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Importance of localized content in online fashion store in Czech Republic

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STUDENT'S DECLARATION
I declare that this Diploma thesis is my own work, and the bibliography contains all the literature that I have referred to in writing of the thesis. I am aware of the fact that this work will be published in accordance with the §47b of the Higher Education Act, and I agree with that publication, regardless of the result of the defended thesis. I declare that the information I used in the thesis come from legitimate sources, ie. in particular that it is not subject to state, professional or business secrets or other confidential sources, which I wouldn't have the rights to use or publish. Date and Place:

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ABSTRACT
1. Main objective:
The main aim of the paper is to examine the influence of localized content on customer in fashion online store About You GmbH in the Czech Republic. Furthermore, paper formulates and provides recommendations for improving the performance of on-site content, based on results of research investigation.
2. Research methods:
Theoretical-methodological part of the diploma thesis consists of summarizing the knowledge of secondary sources in the area of marketing and online shopping and presents principles of methods used in analytical part. Analytical part describes current e-commerce market with fashion in the Czech Republic and presents introduction to e-commerce platform About You GmbH. In order to determine the level of importance of content localisation, primary data were collected through conducting two types of research. Qualitative data collection uses semi-structured individual interviews with small sample of participants to provide insights into the content localisation comprehension. Quantitative research compares numerical data of performance of localized and not localized on-site fashion content obtained from internal sources of the company.
3. Result of research:
In order to determine the importance of localized content, two types of research were conducted. In the quantitative research, data about performance of on-site content, that was either created specifically for the Czech Republic or adopted from German version, were collected and analysed. On-site content has either form of stories or outfits. Ten outfits and forty stories were considered. Results show, that Czech specific on-site content of fashion online store About You has better performance in terms of click-through-rate and return-on-investment. Qualitative research was conducted through in-depth interviews with eight participants from the Czech Republic. All participants do visit online fashion stores, where five of them perceives positively when the on-site content of store is relevant for country based on country specifics, others are indifferent. Majority of respondents did purchase a product after seeing it featured in an article on fashion e-commerce website.
4. Conclusions and recommendation:
Results of analytical part demonstrate, that customers are interested in country specific content and content localisation increases its performance. In the terms of on-site content, fashion online store About You should concentrate on creating localised content and track its performance. Internally measured data give an important base for creating on-site content based on consumer purchase behaviour and preferences. Tailored content should be featuring local current trends and influencers known in the Czech Republic. The importance of localisation should be considered in on-site content creation, as well as in other types of communication.

KEYWORDS
Content marketing, e-commerce, fashion marketing, localisation

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	  2.3. Online shopping
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	  3.2. Introduction of company About You GmbH
	  3.3. Quantitative research – comparison of performance of localized and not localized on-site content
	  3.4. Qualitative research - interviews
	  3.5. Summary and recommendations
	4. Conclusion

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1   Introduction

Today´s dynamic business environment offers to companies many opportunities and challenges. Globalization allows businesses to move the focus on solely one country market and operate on several markets globally by reducing some of the barriers for expansion. Companies are becoming more international and the acceleration of change in the dynamic business environment comes foremost from the evolution and development of the internet, which influenced the structure of businesses and paradigm of communication. Companies create in the online environment websites and mobile applications, where they offer and promote products, which are being purchased by the customer.

The possibility of fast expansion to other countries raises the topic of importance of localized content in globalized business. There are three possibilities of content creation for countries entered by companies with the vision of business growth. Firstly, companies offer international website and do not adjust any information. This option is mostly practised, if the original content is available in language that is also spoken of particular country additionally entered. Secondly, companies translate existing content to respective language or, thirdly, create new localized and country specific content. The importance of content localization for particular business is influenced by the industry and products offered.

