normal, but I expect some changes to stick. For example, I think the disinfectant gel at the entrance to every store is a change that won't go away after the pandemic. I think it may also be a bit more common for people to wear masks afterwards and maybe be a bit conscious about touching items, standing close to others and other behaviours like that.

Interviewer:

When do you think a post COVID-19 scenario will start?

98:

I honestly have no idea - I hope it will be done by the end of the summer, when more people are vaccinated. But realistically there is always a chance something will go wrong so I'm trying to not get my hopes up to avoid getting disappointed.

Interviewer:

With the previous questions in mind, do you expect your needs to change?

98:
Yes! I think they will pretty much go back to the previous state, as they are all just forced by staying at home more.

Interviewer:
Regarding the fashion goods channels, do you think you will continue to prefer X channel?

98:
Probably yes. I definitely appreciated the convenience and ability to choose the goods in a smarter way when it comes to online shopping, but I still think shopping in physical stores is more fun. Probably even more so now, when I haven't done it in such a long time!

Interviewer:
Do you remember one of the first questions I asked you: "How do you expect post COVID-19 to look like?". *What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu.?*
Will your answers from before stay the same? Or would you like to change anything?

98:
I think I'd have to re-evaluate my approach to how careful I am - now I'm trying to avoid being in situations where I could make myself or anyone else sick as much as possible, even if it is allowed within the restrictions. But even after a year this approach is very draining. As bad as it may sound, I think over time I'd start doing all the things that are allowed disregarding the risks, since I can't imagine spending the rest of my life like that.

Interviewer:
One last thing, do you think that your country and its restrictions have had any influence on your answers?

98:
To an extent yes. I think in many cases I was staying safer than the restrictions were suggesting, so I think in many countries my answers would end up pretty much the same. However I know some places were preventing people from even going on walks for a few weeks in a row - If I

was living in a place like that I think my approach towards the lockdown would be even more bitter and likely would end up changing my needs further.

Interviewer:
But what if you weren't living in europe? Would you expect that the restrictions will have changed your answers then?

98:
I think my answer here is pretty much the same as to the previous question - lighter restrictions wouldn't impact me that differently, but heavier ones would be very draining. On the other hand, places with no restrictions or pretty much no restrictions would maybe lead me to distance even more in order to avoid getting infected.

Interviewer:

Do you believe that your answers would have been different if

a. you were in another age group (age groups: 18-29 / 30-54 / 55+)
b. If you were another gender

98:

I think if I was older, especially 55+ I'd be a lot more scared of the pandemic. As for the other gender, I'd probably care a good bit less about whether I'm buying the clothes online or not.

9.2.99 Respondent 99

- Country: Denmark
- Age group: 55+
- Gender: Female
- Occupation: Pr & Marketing Manager
- Education: journalist

Interviewer:

Have you experienced any significant change during the pandemic?

99:

I have stopped shopping in physical stores, mostly due to the restrictions but also due to risk perception. The only thing I buy physically is groceries and similar, everything else is through online platforms.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

99:
I feel like online purchasing has become more natural to me, since I was forced to change after that lockdowns began. I seek it more often now despite the fact that physical shops have opened, and enjoy the elements of purchasing online, such as the convenience and that I do not have to be at a certain location to purchase. I will continue buying online, while the risk of getting infected remains high.

Interviewer:
Do you prefer shopping online or in physical stores, when you are buying fashion goods?

99:
I prefer physical stores, where you have the possibility of trying on the clothes and being able to compare the products and variety.

Interviewer:
Which characteristics of each channel has an affect on you?

99:
Well.. there is a higher chance of the products being available online. They are not sold out, and if they are you can easily just shift to another online store. But to be honest I am only shopping online, because of the pandemic. Both due to the shops being closed, but also to minimize the risk of getting the virus. I have a lot of trust in e-commerce, however I do still prefer physical stores.

Interviewer:
Have you experienced any change in your needs during the pandemic?

99:

I feel like I in general have had a decrease in my consumption. I think that my needs have changed a bit. I seek the elements of online shopping more. I like being at home buying what I need and just getting it delivered. I prefer shopping online because of the risk perception.

Interviewer:
What do you expect the post COVID-19 to look like?

99:
In general I do believe that people have changed, and especially their shopping behavior. I mean, this had really been impacted. I think that more people have approached online shopping and if they were already purchasing through e-commerce, I believe that they have increased it. However, I am expecting that people will return to their old consumer habits and behavior as before the pandemic. The world might not be the same, but I believe that the consumer habits will be to some extent. Many will probably attempt to avoid the overcrowded places and stores.

Interviewer:
When do you think a post COVID-19 scenario will start?

99:
I don't really have a valid guess here. But I am hoping for it to begin late summer 2021, but it will probably be closer to spring 2022.

Interviewer:
With the previous questions in mind, do you expect your needs to change?

a. (In terms of characteristics of the channels, if not mentioned)
b. Regarding the fashion goods channels, do you think you will continue to prefer X channel?

99:
I would attempt to plan my shopping trips ahead to avoid the crowd and busy hours. However, I would still prefer physical stores after the pandemic.

Interviewer:

Do you remember one of the first questions I asked you: “How do you expect post COVID-19 to look like?”. *What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu.?*

<u>Will your answers from before stay the same? Or would you like to change anything?</u>

99:

Since I am not in the group of risk, I would probably not change much. I would still avoid crowded places and continue to shop online while the pandemic is at its highest. But if it were to be endemic, I would just be more careful and wear a mask despite everyone else not doing it. I always had and will always have a hand sanitizer in my handbag, but I mean... I am a mom, I need a handbag full of overprotective stuff.

Interviewer:

One last thing, do you think that your country and its restrictions have had any influence on your answers?

99:

Yes, if I were living in a country which did not emphasize the importance of contaminating the virus and the pandemic as much as Denmark has done, I would have been more careful and maybe to a degree where I would be avoiding all people but my own family. If I was living in a crowded city in a less developed country I would definitely have taken more precautions and weighed the importance of the characteristics of the channels which provides a feeling of safety higher.

Interviewer:

Do you believe that your answers would have been different if

c. you were in another age group (age groups: 18-29 / 30-54 / 55+)
d. If you were another gender

99:

I believe that the younger generations would be more willing to shop more online, than the elderly. I believe that the elderly will prefer physical stores more. I do not think that gender will have an impact on my answers.

9.2.100 Respondent 100

- Country: Danish
- Age group: 18-29
- Gender: Male
- Occupation: Landscape Gardener
- Education: High School

Interviewer:
Have you experienced any significant change during the pandemic?

100:
As a landscape gardener I must say that we do not really feel the impact of the pandemic. However, there are smaller changes such as social distancing and a higher focus on hygiene. From both a private and business perspective, I can feel changes when I am shopping. I believe that things such as facial masks, disinfections at every contact point and distance are changes that impact our behavior too. We tend to be more aware of things which we normally wouldn't notice.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

100:
Well, honestly not really but that may be more due to the fact that I don’t shop that much. But, despite the fact that I rarely shop, I was impacted and frustrated by the restrictions that closed all non-essential stores after christmas. I received some presents, which I was not able to return due to the lockdown. I think that the whole feeling and mood that arises when shopping in physical stores is kinda gone. It is not the same anymore. Normally when my family, friends and I are shopping we attempt to make a trip out of it, and we are then trying to make it more cosy than just the act of purchasing products. We go for breakfast or brunch, and take a coffee while browsing the stores, and of course we need to sit down for lunch afterwards haha. I mean, there is a correlation between my willingness to go shopping in physical stores and whether the restaurants are open and have indoor serving. Whereas, when I am shopping online it is mostly to avoid the stress and crowd of other people shopping. However, when that's said I still feel like physical shopping is more lovely and cosy despite that it is often overcrowded with others. Here I have the opportunity of trying on the clothes and making the decision whether or not I wanna buy it based on how it looks. When you’re shopping online you’ll have to figure out how to return the products aging and I truly dislike that, mostly because i’m always running late with my returns. I think overall, I would state that I used to shop in physical stores, and

since I haven't been shopping much online or changed my consumption, I would say that I have continued to do so.

Interviewer:
Have you felt a change in your needs towards fashion goods?

100:
Not really. I don’t really have the desire to shop in physical stores, but when that is said, my desire to shop online is barely existing either.

Interviewer:
Do you prefer shopping online or in physical stores, when you are buying fashion goods?

100:
I prefer online shopping, and have not changed this preference during the pandemic, despite the fact that I more often shop physically. The only reason why I prefer online shopping is because I can avoid overcrowded shops. However, because of the pandemic you are not allowed as many people inside the store, despite the amazing feeling of having it all to yourself, you often have to wait in long cues outside the store waiting to get in. This really sucks when you live in Denmark and it constantly rains. But it is still better to shop when you finally get in. The cue could scare me off, but this might be due to the fact that my limited need for shopping fashion goods.

Interviewer:
What makes you prefer the online channel?

100:
It is a fast option and super convenient. However, I really like the payment in the physical stores. But when you are shopping online it is really easy, especially if you know your sizes. I think I would have preferred physical shopping if I lived closer to the city, and if ‘the city’ wasn’t Copenhagen, but a less crowded city.. and this is not because of the personal assistance but more due to the fact that I can touch, see and feel the clothes on. I think my need to buy from physical stores is less, the better I know the stores and the brand. Because by then, I know my exact sizes and how it looks and feels, and therefore it is simply just easier to add in a basket online.