The main aim of the diploma thesis is to examine the importance of localized content in chosen non-local fashion e-commerce business in the Czech Republic, specifically performance of on-site content of company About You GmbH. In order to achieve desired goal, following partial objectives are set:

- definition of the role of content and marketing communication techniques in digital environment based on literature review

- identification of the key performance indicators for content measurement followed by analysis of on-site content performance of the chosen fashion e-commerce business

- presenting results of interviews and design the recommendations

The paper is structured and divided into three main parts, namely theoretical-methodological part, analytical part and conclusion. Firstly, theoretical-methodological part presents the knowledge from secondary sources with the focus on integrated marketing communication, marketing techniques used in the digital environment, content marketing and localisation, e-commerce and market research.

Secondly, analytical part describes present fashion e-commerce market in the Czech Republic, informs about e-commerce platform About You GmbH with origin in Germany. Primary data of on-site content performance are presented and results of interviews observing the perceived importance of localized content for respondents are started.

Third part of diploma thesis, conclusion, summarizes previous two parts and contains the future recommendations for content management of About You online fashion store in the Czech Republic.

2 Theoretical-methodological part

The theoretical-methodological part of the diploma thesis presents and defines terms in the area of marketing communication in online environment and focuses on importance of content as a part of marketing strategy. Importance of content localization required due to intentional business development and ecommerce, purchasing products through internet, are defined. Marketing research through new methods as data mining and business intelligence is introduced. Finally, methodology of the diploma thesis that specifies the analytical part is presented at the end of the chapter.

2.1 Marketing communication on the internet

Marketing is a management process focused on identifying and satisfying customer needs. „We can differentiate between definition of marketing from the point of society or management" (Kotler and Keller, 2013). For society, marketing is a sum of activities which lead to satisfying customers' needs. From the company´s point of view, Sambyal and Kanur (2017) define marketing as „a process by which a product or service is introduced and promoted to potential customers" with the result of generating profit. McCarthy classified marketing activities into 4 main broad areas, named as marketing mix or 4P: product, place, price, promotion. Traditional marketing mix parameters were later extended with new parts, as for instance people, process, packaging and performance.

By marketing communications, dynamic part of promotion, company reaches out to various audiences in order to present the message which should cause a behavioural response upon being received by consumer. Development of technology and internet causes the change in customers behaviour leading to raise of new marketing communication types. Online marketing communication adapts chosen forms of marketing communication to internet environment and includes new forms of marketing. An organization must choose an adequate mix according to business targets and audience.

Discovery of the internet caused revolution in marketing by influencing the traditional 4P marketing mix and causing the move from traditional to modern marketing that, besides defining the product, pricing and distribution strategy, calls for active, mostly two-way communication with the audience.

In addition, besides being established as a new communication platform, internet is also being used as marketplace where actual transactions are being made. In this case, when consumers are purchasing via internet, the transmission from traditional to new media can be seen, for instance, in the development of point of sale (POS) communication. POS in ecommerce is being shifted from traditional flyers and posters in the place of purchase, as in supermarket or department stores, to marketing message on the website. Therefore, internet is the new medium for interacting with customers.

„The Internet is a universal data carrier. It transports any kind of data, leaving it to the receiving device to decode the stream of information as text, sound, and image" (Poe-Howfield and Van Tassel, 2010), and has affected the way of communication paradigm. More traditional media usually follow passive one-to-many communication approach, when communication flow is from company, the creator of the message, via chosen medium to the mass. Feedback from the customer to the company is limited. One of the main characteristics of the Internet is many-to-many communication paradigm which is allowing to communicate among groups, on forums,

and chats. The Internet as communication medium allows to exchange information globally and instantly without precise timing and planning. It is a global dynamic network through which new or existing customers can be addressed. Furthermore, internet belongs to less expensive media with possibility of good targeting, what leads to higher effectivity of marketing strategy if the segmentation and particular message are chosen wisely.

2.1.1 Integrated marketing communication in digital environment

Moving from the organization monologue towards interactive real time environment supported by internet evolution leads to adopting new ways of communication and combining them effectively with traditional media. As stated by Kotler and Keller (2013), "modern marketing requires more than just producing good product with attractive price and being accessible for target customer." The challenge for brands is to connect with customers through several media types and create campaigns that work across traditional and new media.