Interviewer:

Which characteristics of each channel has an affect on you?

100:

The good thing about the online store is that I can quickly purchase the needed items from any location. It is fast, easy and even more after apple pay and mobile pay has entered the game. - The good thing about physical stores is that the employees are the experts, and they know what fits together and looks good on the individual. But most importantly, they contribute positively to the whole ‘ shopping trip’ and experience of shopping in a physical store. It doesn’t have to be their advice and guidance, but it can just be a contribution in terms of a short positive conversation.

100:
Okay let me try to explain it through examples. I find Asos unmanageable and stressful, because of their huge variety with endless options. DEspite the fact that it is limitless, it kinda limits you. It is stressful navigating through their products, if you don’t know exactly what you want. However, other online pages are simple and convenient such as Shaping New Tomorrow. They have a smaller product portfolio, which makes the navigation more manageable and concise, and this actually reflects in their physical stores too. Both their online and physical store is beautiful and manageable, I like the clean lines in their design and layout. I think that to me, a store which is both stressful and unmanageable online and physical would be something like H&M. Jesus. It is so hectital and there are too many options, you just lose yourself between all those options. It is not always positive to have a wide variety, I prefer a small to medium both online and physical. I also prefer the design of the stores and if they have an online platform too, I expect the online version to reflect the design and characteristics of the physical store. You should feel like you are getting a similar experience. Or at least, that's how I feel.

Interviewer:
Have you experienced any change in your needs during the pandemic?

100:

I mean, it is not changes in needs, it is more that my already existent needs could not get fulfilled. I was frustrated by the fact that I, as mentioned earlier, could not return my Christmas presents for months.

100:

I am not scared of COVID-19. However, I can only imagine that the more scared you are of it, the more your needs might have changed. I think that they might not have the same need for personal assistance or interactions, touching products which others might have touched or being near strangers who might carry the virus. I would believe if there was a tendency between the degree of risk perception and the degree to which one's needs have changed.

Maybe I have a need for the payment options in physical stores too, I like the security. And I'm saying that with the fear of being judged as an old old man. But think about it? Have you ever found a new online fashion platform? What do you do? You go to trustpilot and check the rated reliability. But if you are strolling down the shopping streets and spots a new store, you would never think to yourself "oh, I better check the reliability first - I wonder whether they will steal my money". So I think that we all are thinking more about payment options than we might be aware of, and I think we find that characteristic really important.

Interviewer:
How do you expect the post COVID-19 to look like?

100:
I think that we will live with corona for the rest of our lives, but in another way than what we are doing now. I mean we will adapt and it will become normal, and then the daily impact of the COVID-19 will be perceived differently, maybe less significant by then. I think, we should just have accepted from the early beginning htat COVID-19 is a virus which is here to stay. COVID-19 is a never ending story. The vaccines have finally arrived, and all are getting a shot, but some will choose not to get vaccinated. And then what? One cannot force them, and if they don't, there will always be people who can carry it. I think the future scenario would be something like getting a shot every 5th or 10th year, and then we will live with it as we do with the flu. I do believe that the world will keep prioritizing hygiene, and that the idea of it will only be developed further in the future. I believe that it will become normal for stores to have a disinfection station in the entrance of their stores, and that stores will attempt to limit the amount of contact points within the stores.

Interviewer:
When do you think a post COVID-19 scenario will start?

100:
I honestly have a hard time even stating that I believe that there will be a completely "post" COVID-19 scenario. But I believe that some sort of "post this pandemic panic" will occur, and it will consist of getting rid of some of the restrictions, reopening the world slowly. I believe that the virus will continue to mutate, and outbreaks will happen, but I do also believe that our

daily lives are going to be different, positively speaking. I think that we are, not going back to the old normal, but maybe a hybrid version of the old and the new. hahah, does it even make sense? It is difficult to explain one's thoughts towards the future on a topic which we could all be terribly wrong about. I think this scenario will begin maybe in the end of the summer or before winter, but it might be more of a hope.

Interviewer:
With the previous questions in mind, do you expect your needs to change?

100:
I think that an increase in needs towards the characteristics which the physical stores can provide, will occur. The option of shopping for fashion goods physically has been robbed from us, and when we cannot do something, we wanna do it even more. It is just more cosy. If I had all the time in the world, I would ALWAYS pick the physical stores and make a trip out of it. Eating at cafes and enjoying some time with your closest friends. The only negative thing about shopping online, is that I am so freaking bad at returning the stuff I don't like. Thank god, that I have the kindest girlfriend who is good at remembering stuff like that! haha.

Interviewer:
Regarding the fashion goods channels, do you think you will continue to prefer online channels?

100:
I believe that I would make a shift to the physical channel, especially if the 'post-pandemic panic' scenario will begin while it is summer. However, I will probably return to my old habits quickly again.

Interviewer:
One last thing, do you think that your country and its restrictions have had any influence on your answers?

100:
Yes, maybe, to some extent they must affect you, right? The danish government removed the physical channel for shopping for fashion goods, so yes. I believe that one might not feel the

increase in needs for the characteristics which only the physical channels can provide, if they had been available through the lockdowns. If the online platforms were shut down for a period of time, I think people will seek that option more as well when being available again.

Interviewer:
Do you believe that your answers would have been different if you were in another age group or a girl?

100:
Haha, being completely honest I do believe that womens might shop fashion goods more often than men. I think they find it cosy and lovely to shop with their firends and meet over a cup of coffee. I am so sorry if I am making females a stereotype.

- Regarding the age groups of 55+, I think they are a little more skeptical of online shopping, as they are not exactly the sharpest with the technology I have experienced in my own circle of friends, but whether it is a claim that is true of the whole age group I do not know. But I think they have some old routines that are not gone, they like to talk to the people, get help and be allowed to pay cash.
- And the age groups of 30-54, I think they're a little hard to put in boxes. They could have answered the same as me, but they can also easily have some of the types from the older age group where one deviates from it, either due to uncertainty or due to old routines.

9.2.101 Respondent 101

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Junior position in an IT company
- Education: Master's degree

Interviewer
Have you experienced any significant change during the pandemic?

101

I work from home now. So that's a big change, my needs towards buying different things have reduced, because now that I don't leave my house, I don't need so much.

Interviewer
Have you experienced any changes in the type of channels you have been using to buy fashion goods, either online or physical?

101
Before the pandemic, I never purchased anything online. And now, more recently I have bought clothing and jewelry mainly since the shops were closed.

Interviewer
Have you felt that your needs towards the fashion goods by themselves have changed?

101
Because now that I work from home, I don't really feel the need to be as professionally dressed as I did when I worked in the office. However, I might need to purchase more clothes and other professional items when I need to return to the office.

Interviewer
You said before the pandemic you were shopping 100% physically, and now during the pandemic you're shopping more online. Which channel do you prefer? Shopping online or shopping in physical stores?

101
I think I still prefer physically, but now that I have experience with only shopping and I know it is trustworthy, there are some items I will consider ordering online, especially if I know that the item is out of stock in the physical store, or the physical store is very far away from where I live.

Interviewer
Do you think there are certain characteristics of each type of channel that has an effect on you? In other words, do you think there are characteristics that you prefer on the physical channel that you cannot get on the online channel and vice versa?

101
For me, the main characteristic that I really like in the physical stores is that I can touch the items. Secondly, when buying online either on a website or on the app, you need to start shopping filters in order to see the category you want, meanwhile on physical stores you have everything right there. There is no need to filter only jeans, or only jackets, you can have a good overlook of everything in an organized way. Online, from an early stage, you need to select what you really want to see.

Interviewer
Are there any other characteristics you might find important?

101
In relation to assistance, most of the online stores I have used have chat boxes, which can help us if we have any questions, and that is very good to have that option. And I have also seen that they give us more delivery options, which makes it more convenient than before. In relation to payment, you don't actually need to pay right away with MasterCard, you can use PayPal which gives a bit more security, and that is something that physical stores do not offer yet.

Interviewer
How do you expect a post COVID and scenario to look like? And when do you think a post COVID scenario will start?

101
Maybe worldwide it will be next year, I hope. And I think in the beginning, there will be a lot of euphoria, because people have been living constrained in some kind of lockdown for two years. But then it will fade out and everything will go back to normal. That's what I believe.

Interviewer
With the previous answer in mind, do you expect your needs to change? In terms of the characteristics of the stores, for example, your needs towards how the characteristics of the stores are? Do you think they will change with the previous answer in mind?

101
I think there will be the same as they were before COVID.

Interviewer
And do you think you will continue to prefer the physical channel?

101
Yes, I think so.

Interviewer
What if COVID-19 turned out to be endemic, which means a virus that cannot that doesn't disappear 100% but remains within our lives, like the flu. And it might continue to circulate in pockets of the global population for years to come and cause outbreaks in regions where it already had been eliminated before? Will your answers from before stay the same? Or would you like to change anything?

101

Well, if that would be the case I would try to refrain from shopping presently. Maybe I would continue to shop online. And also, I think in that scenario people would be more careful. Maybe we will still need to wear a mask all the time? Hopefully not.

Interviewer
Do you think that the country you're living in and its restrictions have had any influence on your answers?

101
It's complex. Because I know that some countries were not so strict on the lockdown measures. Our lockdown was done differently. There are countries where the shopping centers never fully closed, and therefore people could still go to the physical stores, which I think would be my case. So, in another country, maybe I would not have bought so much online, and would not have had that experience.

Interviewer
Do you believe that your answers would have been different if you were in another age group, for example, if you were 30 or 50 years old?

101
Yes, absolutely. As an example, if I was my mother's age I think I would have answered differently. Honestly, if I was from an older generation like my mother and I would not have the chance of shopping physically, I simply wouldn't buy at all, and would just wait for the stores to open.

Interviewer
Do you think that if you were another gender your answers would have been different?

101
From my experience with male gender I don't think they have the same needs on what to buy, but maybe in terms of how to buy their answers would be the same as mine.

9.2.102 Respondent 102

- Country: Spain
- Age group: 55+
- Gender: Female
- Occupation: Teacher
- Education: Master's degree

Interviewer:

Have you experienced any significant change during the pandemic?

102:

During the pandemic of course I stayed at home more than I used to before. That meant many more activities at home, such as exercising, watching movies, etc. I also discovered home deliveries from restaurants, which led me to have many more meals of good restaurants, but at home!

Interviewer:

Have you experienced any changes in the type of channels you have been using to buy fashion goods?

102:

I already used to purchase things online before the pandemic. Maybe now I purchase a little more, but I haven't noticed a big change.

Interviewer:

Do you prefer shopping online or in physical stores, when you are buying fashion goods? Why?

102:

During this time, I would say I prefer shopping online. I think it's only with brands that I trust though. So I need to know that the brand is credible before ordering online.

Interviewer:

What other characteristics do you find important?

102:

The website has to have clear instructions, I need to know what is the expected delivery time, the delivery method and the return method from the get go. This really helps me navigate on the website, and also it increases their credibility to my eyes. Also, the paying method at the end should include other formats than credit card. I prefer a more secure and private way such as paypal. I also believe that the return should be easy and explained to me from the beginning. This really motivates me to order because I know I can return the items in an easy and fast way if I don't like it. This is something I struggle a little with, because if the return method is not as easy then I feel like I am commiting to the items when I order them, but I haven't even tried them yet.

Interviewer:

Have you experienced any change in your needs during the pandemic?

102:

Not really, I kept buying the same type of items as before. Perhaps in less quantity because there are less social events to attend to, but overall the needs have stayed the same.

Interviewer:

How do you expect the post COVID-19 to look like? When do you think a post COVID-19 scenario will start?

102:

I would really like that a post COVID-19 scenario would look like the world before, but I know this is a utopia I have in mind. In a short term future, I think our behaviors will still be very much conditioned by the virus, as people don't adapt as fast and at the same time the virus is taking longer to eradicate than expected. I believe that a post COVID-19 scenario will start happening when the majority of the population will be vaccinated, as we can see in Israel.

Interviewer:

With the previous questions in mind, do you expect your needs to change?

a. Regarding the fashion goods channels, do you think you will continue to prefer X channel?

I don't think my needs will change. I will probably be more thoughtful and continue to consume less, but I think I will continue to prefer the online channel. As I am having more and more good experiences with different brands, the more I risk myself to try new brands that I have less trust on, mainly because I don't know them that well.

Interviewer:

Do you remember one of the first questions I asked you: "How do you expect post COVID-19 to look like?".

What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu.?

I would keep my answers. I am conscious that unfortunately nothing will be like it was before, at least in a near future. Therefore, I think my path down the online discovery will continue happening, and my answers will say the same. Perhaps the answers would be even more online oriented than they are now.

Interviewer:
Do you think that your country and its restrictions have had any influence on your answers?

102:
I think that the experiences we are living will always influence our perspective on things, including the fashion goods and the way we buy them

Interviewer:
Do you believe that your answers would have been different if you were in another age group?

102:
This is a tough one to answer. Honestly, I think younger generations probably risk more than I do. They probably buy online from brands they never heard before, or have little information about. I don’t do that, right now i only buy online from brands that I have had experiences with from before. However, I do have many colleagues from work, who are younger than me and haven’t purchased one single item online. So I believe that even though the expectations are that younger generations buy more online, there are plenty of young people who do not buy online.

Interviewer:
If you were another gender?

102:
I don’t think so. People are very different when it comes to their fashion preferences and purchasing methods, however I don’t think gender is a factor that influences them.

9.2.103 Respondent 103

- Country: Spanish
- Age group: 18-29
- Gender: Female

- Occupation: Medical student
- Education: Master’s degree

Interviewer:
Have you experienced any significant change during the pandemic?

103:
Yes, the pandemic had a significant impact in my daily life. Suddenly, I couldn't go anywhere. And in terms of consumerism, everything was closed, the stores were all closed, but at the same time, you don't have the same opportunities to go out on different occasions and social activities.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

103:
Yes, of course. I didn't use online stores a lot before the pandemic. But now almost every purchase I do is online.

Interviewer:
Have you felt a change your needs towards the fashion goods themselves?

103:
Yes, I mean, I think that I bought less fashion goods during the pandemic, because we didn't go out as much. There weren’t any parties and socializing was diminished. So yes, I think I bought fewer fashion goods.

Interviewer:
Do you prefer shopping online or in physical stores when you're buying fashion items?

103:
Physical stores.

Interviewer:
What makes you prefer the physical channel?

103:
Primarily because you can try things on and see if it fits or not.

Interviewer:
Are there any other characteristics that have an effect on you?

103:
Yes, the physical shops have many characteristics that online shopping doesn't have. Going to physical stores is at times relaxing. It's like a relaxing time in your day, where you can look through new collection clothes and see what you like and what you don't. But sometimes when you are in need of a specific item, going to physical stores can be stressful. If there are many people, the music can be loud, and that can make it harder to find what you're specifically looking for. It really depends on your needs and your intentions behind the shopping trip. Also, I find that the disposition of the products on the store has a huge effect on me. If an item is hidden, and not nicely displayed, it won't grab my attention and so I will probably not buy it. Maybe online, if they would display that product better I would actually buy it, because it's right in front of me.
Also, there are some stores that I cannot enter because of the perfume they use. And essentially, that's it.

Interviewer:
Are there any other characteristics you find important?

103:
Yes. Essentially, it depends a lot on the chain of the store you go to. Assistance has never really had an effect on me, because I don't think it is that important. In terms of payment methods, in physical stores you usually can either pay by cash or credit/debit card, which is quite flexible compared to many online stores where they online accept a type of credit card.

Interviewer:
And since we were talking a little bit about the online stores, are there any other characteristics of the online stores that have an effect on you?

103:
I think that online stores ressemble a huge catalogue. You have to see every product and not every product catches your eye the same way as in the physical store. Many times everything has the same exposure, which makes it harder to concentrate. Of course, there are many online stores that really expose some products better than others. I feel like browsing online stores can be cool if you're bored or if you don't have anything to do, but it's not the same experience as going to the physical store.

Interviewer:
How do you expect the post COVID scenario to look like? And when do you think that scenario will start?

103:
So, post COVID scenario, I think that people would go with less frequency to physical stores. Due to fear of the virus, perhaps convenience, and many other factors. But in a short period of

time right after COVID, it can happen the other way around. People are so hungry for social connections, for going out plans, for doing different activities that people may actually go more to stores. But in the long-term, I believe that online stores and online shopping would be a huge part of our economy. But I think there are a lot of things that should be improved in online shopping.

Interviewer:
Would you care to explain that part? What needs do you think you'll need for the future?

103:
For starters, standardization of sizes is a huge problem right now. I would really need this to be fixed in order to continue online shopping. For example, I ordered a pair of sneakers from England, and when they came I noticed that the shoe size that I ordered was not that right one. On top of having different metric systems, the shoe size is not exactly the same. Also, because of brexit and all the complications with it, I did not return them. So overall, better standardization of sizes and better return systems would really make online shopping more appealing. Sometimes, even within the same brand the clothes are not the same size standard, which makes it really hard. Perhaps, I'm thinking that as in the makeup websites, where you can upload a photo of your face and like, see what color of the foundation matches the color your skin, there could be like a better tool that that helps you to choose the right fit for you based on the shape of your body, because not everybody is the same. So, basically something within the lines of "based on the shape of your body, which piece would look better on you?".

Interviewer:
Are there any type of needs that you think will change in the post COVID scenario?

103:
I am not sure. I have noticed that in some stores they put the tried out items into "quarantine". I think in the long-term this is a problem, because stores may not let you try out so many things, which defeats the main purpose of shopping in physical stores. And if this is the case, shopping assistance will be fundamental because you will need someone who will say "this is the size for you", so you don't have to try on so many pieces.

Interviewer:
Regarding the fashion good channels, do you think you will continue to prefer the physical channel in a post COVID scenario?

103:
Yes, because I like I told you I have to try things.