Based on media being used to deliver the message to public, „marketing activities today can be divided into three segments – Above the Line (ATL), Below the Line (BTL), & Through the Line (TTL) Marketing" (Arora, 2018). In past, the line was separating the activities with lower possibility of targeting from more specialized media. Nowadays, the complex marketing communication approach connects of both types of activities.

Above the line (ATL) advertising delivers the marketing message through media that have wide reach and are not targeted. (Arora, 2018). They are mostly being used to build brand awareness, inform and educate, when focus is to target wider audience. ATL marketing is usually using traditional media as television, print, out-of-home but also types of internet advertising and digital marketing. In opposite, below the line (BTL) advertising consists of media that are focused and can deliver the message to targeted audience. These media types are known to be more creative and have lower price than ATL activities. BTL communication incudes, for instance, new marketing trends of online and offline environment as guerrilla and viral marketing. Sponsoring and direct mailing are as well part of BTL activities. Joint approach is integration of both, above the line and below the line activities, referred to as through the line (TTL) advertising. It combines the wide reach of more traditional media and targeting even niche groups of customers.

Integrated marketing communication (IMC) approach connects traditional and new media in order to create the most effective communication strategy with particular target group (Arora, 2018). It creates an ecosystem of related elements from both, ATL and BTL, media types which work together towards to common objective. Every element of IMC should be aligned with company goals and share consistent message.

Internet, as new medium, and changes occurring in consumer behaviour affect the integrated marketing communication. Rakić and Rakić (2014) define five pillars of integrated marketing communication paradigm in digital environment.

INTEGRATED MEDIA	INTEGRATED WAYS OF COMMUNICATIONS	INTEGRATED APPROACH TO THE OPPORTUNITIES OF COMMUNICATIONS	INTEGRATED ACTORS	INTEGRATED CONTENT
• Traditional media • Digital media	• Traditional promotion • Digital communication • WOM communication	• Traditional, static promotion - monologue • Dynamic communication in real time - dialogue	• Consumers • Prosumers • Companies	• Consumer generated content • Marketing content

Picture 2 The five pillars of the integrated marketing communications paradigm
Source: Rakic, B., Rakic, E. Integrated marketing communications paradigm in digital environment: The five pillars of integration.
Megatrend revija, 11 (1), 187 – 204, 2014.

First pillar is integration in terms of media by creating a mix of traditional and digital media. Second, integration in terms of communication methods, means using the mix of traditional promotion and digital interaction with word-of-mouth (WOM) communication performed both online and offline. Third pillar is integration in terms of opportunities for interaction which combines the passive one-to-many communication approach and dynamic interactive communication in real time. Fourth, integrated actors, defines main indicators and actors of IMC when both, consumers and organizations, are taking part in communication. Social changes, as for instance development of the Internet, lead to situations, when the producer and the consumer of message is the same. This person is defined by term prosumer. Fifth pillar of paradigm is integration in terms of content creation, defining the effective communication by using mix of content created for marketing purposes by firm and adopting consumer generated content.

2.1.2   Digital marketing

Invention and usage of internet creates new ways of communication and advertising typical for 21st century. Customers change their behaviour and spend more time on mobiles, tablets and laptops which leads to growth of digital marketing techniques. According to study from Statista (2019), „it is projected that digital advertising expenditures in the United States will increase by approximately 85 percent between 2018 and 2023" (Guttmann, 2019). This prognosis of higher investments in digital marketing can be also considered for the European market.

In the first approaches, digital marketing was referred also to internet or online marketing and terms were used as synonyms. With the development of technology, digital marketing evolved and is perceived as broader term including various more specific subcategories and channels. Internet marketing is a subset of digital marketing. While digital marketing is using online and offline technologies, internet marketing specifies on using only online digital technologies.