Interviewer:
What if I told you that COVID-19 turned out to be endemic, which means that it is a virus that hasn't 100% disappeared, but it will continue to circulate in pockets of the global population

for years, causing small outbreaks in regions where it had been previously eliminated. Do you think your answers would stay the same? Or would you like to change anything?

103:
All my answers will stay the same. I think people at this point are saturated, they have had enough, so they are trying to go back to their normal lives as much as possible, even with the virus still here. So assuming that the virus will become endemic, people will just try to go on with their normal lives because it's been more than a year. People don't want to go back to confinement.

Interviewer:
Do you think that your country and its restrictions have any influence on your answers?

103:
I am saturated of the pandemic. I need to live my normal life, even though I don't know when that would be possible. So yes, I think the restrictions have affected my answers, in the sense that I take the pandemic into consideration of every answer, not only about the present but also about the future.

Interviewer:
Do you believe that your answers would have been different if you were in another age group?

103:
Yes. I believe so. Not too different though. Probably older generations would be more comfortable with staying at home and not going to physical stores at all, due to the higher risk of infection, but at the same time, maybe they have a harder time shopping online.

Interviewer:
And what if you were another gender?

103:
I think that nowadays it's more a question of your personality and not your gender. There are a lot of men who love to go to physical stores and love to be trendy, so I think it depends much more on the type of personality than gender actually.

9.2.104 Respondent 104

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Entrepreneur - Owner of a online shop
- Education: GCSEs

Interviewer:
Have you experienced any significant change during the pandemic?

104:
Yes, because here in Spain we have to wear a mask at all times, which I do not. So I have my back up all the time, ready to have an argument with someone. So I am really looking forward to us not having to wear a mask. I feel like it has divided the population a lot.
I have also really had to think about what I sell in my online kids clothes shop. Normally I sell a lot of dresses for special occasions, but now we have changed and sell a lot more loungewear and pjs.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

104:
I always like to browse online, since I find it easier with my little girls. I can sit down in peace and find what I am looking for. However, I do also like to see things in the shops, but I often do not have the time. During lockdown, we obviously had to buy everything online. During this year I feel like I have started to buy more online instead of shops. But I have found there not as many new products in the shops lately, so sometimes it's better to find stuff online. The advantage with online shopping is that you can do it at any time, and sit and browse for as long as you want. The disadvantage could be that when it arrives, it does not look like what you expected. I feel like online is more convenient for me.
I found myself buying a lot of stupid stuff doing lockdown, since you are bored. It was just to make you happy, when a package arrived. I do not necessarily think I have brought more or less during this time. But I have brought less clothes and more silly things.

Interviewer:
How do you expect the post COVID-19 to look like?

104:
I hope we get our freedom back. I feel like they will ease up over the summer, but then maybe start with the restrictions again after. But I probably would keep buying online, since it's just easier.

Interviewer:
What do you expect the post COVID-19 to look like?

104:
I think that very much depends on what restrictions there will be. If people continue to stay at home, then what is the point of even buying anything?

Interviewer:
One last thing, do you think that your country and its restrictions have had any influence on your answers?

104:
Yes, I believe we here in Spain make the best of the situation, because we have the sun. So let's say for example the restaurants are closed, we can still go to the beach and do stuff. So we do have an advantage living here. Which also have an effect on our consumer behaviour.

Interviewer:
Do you believe that your answers would have been different if

a. you were in another age group (age group x, y, æ)
b. If you were another gender

104:
Yes, I believe if you were a guy you would prefer physical stores. I cannot imagine many guys sitting for hours browsing the internet. They just want to get it over and done with. And if I was older I maybe would not be as used to buying online and more scared of going into shops and I can imagine the younger wanting to buy everything online, simply because that is how they have grown up.

9.2.105 Respondent 105

- Country: Spain
- Age group: 55+
- Gender: Male
- Occupation: Retired
- Education: Master in Marketing

Interviewer: Have you experienced any significant change during the pandemic?

105 Yes, I have a company which does business retreats, which went from on to off. Because we take people from other countries into retreat for 4 days and all that has stopped. That has been the big change. The rest of my everyday life has not changed much. In my daily life I do yoga, I take dance classes and I take fitness classes and they all continue in some form.

Interviewer: Have you experienced any changes in the type of channels you have been using to buy fashion goods?

105 Yes, I don't normally buy fashion goods online, but during this time of pandemic I have. The main reason is because Amazon started doing these boxes, which was the key reason why I started to buy online. It is very convenient. You decide when you want to pick up your box. But I would say normally I am very old fashioned and do not buy online. I have not brought more or less during this time. So in the cosmetic industry, which is my background, the market has been down. Mass market has been down 30 %, the luxury market has been going up, because suddenly they have more money available, since they are not going on holiday and spending all this money. So there is this physiological need of “I need and deserve something”, so I buy myself some new expensive clothing because I deserve it. We have seen a massive boom in samples. China is today one of the biggest markets for samples. In China they have big stores where they only sell samples. Samples are normally seen as giveaways, and are given for free. So what they do is first they buy the sample and if they like it they then buy the full size. So sampling right now is very inn.

During this time, I have felt that I slowly move towards buying online. So that would be my prefered method of buying fashion goods right now. The reason for it is, it is very convenient. The only drawback could be the return process. I do not enjoy buying stuff so, if I go to the physical store to buy a shirt, I will be out in 7 mins. Shopping is pretty painful to me. What I also like online is that you can very easy check prices, in a store you can not really. You see something you like and they will ask you for the price and then its for you to decide weather it's a good price. It could be very expensive. Online you have the possibility to see and compare prices. So it's very transparent.

Interviewer: Okay. How do you expect the post COVID-19 to look like?

105 Markets are going to boom. I believe all markets where there are pleasure items such as fashion goods, are going to grow significantly. The more emotions there are connected in buying the product, the more it is going to grow. That is why it is difficult to sell luxury goods online.

Interviewer: When do you think post COVID is going to be?

105 I think it very much depends on the country. I believe Spain is behind in terms of online shopping. They do not offer super fast delivery and your order sometimes gets lost. Looking

at the countries where everyone really follows the rules, it is going to take a bit of time to get back to normal. Here in Spain I think many people already feel like they are back to normal. It also depends on how you as a consumer think and interact with what is happening in the world. If you are afraid of a lot of things, then this is not an easy time. For me I believe that the second half of this year we will be back to normal. The good thing about having a crisis is that companies which were not doing good, will just simply close. Which I believe is a very healthy way of cleaning up the retail industry. It gives space for new interesting businesses to open.

Interviewer: Do you remember one of the first questions I asked you: "How do you expect post COVID-19 to look like?".
What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu.?
Will your answers from before stay the same? Or would you like to change anything?

105 I believe an endemic is going to happen. It is simply the way we are living, it is not good. I believe the pandemic has given us a push towards hybrid stores. Where you only go to the store to see, feel and pick the product, but then you go online to buy it. They have actually invented mirrors which can through technology scan your face and body, and place the item you are interested in buying on you. This way you can see if it's anything for you.

Interviewer: One last thing, do you think that you would have answered differently if you were a different gender?

105 Most likely, because I can see that the women I know are much more into fashion than I am. For me it's a necessity, but I do not enjoy buying it.

Interviewer: Do you think you would have answered differently if you lived in a different country?

105 Yes for sure, because most other countries, especially in Scandinavia, most stores are still closed, so you have to find alternatives. Also, here in Spain the fashion industry is much more valued.

Interviewer: Do you think you would have answered differently, if you were a different age group or gender?

105 I believe so, because if I was still working full time, my worklife would have been disasters. Before, my working life consisted of traveling all over the world, building businesses and markets. So if I could not travel, I probably could not work. I would have to do everything on Zoom, which simply does not work. Body language is something so important.

9.2.106 Respondent 106

- Country: Spain
- Age group: 55+
- Gender: Female
- Occupation: Unemployed
- Education: College

Interviewer:
Have you experienced any significant change during the pandemic?

106:
Yes, I suppose I have. I have become not as busy, not worrying about it too much. I have taken notice of things more and I have more freetime. In the past I would probably be worrying about it, but now I am enjoying it. It has stopped me from running around as a headless chicken and actually thinking about what I want in life, which is great. I have spent more time with friends, because I now have had time to invest in them. Now I have not got time to work full time, because I have a busy social life now. Before I was in the catering industry and all restaurants and bars were shut down for a long period of time, that totally dried up work.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods during this time?

106:
No I have always brought stuff online, but mainly prefer to buy physically and that has stayed the same during this time. I prefer to see the goods before I buy them, since I have had a few experiences online, where the products have not ended up looking the same. It is so difficult to see the quality online. They might say it is made from cotton, but when you get it, it is cotton mixed with something. So i like to be able to see and feel stuff.

Interviewer:
Have you felt a change in your needs towards fashion goods?

106:
Yes, it has become a lot more casual because we had nowhere to go. So it has all been tracksuit bottoms and comfortable leisurewear, but now we are coming back to more normal, so it has become slightly more dressy stuff. But obviously. If you have nowhere to go, there is no point in dressing up, you just want comfort. I would say I have brought less fashion goods in general during this time.

Interviewer:
What makes you prefer physical stores?

106:
It is because you can see and feel it. I really like the whole concept of going shopping, you go have a coffee, see your friends. Online is very easy and addictive, since you can start by looking at one thing and suddenly you are looking at a completely different item. Which i guess is a really good selling point from their perspective.
What I do not like about physical stores is the service which is not get here in Spain. They should not bother you. However, they should be there when you need them. I actually also like to be waiting on a package. It can be quite exciting. But I feel like 9 out of 10 times, I am disappointed when it comes, which normally would not happen if you buy it in a shop.

Interviewer:
How do you expect the post COVID-19 to look like?

106:
I do not think it will be that different. With self distancing I think that will go away as well. You can just go into Primark and see there is no distancing there. I think it will go somewhat back to how it was. I think people will continue to buy stuff and throw it away. I am scared the consumerism will unfortunately stay the same. Which is bad. But I guess its just human nature.

Interviewer:
When do you think post COVID will be?

106:
Well I am feeling a bit of normality. I think we will still be wearing masks for a while, but if things continue like this, then maybe we will be back to normal at the end of the summer.

Interviewer:

Have you considered the risk of going shopping in physical stores during this time?

106:
No, because I know the need we have for keeping people employed. There are so many working in retail, so I think people need to keep these businesses going. We can already now see that machines are taking over people's jobs in shops, with self-service counters, and I think that is very sad. I know it can save a lot of money for the shops to do so, but you just don't get that personal touch. Especially older women, who love to go down to the local shop and see her favorite lady behind the counter. And that makes me sad. So I hope we become less online and more physical, in my world.

Interviewer:
Do you remember one of the first questions I asked you: “How do you expect post COVID-19 to look like?”. What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu.? Will your answers from before stay the same? Or would you like to change anything?

106:
That is actually a really good question. I believe we have lived with diseases all our lives and we have learnt to deal with it. So no, I believe my answers would be the same.

Interviewer:
Do you think that your country and its restrictions have had any influence on your answers?

106:
That is also a good point, because I believe we have been pretty good here. I feel like I have almost forgotten the first 3 months of the pandemic where we were locked up. We might have different needs here.

Interviewer:
Okay, do you think your answers would have been different if you were a different gender?

106:
It is difficult to imagine, I believe it would be the same.

Interviewer:

What about if you were a different age group?

106:

Okay, I think the young have suffered terribly. I know the older have had to shield themselves more maybe, but young omg, I think it's tragic. But I do not think hardships do any harm. Then I think you learn to appreciate more. I think regardless of your age, if you have been completely isolated, it is just horrible. I could imagine that if I was a young mum, I would prefer to use the online channel more, since it simply is easier. No screaming kids, and straight to the point.

9.2.107 Respondent 107

- Country: Spain
- Age group: 30-54
- Gender: Female
- Occupation: Mechanical Engineer
- Education: Master's degree

Interviewer:
Have you experienced any significant changes during the pandemic?

107:
I miss going out. I feel like my social skills are the worst they have ever been. They were never that good, but now they are terrible, I can't speak to people that I don't know because I don't have to. Now that everything is opening again, it's starting to get a little bit better, but I feel like I have a lot more trouble socializing now than what I had before all of this happened.

Interviewer:
And have you experienced any changes in the type of channels you have been using to buy fashion goods?

107:
Before the pandemic, I didn't really buy anything online. I would only buy if the physical store was out of my size. But this only applied to things I really wanted. I would never go on the brand's websites to see the new collection, I would do that exclusively on the store.

Now, with the pandemic, I bought some stuff online, but just because I needed to. Actually, most of them, I ended up not liking the item, and I had to return them, which was a hassle. I think this happened very often with me because on the websites, clothes look different, the colors may be different due to the lighting of the photographs, and it's very difficult to understand overall if the item is going to fit you. So I ended up not buying a lot, and waiting for the stores to open again so that I could buy it when they opened.

Interviewer:
Have felt a change in your needs towards the fashion goods themselves.?

107:
I think while I was at home, I ended up wanting to buy a lot of more leisure wear because I felt I needed more comfortable clothes to work from home. I also think in general fashion brands started offering much more comfortable/leisure wear than before, so most probably everyone was looking for the same thing.

Interviewer:
Do you prefer shopping online or in physical stores, when you are buying fashion goods? Why?

107:
I think my preference with the physical store is because I have a hard time figuring out what suits me and what doesn't. I've seen that some websites are trying to do some things where they have different models with different bodies trying on the same items, so that we have a better understanding. But I honestly don't feel like it is enough, especially if you're a woman. There are very different body shapes that will not be shown in just two different models. Also, it is very hard to buy something online, when sizes between different brands are completely different. For example, buying jeans and trousers can be especially challenging as on top of the model having a different body as yours, the sizing system is not the same as the brand you are used to buying. There were times in the pandemic where I ended up buying two pairs of the same jeans with different sizes, because I didn't know what to pick.

However, it is not only this that bothers me. The fact that I cannot see and touch the quality of the fabrics, the textures and the colors is the main factor why I don't like online shopping.. I don't really like to buy without knowing what I'm buying, especially if it is an expensive item. It is expensive to buy multiple sizes to see what fits yoy. You don't want to buy something and then be disappointed with what you have.

I think the stores in the shopping centers are all pretty much identical. I think good lighting is a bonus because you're seeing exactly what you're buying. I also think that the fitting rooms need to be tidy, and I also like when the stores have hard doors instead of curtains. Also I prefer when they seperate men and women, I don't like when the fitting rooms are mixed.

Interviewer:
How do you expect the post COVID-19 scenario to look like? And when do you think this scenario will start?

107:

I think it has already started. Everyone is adapting to the new situation that we have. We have a lot more stores that are selling online which don't even have a physical store. Even before COVID, most of them were already online stores. So I think that it was something that was starting to become the norm, but I think COVID was like a very good impulse for these businesses, they must have grown a lot this past year. It was also an impulse to create better online platforms for most brands, and most of them I think are evolving to a point where in a few years they will be mostly based online. I think it is what makes sense given the times we are living in, where people don't go out of the house as much, and businesses can benefit from that with different logistics.

Interviewer:
And with the previous answer in mind, do you expect your needs to change?

107:
I think they will stay the same. I'll probably have more needs. If the stores respond to my needs in a positive way, I'll end up creating more needs, because that's how it works. But thinking a bit more about it, they will probably change, because, you know, before COVID my needs weren't the same as what they are right now. Maybe I will need a better platform where I can try things and there's a hologram of me that tries on different things. This may sound delusional, but it actually may motivate me to buy more from online stores!

Interviewer:
Taking into consideration other characteristics of the online store and a physical store do you have any other thing in mind that you think your needs will change?

107:
I think, right now, apart from everything that I talked about, something that could be changing is the distribution and the logistic part of business. I think this because nothing was prepared for the pandemic, so brands weren't prepared to receive as many online requests as they started receiving. So now, I think they will need to create departments in each country so that they make sure the deliveries arrive to the consumers' house much faster. I think the time of delivery is something that the brands will probably have to keep working on, as people get more and more acquainted with online shopping and will want their purchases delivered fast.

Interviewer:
Regarding the fashion goods channels do you think you will continue to prefer the physical one?

107:
Yes, I will prefer the physical shops. First of all, it's good to know what you're buying, just as I said before. Then I think that when you go out to shops, it's not something you're doing because you're obligated to. It's the whole experience of going out, maybe inviting a friend, seeing things you like, trying on things, and at the end of the day if you really liked something,

you purchase it. I think that's the best part of shopping, the whole experience is more important than the item itself. That's why consumerism works so well: you're always being bombarded with publicity and when you go out, it's when you're more subject to that.

Interviewer:
What if I told you that COVID-19 would turn out to be endemic, where the virus has not completely 100% disappeared and there will still be occasional outbreaks in different regions, just like a flu. Would your answers from before stay the same, or would you like to change anything about it?

107:
My answers will be the same.

Interviewer:
Do you think that your country and its restrictions have had any influence on your answers.

107:
No, I don't think so. No, because my country had quite high restrictions at times, but I still prefer shopping in stores. If I didn't have as many restrictions, I would still prefer to buy in the store instead of online.

Interviewer:
Do you believe that your answers would have been different if you were in another age group`

107:
Probably. If I was younger, maybe I would prefer to buy online because the brands that are selling to younger people are much more involved in what concerns the online retail, such as social media. So there is a high chance my answers would have been different if I was 5 or 10 years younger.

Interviewer:
And if you were another gender?

107:
I don't think so.

9.2.108 Respondent 108

- Country: Spain
- Age group: 55+
- Gender : Male
- Occupation: Software Engineer
- Education: Master's degree

Interviewer:
Have you experienced any significant change during the pandemic in your life?

108:
Of course it affected my social life. I am not going to say I was an avid party goer, but I enjoyed going out on occasion with family friends, so that naturally was cut off. In more lenient periods of a pandemic it's possible to go outside and circumvent but it's obviously not as intensive as I would have practiced this before. Working from home was also a big change in my life, but now I feel more adapted to it.

Interviewer:
Have you experienced any changes in the type of channels you've been using to buy fashion goods?

108:
I'm not the most avid fashion consumer but in my case at least I've made a few purchases in stores like in physical stores, but yet so my habits, in that sense, haven't changed a lot. I assume that maybe I'll be a bit of an outlier because I guess that people were already gravitating towards online shopping, and that they are gaining more trust in online shopping. I, however, have continued shopping in physical stores

Interviewer:
Have you changed your needs towards fashion goods in specific?