Digital marketing involves activities and processes that promote products, services and brands using digital channels and platforms. Channels used to spread the marketing message are electronic gadgets and media. It also provides companies and institutions help with analysing the campaigns, measuring the effectiveness of their communication and therefore companies can improve the performance of marketing activities in future. Effective digital marketing

requires comprehensive strategy that is based on company's business model, focuses on target market and goals which can be achieved by appropriate mix of media types and design. This information is included in digital marketing plan which is based on current and expected situation of organization. The short-term, mid-term and long-term goals are set and the strategy to accomplish them is developed. The main aim of the digital marketing plan is to set clear structure, responsibilities and help to control and evaluate results. It is usually part of more broad marketing plan of particular company but, in the opposite to marketing plan, is more flexible as actions are being constantly adjusted and developed based on current situation and performance. However, digital marketing plan has same 4 phases of structure as marketing plan. These 4 main parts are: situation analysis, goal definition, strategy, action and control. After last step the performance is evaluated and needed adjustments to strategy are proposed.

The first phase is situational analysis which provides definition of the company's current stage and its environment. It is a starting point for development of further strategy. Situational analysis consists of several subparts, such as definition of vision, mission and vales or analysis of internal and external environment, which can lead to SWOT analysis. Furthermore, the digital presence of company and main competitors, as well as online reputation are analysed, and target audience is defined. Second part of digital marketing plan is the goal definition. Goal setting should follow SMART criteria, meaning, that goals have to be: „Specific, Measurable, Achievable, Relevant and Timebound" (Macleod, 2012). There are three kinds of goals company should have: short-term, mid-term and long-term. Short-term goals are usually connected to each channel or activity of digital marketing, long-term goals to whole plan. In order to accomplish goals, a specific strategy and actions have to be defined. As last part, defined strategy is taken to action and is being constantly controlled and reviewed. One of the advantages of digital marketing is, that time to implement changes in strategy, occurring from feedback, is shorter then when using traditional media.

Digital marketing as part of communication strategy has advantages and disadvantages which have to be considered before implementation. The main advantages are reaching wide audience in a short time, effective targeting and customization. Digital advertising is more cost effective in comparison to traditional media types and offers prompt results. One of the results of digital marketing are data that can be gathered by the company. These data can provide valuable insights about customers or performance of advertisement as the reports about number of views or clicks are easily accessible. Furthermore, information about customers journey, behaviour, preferences and responses can be collected in order to adjust the communication for future to be more effective. Data can be also seen real-time while internet is accessible 24 hours 7 days a week.

In order to choose the right marketing approach and message, A/B tests, experiments with two, A and B, variants being shown to different customers, can be conducted. During and after the A/B test company collects and evaluates data and, as a result, selects the marketing message with better results to be used in the campaign. Digital marketing allows to communicate not just two-way between company and customer but also allows customers to interact with each other. This point can be both, advantage and disadvantage. Another challenge is ad clutter as the number of companies advertising through digital channels is high, which makes the costs higher and it becomes harder to attract the attention. Moreover, not all segments of customers can be targeted by digital marketing and digital media are too dependent on technology.

Based on level of internet usage, digital marketing channels can be divided into two, online (internet) and offline (non-internet) channels.

Offline digital marketing channels are using electronic devices but connection to the internet is not necessary. There are following media included:

- SMS marketing

Part of mobile marketing which uses permission-based text messaging in order to distribute the promotional message. Receivers of text message have to opt-out if they do not want to receive messages from certain company anymore. Text messages have limited number of characters and therefore is their content relatively restricted. MMS and dial calls are also part of offline digital marketing techniques; however their usage is less common.

- TV and radio advertising

Television advertising displays the message with combination of sound, light and movement, which appeals to ear and eye. In opposite, radio advertising transmits the message solely in audio format. Both, radio and television advertising, can be also part of internet marketing in case, that advertising message is being spread through internet streaming.