108:
I am not the biggest fashion consumer, so in my case it's been pretty much the same, in fact I haven’t made one fashion item purchase since last year. I guess that for the general public, so to speak, maybe their needs have diminished because people used to buy a special outfit to go to some party or occasion. And so without so many party occasions, there isn't as much need to have such a broad closet.

Interviewer:
If you had to buy a fashion good, which channel would you prefer and why?

108:
I think I'm split, because there are advantages and disadvantages on both channels. For the most part, I think I trust more physical stores, as you can touch, and you don’t have to wonder how the material will feel or fit. Buying on an online platform means relying more on the brand. However, I think that there are now some ways to make sure that online shops are safe, so they usually rely on these user reviews, and that sort of compounds the customers trust that they won't be part of some scam. Also, thinking a bit more, there's certainly a lot of advantages to online shopping. So, in this pandemic time whenever I really need to, I will go for the online

way, only if I find it reliable and trustworthy. But whenever there’s no trust, I will go for the other way.

When I go to a store I have a very clear idea of what I want. So, I'm usually not very influenced by the shopping assistance on the stores.

Interviewer:
How do you expect the post COVID 19 scenario to look like. And when do you think it will start?

108:
I guess that people already started moving to a post physical space. I think that transition was already happening, but I guess the pandemic has served as kind of a catalyst to push it further and faster. So I think that people's habits will definitely shift a bit more towards that, and whenever possible they will try to have sort of online stores or online shops and I guess even physical work will be less. What I expect is like a hybrid, even in non retail sectors of business to have some sort of mixed medium of three days in the office, two days in the home office. I believe we'll definitely move collectively towards that online purchasing domain, so to speak and sort of retail experience.

Interviewer:
What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu? Will your answers from before stay the same? Or would you like to change anything?

108:
So, it’s probable that at first there will be a trend towards that, which could eventually slow down. But I think if that is the case, there will be a need to be a yearly vaccine. So I guess that a portion of retail will always be compounded from these two years, or x years, because no one knows the future, however I think at least a significant part of business would move towards that digital realm for goods, I feel like that is the case.

Interviewer:
Do you think that your answers would have been different if you were in another age group.

108:
Potentially, yes. I guess, the digital awareness isn't as strong among older age groups as mine or older. Again, I might be being a bit unfair, because there are definitely some tech savvy seniors around.

Interviewer:
What if, what if you were another gender.

108:
I don't think that it will have a different effect. I think my answer would stay the same, so I think that it's definitely something more of an age group difference.

9.2.109 Respondent 109

- Gender: Male
- Occupation: CEO of a Painting company
- Education: GCSEs and A levels and apprenticeship as a carpenter

Interviewer:
Have you experienced any significant change during the pandemic?

109:
I have moved to another country. Now I have to wear a mask anywhere I go and disinfect my hands. We also have curfews in Spain, so we cannot leave the house between 11-06.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

109:
Not really. I have always brought stuff on the internet. I haven't found the need to buy more or less during this last year, it has stayed the same. However, I prefer to buy fashion goods in physical stores, since you then have a chance to see what you are buying and try it on. It is nice to be able to see the clothes before you buy it. Also, what I do not like about buying clothes online, is that if it doesn't fit or I for whatever reason do not like it, I have to send it back and might have to wait significantly longer to either get my item, or get my money returned. If you had brought it in store, it would be a lot easier. I also found there is a better selection online and it is much easier to compare prices. Often you can also use discount codes, which you normally can not do in the store.

Interviewer:
How do you expect the post COVID-19 to look like?

109:
I do not think much will change. COVID has made me realise that it is important to me to support smaller businesses rather than the big chains.

Interviewer:
What if COVID-19 turned out to be endemic, which means that it's a virus that it's not 100% gone so there will still be outbreaks, just like the flu. Will your answers from before stay the

same?

109:
Yes I believe so.

Interviewer:
Do you think that your country and its restrictions have had any influence on your answers?

109:
No, not really.

Interviewer:
What about a different gender?

109:
No, I believe it would be the same.

Interviewer:
What if you were in a different age group?

109:
I believe less elderly people are less likely to buy online and they might be more scared of going out in the public. However, I do not believe I would be more scared if I was older.

9.2.110 Respondent 110

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Personal trainer and Co-Owner of a fitness center
- Education: GCSEs and A levels and PT qualifications

Interviewer:
Have you experienced any significant change during the pandemic?

110:
In my line of work?

Interviewer:
Yes, it could be in your line of work, personal life whatever comes to mind

110:

Yes, I feel like it was a very hard time on mental healthy. I took quite a big hit. Lockdown itself was very difficult, but even more so when it comes to work. Because of social distancing and the gym being shut down. I work with the general public, so however it has affected them, will in the end affect us. But with my work, I feel like people were at first very scared to train, but then the virus suddenly pushed them to train, because they wanted to fight the virus. The healthier we are, the less likely we are to have strong symptoms.
I feel like COVID was probably the best thing that could have happened to our business, which we started in the beginning of 2020. Since we got our business online so much faster, than we would have otherwise. We literally went from two members to 50 within the first week out of lockdown. Personal training has of course been difficult, since personal training is personal meaning you get closer to one another.

Interviewer:
Have you experienced any changes in the type of channels you have been using to buy fashion goods?

110:
Yes, so before I would always be one of those people who would go to shops to try on the closes and see it in person. Whether it was expensive or not, I just feel like I need to see and feel stuff before I buy it. But now, or especially during lockdown I did so much online shopping. I would actually say that was one of my full on experiences of shopping online for everything like equipment, clothes, beauty or shoes.
So through the period of us being in lockdown, I ended up buying more than I would have usually.

Interviewer:
Have you felt a change in your needs towards fashion goods?

110:
Yeah, so maybe it was mostly boredom. Not because I actually needed it. More like a short term happiness, to fill out that void of not being able to go out.

Interviewer:
Do you prefer shopping online or in physical stores, when you are buying fashion goods?

110:
I think now the shops are back open and I have gone back to stores. I do really prefer shopping in stores. Here you can really see the quality of what you are buying. I didn't experience any problem buying online though. Also, I think if the shops were open when the virus was first spreading like crazy here, I probably wouldn't have liked to go out in stores with everybody and in close proximity. But now the country has loosened up a bit more, I do prefer to shop in stores.

I think what I like is I can go in, buy what I want, and if I regret it, I can just go back and get my money. For online shopping sending back packages just stresses me out. If it does not fit, then I would rather just keep it, instead of going through the hassle of sending it back. So the convenience is why I try to stay away from buying online if I can.
I do have the apple wallet set up on my phone, so online shopping does become very easy with just one click, but I have never used any of the online shops services such as the assistance reboot. However, when I am in the shop, I feel like I am more likely to buy it if I can see it in person.

Interviewer:
How do you expect the post COVID-19 to look like?

110:
I think people have become more grateful for what they have got, and people have started to focus on being happy with what you have got, rather than chasing for more stuff. And I don't think materialistic things make people as happy, as they may be thought they would be. Since at the lockdown everyone only spoke about seeing their friends again, not going to the shops and buying things. So maybe post COVID consumption might be less.

Interviewer:
Regarding the fashion goods channels, do you think you will continue to prefer X channel?

110:
For me I think I will prefer to still shop in stores. However, I believe for many others, people have suddenly started buying stuff online. I just really like going into the shops and handing over my money. Especially for smaller companies.

Interviewer:
One last thing, do you think that your country and its restrictions have had any influence on your answers?

110:
I think living in Spain, they made some drastic decisions of putting us into a full lockdown. But I think it was the right thing to do, and fair actually, because now we are almost seeing the end of things, whereas other countries are still suffering more. But even more so, because where we live there are other things to look forward to, rather than materialistic needs. So if I was in the UK or Denmark, I maybe would go shopping more, just for that little extra satisfaction. Where here, when we were out of lockdown all everyone wanted to do, was just to feel the sun and see friends and loved ones, go to the beach.
Interviewer: Do you believe that your answers would have been different if

a. you were in another age group (age group x, y, æ)
b. If you were another gender

110:
Yes, if I was older I may behave and react differently. Since we are talking about a virus, which could affect you a lot more, if you are older. So I probably wouldn't want to go into shops and spend my money and increase the risk of getting infected. Also, I dont believe that gender necessarily has an affect on the needs.

9.2.111 Respondent 111

- Country: Denmark
- Age group: 18-29
- Gender: Female
- Occupation: Junior position in a IT company
- Education: Master's degree

Interviewer:
Have you experienced any significant change during the pandemic in your life?

111:
I went to my office one week only since the pandemic started so this is a big change, and I actually like this type of work a lot. So it's good. And of course we lost a little bit of freedom to go out, and do what we want, which led me to develop other hobbies that I had when I was younger, for example like reading. I'm also enjoying the time that I spend here with my parents. So those were the big changes.

Yes, in terms of consumption, I have experienced a lot, for example, previously, I didn't order anything online and now I started to order some things online. Actually I've started to section what I can order, or what I like to order and what I don't like to order. So that was a big change in my life.

Interviewer:
Have you experienced any changes in the type of channels, you've been using to buy the fashion goods? And have you felt a change in your needs towards fashion goods?

111:
For example, I used to buy a lot of fast fashion. However, now I invest more in small Spanish brands. They are more expensive, but as I'm always in office, I normally don't dress up like I used to, so I don't have the need to have that many clothes, which led me to change a little bit in terms of buying things with more quality that are more expensive, but in less quantity.

In terms of channels, we weren't allowed to go to the source to buy. So I started to purchase things online. I really liked the experience, right now the world is built in such a way that deliveries are really fast. Also, if I want to return any piece, it's not like it's that difficult. I thought that it would be more difficult than what it actually is, which makes my consumer experience much better.

The only thing that I don't like is that there are products that I know it’s not worth buying online because normally they don't fit. For example, pants, I can't find pants online because I cannot try them out. When I used to try to buy them online, I always had to return them, and that is kind of boring. However, other products such as skincare products, I feel very comfortable in buying them online because the fitting issue does not exist anymore. But actually in terms of clothing, I don't like to buy pants online, but other items such as jackets and blouses I feel more comfortable buying them online.

Interviewer:
Which channel do you prefer?

111:
It’s quite hard to say. I really like to try the clothes, but when online, you can see everything in front of you not only from one store but from many stores, which helps you make your selection better. So, I believe that now, I would say that I like more online shopping. Furthermore, it helps that I don’t have to stay in queues to buy and return the products like in the physical stores. Also, here in Spain there is Bizum, which makes me more secure in buying online, as I don't fully trust introducing my credit card information in the system. So I really believe that by using a safe intermediate for my shopping online has also contributed to my preference.

Interviewer:
To develop on that, have you experienced any change in the needs during the pandemic in terms of other characteristics of the stores?

111:
Yes, the customer service. Before I really enjoyed having the help of the shopping assistance in the stores, but now I buy much more online. Nevertheless, I feel like the Spanish brands I have been buying online have a very good customer service. I can message them or email them and they will answer me right away. I actually believe that it became much easier to connect, and it is something I use a lot to ask if a piece can be more fitted for me, or delivery time, etc.

Interviewer:
How do you expect the post COVID-19 scenario to look like?

111:
I believe that online shopping will continue to grow every day, because people understood in this pandemic that they can spare their time by going to the supermarket online, buying other items online and scheduling the delivery. So I believe that this has helped simplify our lives. But at the same time, I don't think that the shops will ever cease to exist. They will always exist, because we need the touch, at least until they invent something where we can feel the clothes or see in our bodies online. I really think that society will always go to the stores

physically, but at the same time online shopping has gained a lot of importance.

Interviewer:
With the previous question in mind, do you expect that your needs of the channels will change in terms of their characteristics?

111:
If I am only thinking about big brands, such as Zara, they actually have a system in store where you can order directly online. I think that is something quite helpful for people that are not as comfortable with shopping online. Also, I have seen that some stores have invented a system where when you want to pay all you have to do is put your things into a box and it identifies all the prices, which then you can pay without someone being there. So I also believe that some stores will evolve into these self-service systems where you don't come in contact with other people. In fact, the contactless system in the credit cards has also been impulsed by this issue, which will probably stay in the future as well because it also requires less contact.

Interviewer:
Taking into consideration the post COVID-19 scenario that you described, would you still prefer buying online?

111:
I think so, because mostly of the Spanish brands, that I was telling you about which I have been buying from, they don't have actual physical stores yet because they're small brands. Or even if they do, it is a small studio which will run out of stock quickly as they only produce a small amount of pieces. So yes, I will still prefer online shopping.

Interviewer:
What if COVID-19 turned out to be endemic, which means that it's a virus that it's not 100% gone so there will still be outbreaks, just like the flu. Will your answers from before stay the same?

111:
Yes, I believe so. Maybe there will be more restrictions for longer, but anyways I believe so.

Interviewer:
Do you think that your country and its restrictions have had any influence on your answers?

111:
Of course. I know that when the restrictions are a bit more free, I will choose to have the delivery in a shopping mall instead of my house, because I am afraid I won't be home.

Interviewer:

Do you believe that your answers would have been different if you were in another age group?

111:
Yes. For example, I know my parents do not buy online. Maybe if I influence them to do so, they will, but I know for a fact they would never choose to have something delivered at home because they do not trust the process. So yes, my answers would have been different if I was older.

Interviewer:
And if you were another gender?

111:
I don’t think so. I see it from my boyfriend who buys online as many things as I do.

9.2.112 Respondent 112

- Country: Spain
- Age group: 18-29
- Gender: Female
- Occupation: Lawyer
- Education: Master’s degree

Interviewer:
Have you experienced any significant change during the pandemic?

112:
I didn't. I kept using the same channels - physical stores for groceries and online stores for everything else (clothing, books, household goods, etc), and purchasing the same type of things.

Interviewer:

Have you experienced any changes in the type of channels you have been using to buy fashion goods?

112:
No, I used to buy mainly online and that didn't change during the pandemic.

Interviewer:
Do you prefer shopping online or in physical stores, when you are buying fashion goods? Why?

112:

I think online. There is a much bigger variety, and I don’t know why but also better prices as well.

Interviewer:
Which characteristics of each channel has an affect on you?

112:
I think online it’s literally how quick and convenient the purchase process can be. There is some waiting time to get the items delivered, but the fact that I can make the purchase at any time of the day, is worth it. Regarding physical stores, I think that physical stores have a much better customer service, we’re not only talking to bots. Also, of course you can try things on, and see the colors and fabrics, which means a lower probability of getting the wrong item, size, color, etc.

Nevertheless I think that online stores can do better when it comes to availability to promptly answer any requests, either about an item, the status of our order or refund.

Interviewer:
Have you experienced any change in your needs during the pandemic?

112:
No. I purchase the same way as before.

Interviewer:
How do you expect the post COVID-19 to look like? When do you think that will be?

112:
I think there will be a continuous growth of the online market, which will force its development - better and faster customer service, better delivery, more appealing design, etc. In terms of needs, maybe a greater demand for home office equipment, as it is becoming usual in many companies, and for items like masks and disinfectants. When that will be is harder to tell… maybe in a year.

Interviewer:
With the previous questions in mind, do you expect your needs to change?

112:
I think so, if my expectations of improvement that I just stated will occur, I think that I don’t have any other reason why I shouldn’t continue to buy online in the future. It is much better, just needs some development

Interviewer:
What if COVID-19 turned out to be an endemic which means/def112: as, a virus is not cured, but remains within our lives like the flu? Will your answers from before stay the same? Or would you like to change anything?

112:
They wouldn't change, I believe that is the most likely scenario, therefore, my answers are based on that assumption.

Interviewer:
One last thing, do you think that your country and its restrictions have had any influence on your answers?

112:
No, the high-impact measures were applied in all countries (disregarding underdeveloped countries, whose consumption patterns are totally different).
Interviewer:

Do you believe that your answers would have been different if you were in another age group (age group x, y, æ)?

112:
Yes, I believe that older generations may have experienced an increase in online shopping.

Interviewer:
If you were another gender?

112:
No. I don’t think it is related to that.

9.2.113 Respondent 113

- Country: Denmark
- Age: 18-29
- Gender: Female
- Occupation: Marketing Assistant
- Education: Cand. Merc.

Interviewer:

Have you experienced any significant change during the pandemic?

113:

Buying spontaneously is something I find highly related to window shopping, and my general need for buying new clothes has decreased compared to when I have the opportunity to try on the clothes.

Interviewer:

Have you experienced any changes in the type of channels you have been using to buy fashion goods?

113:

Obviously since buying clothes in the stores wasn't a possibility I have been shopping online if I found the need for something new, however I did not shop significantly more online than under normal circumstances. I have also changed the kind of items that I buy, I do not really use my party outfits, so my style has become more casual and comfy.

Interviewer:

Do you prefer shopping online or in physical stores, when you are buying fashion goods?

113:

Indeed physical stores

Interviewer:

Which characteristics of each channel has an affect on you?

113:

Being able to try on the clothes for testing the fitting, size, style etc - I also minimize the risk of having to waste time on packing and returning the clothes in case it doesn't fit - in a physical store I would know this from the beginning. Having the possibility to try it on is the most important thing for me in the physical store. However, shopping online gives you the option of sorting what you search for and provides a better overview.

Interviewer:

Have you experienced any change in your needs during the pandemic?

113:
No

Interviewer:
What do you expect the post COVID-19 to look like?

113:
I expect to return to my old habits - shopping in physical stores and doing window shopping is also related to something cozy and a social experience with a friend for example.

Interviewer:
When do you think a post COVID-19 scenario will start?

113:
Pre-summer

Interviewer:
With the previous questions in mind, do you expect your needs to change?

113:
I might expect myself to freshen up my wardrobe when I see a chance for going out more.

Interviewer:
Regarding the fashion goods channels, do you think you will continue to prefer physcal stores as a channel?

113:
I think I will prefer physical stores as it is more a shopping experience that just satisfies a need.