- Electronic out of home media

Digital out of home (OOH) media display information with the help of electronic conductor that allows the flow. There are several advantages of electronic OOH displays. The advertising message can be changed easily and one medium can advertise several promotion messages in intervals which is more interactive also by using not just text as non-electronic OOH media, but also video or sound. Digital billboards or city lights are types of electronic out of home media.

- Sponsorship and product placement in digital media

Another channel using electronic devices for spreading the marketing message without necessity of being connected to the internet is economic or financial support of shows, named sponsorship. Sponsored shows streamed in digital media, as for instance television or radio, have to clearly identify that the show is supported by particular company and show sponsor´s name and logo at the beginning or at the end of the program. However, the company does not have to be mentioned during the show. Product placement is a marketing technique when the product, service or logo of company are included in the show without particularly stating that it is a paid promotion in the minute when the company is mentioned. Each show including product placement must contain a disclaimer at the beginning and at the end of the show, which clearly informs the viewer about product placement being involved. This disclaimer does not necessarily mention which company is being promoted.

- In-game advertising

In-game advertising (IGA) refers to paid promotion or ad format build into computer, mobile or video games. There are three types of IGA. First type is static advertisement, which cannot be changed after being built in the game, second type of in-game advertising is dynamic, which can be changed and customized and last type are games, which were built as advertisement and therefore that is their main purpose.

Online digital marketing also referred to as internet marketing, e-marketing, uses types of media that are dependent of internet connection in order to convey promotional marketing messages to target audience. Following channels are part of online advertising:

- E-mail marketing

Approach that reaches the customers directly is based on connecting through electronic mail. „It helps in directly conveying the business' message with the help of illustrations, content and links" (Atshaya and Sristy, 2016). Despite the growth of other types of internet marketing, email marketing is still one of the most efficient communication channels delivering the promotional message with other information to customer in lower costs. Its effectiveness can be tracked easily with various analytics tools. „The most common form of e-mail marketing is the newsletter: a publication that is distributed with a specific periodicity on an interesting topic for all recipients, called subscribers" (Pineiro-Otero and Martinez-Rolan, 2016). Customer must have the choice to unsubscribe from the contact list and no longer receive emails.

- Content marketing

One of the most powerful marketing techniques in information driven digital world is content marketing, which involves creation, distribution and promotion of relevant content. „Content marketing is a branding method that creates and distributes relevant and valuable brand content to entice and involve the target audience" (Du Plessis, 2017). It is often seen as one of the most native promotion methods.

- Social media marketing (SMM)

Form of the internet marketing that uses technologies and tools which are being collectively referred to as social media in order to raise visibility and promote products or services. „Social media provide the way people share ideas, content, thoughts, and relationships online. Social media can take the form of text, audio, video, images, and communities" (Scott, 2017). They offer the possibility for anybody to create and comment. Types of social media are: social networking sites, business networking sites, blogs, video and photo sharing sites, chat rooms and message boards, social bookmarking sites, review sites, wikis and podcasts. Social media enable direct or indirect communication between company and customer or customers with each other. "Firms have increasingly adopted social media for various marketing activities such as branding, market research, customer relationship management, service provision, and sales promotion" (Alves and Fernandes and Raposo, 2016).

- Display advertising

Online display advertising delivers the commercial message through banners or other ad formats using text, photos, animation, videos or graphics. There are three main categories of display advertising. First type is site placement advertising, when marketers choose websites where they want to advertise, second is contextual advertising placement on the website with content fitting the commercial message. In this case, the advertisement for fashion store would be placed next to online article about new fashion trends. Third type is remarketing, meaning that the advertisement is shown to users that visited the website before but left without completing a conversion goal set by company. A conversion goal is being defined by particular company and therefore each business can have different conversion goal, as for example completing the purchase, subscribing to newsletter or clicking on particular link.

- Search engine marketing (SEM)

Search engine advertising is a method of purchasing the advertisement in search engines, which are systems designed to realize internet search. Advertising appear when user types the phrase that company purchased. Three biggest search engine advertising programs worldwide are Google AdWords, Yahoo! Search Marketing and Bing Ads. Each search engine website has just limited number of advertisements shown to users, usually displayed above or next to non-paid search results. In order to achieve the first place in paid search results, there are several factors being evaluated by advertising platform, as for instance quality score of website and height of maximum bid per ad.