Interviewer:

Do you remember one of the first questions I asked you: “How do you expect post COVID-19 to look like?”. *What if COVID-19 turned out to be an endemic which means/defines as, a disease is not cured, but remains within our lives like the flu.?*
Will your answers from before stay the same? Or would you like to change anything?

113:

It will stay the same. If physical stores would never reopen I would of course get used to it, but miss it.

Interviewer:

One last thing, do you think that your country and its restrictions have had any influence on your answers?

113:

No.

Interviewer:

But what if you weren’t living in europe? Would you expect that the restrictions will have changed your answers then?

113:

Perhaps in cities with a high population density, shopping in physical stores seems risky for a longer time as the reproduction rate for the virus is deemed to be higher and I wouldn't feel safe being so close to other people in such a situation.

Interviewer:

Do you believe that your answers would have been different if

a. you were in another age group (age groups: 18-29 / 30-54 / 55+)
b. If you were another gender

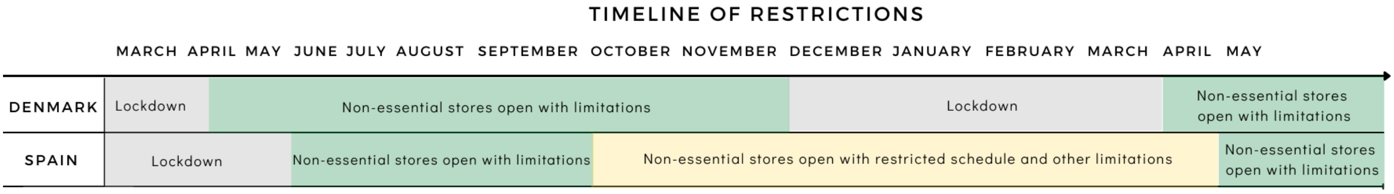
113:

I might have been even more careful if I was in one of the older age groups.

I do not believe that gender will affect the answer.

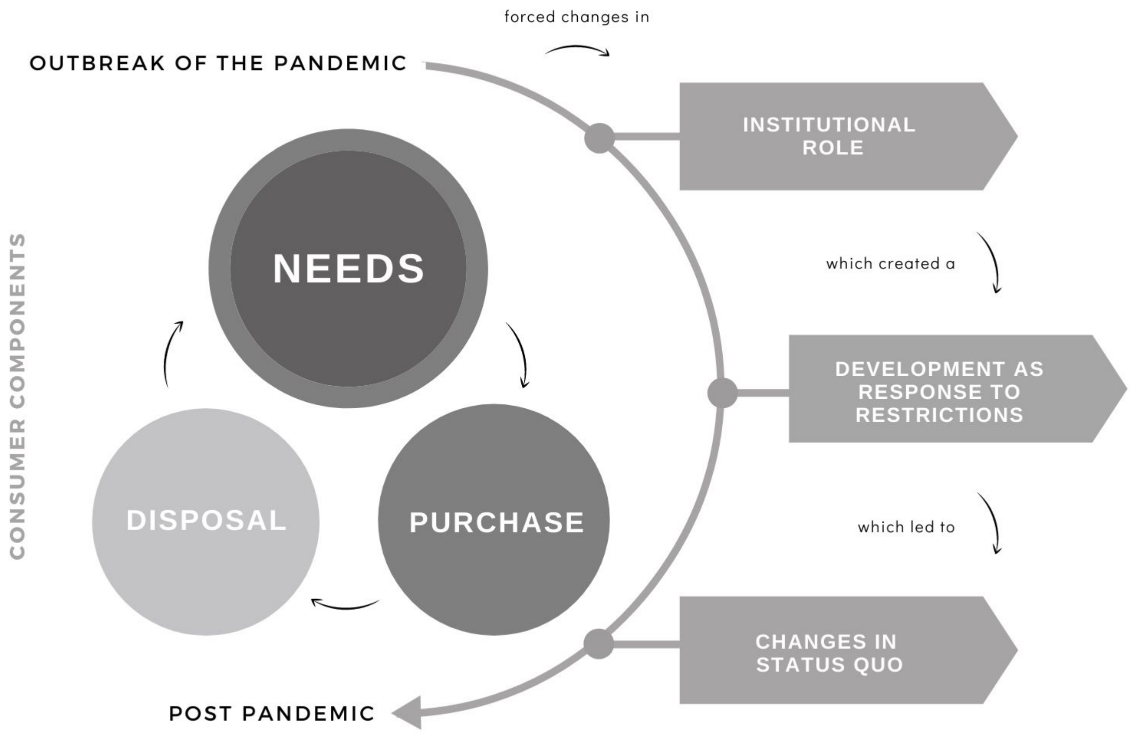
9.3 Figures

9.3.1 Timeline of non-essential stores restrictions

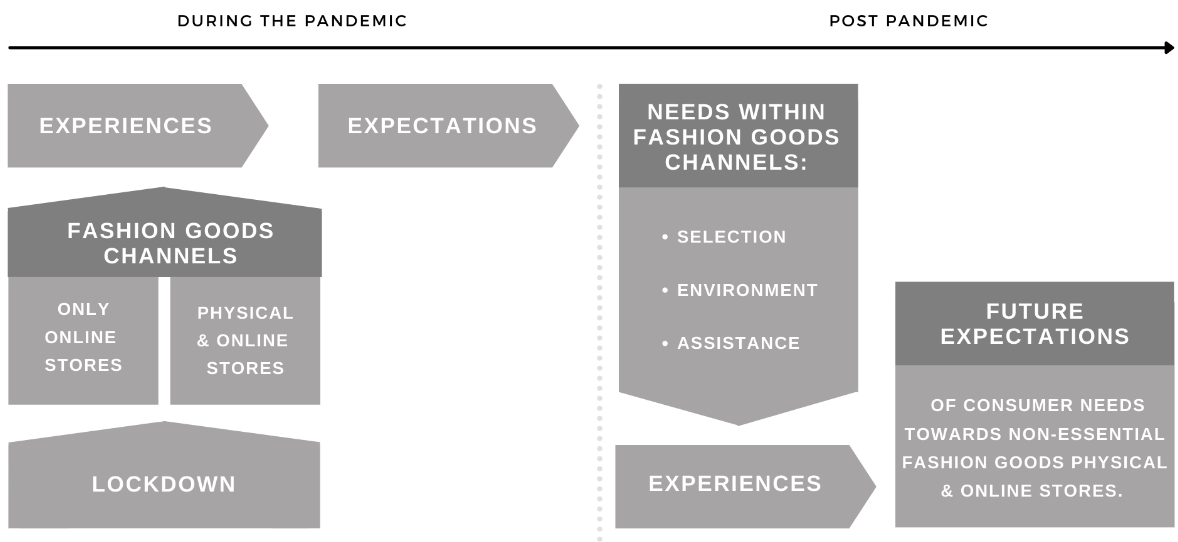


9.3.2 Consumer Behaviour Key Components

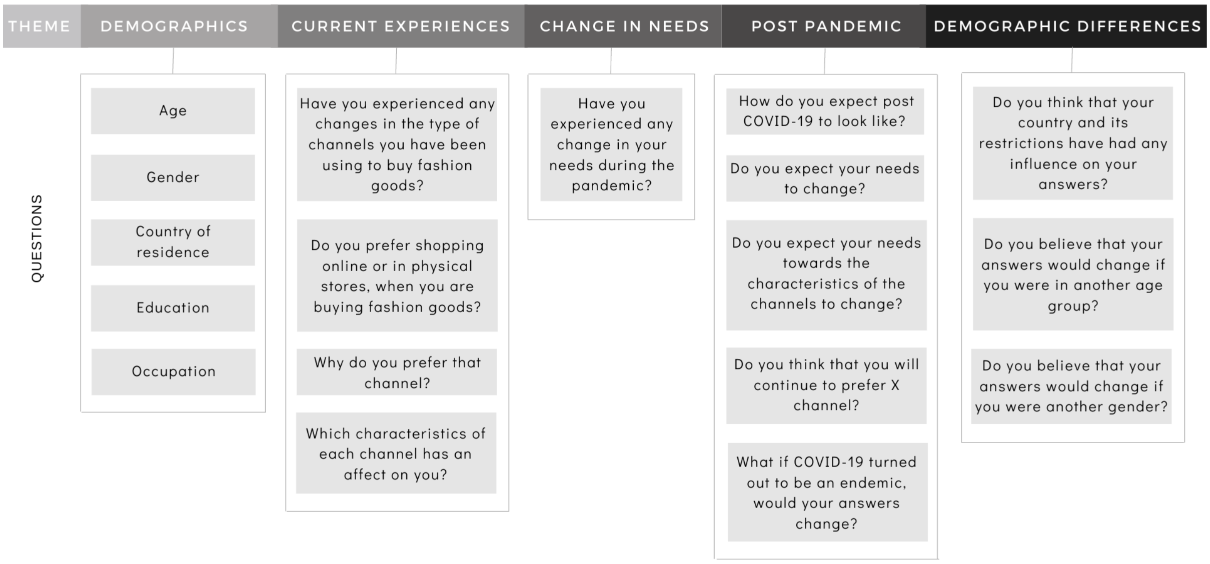
9.3.3 A visual representation of the literature review summary



9.3.4 Conceptualization Map



9.3.5 Interview structure



9.3.6 Short interview structure