- Search engine optimization (SEO)

Search engine optimization is also connected to position in search results, however it is non-paid technique. SEO is the process of increasing quality of website and „ensuring that the words and phrases on website, blog or other online contact are found by the search engines and that, once found, the site is given the highest ranking possible in the natural search results" (Scott, 2017). Therefore, having a relevant content on website is very important so the website will be shown to audience in search results.

- Mobile marketing

Mobile marketing techniques that are connected to internet usage are linked to creating the commercial content suitable and optimized for mobile device. There are several features that are accessible only for mobile usage, as for instance suggesting the businesses in the nearby area based on GPS localization in maps or search. In order to maximize the online presence, businesses should have mobile friendly websites.

- Affiliate marketing

Affiliate marketing is a commission-based advertising model and „refers to the process of gaining a commission by promoting products or services of another company" (Sambyal and Kanur, 2017). The third-party publisher, affiliate partner, receives the commission fee after generating traffic or sales to the partner.

There are mainly three parties involved in advertising process – the promoter, the publisher and the receiver (customer). "The publisher incorporates advertisements in its online content, and the advertiser provides the advertisements that are supposed to be published or displayed on the publisher's content. Other people involved could be advertising agencies, ad servers, and advertising affiliates" (Atshaya and Sristy, 2016). While in other types of media promoter and publisher are two separate personas, in the internet marketing can be this line blurred and company advertising can be the same as the publisher. This situation occurs, when company publishes content on their own website.
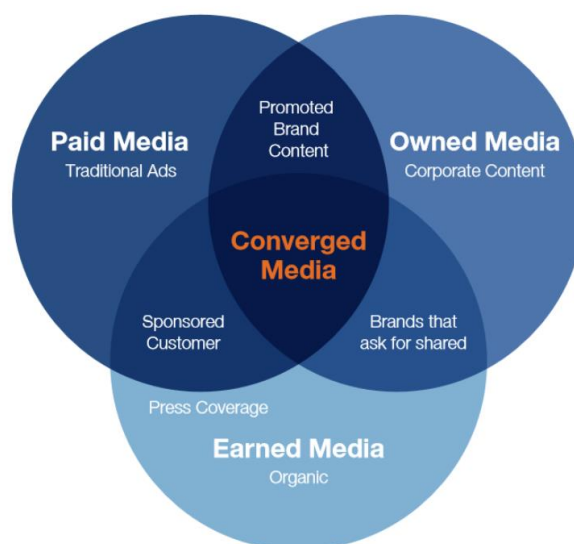
2.1.3   Converged Media

New combinations of media steering down the diverse ecosystems are reaching the interest of consumer in fast-paced environment. While the classification of digital media in three types as paid, owned and earned media is constant through the years, fourth type, converged media, was defined due to cultural and technological shift influencing customer journey.

Umbrella name paid media defines all advertising or content that the brand must buy and pay for. Paid media include broadcast advertising, display, sponsorship, paid social media post or paid reviews. On the one hand, the main benefit is possibility to scale the impact and control over the message, on the other hand, the response rates are declining and media space for paid media is cluttered.

Owned media are including all the channels that company owns or fully controls as for instance websites, videos, social media channels and network profiles. Large part of owned media is covered by content marketing when the company creates and publishes the content without involvement of third party or necessity to pay. In the comparison to paid media, owned media better targets niche audiences and is more cost efficient. The disadvantage is that company communication has lower trust and it takes longer time to scale.

Earned media is user-generated content which is produced by public. It is online buzz and word of mouth in the form of mentions, reviews, recommendations, shares and reposts. Earned media is the most credible communication channel, however, company has no or very low control over the message which can be also negative. Channels do not have to strictly belong to one media category. Especially in online environment, the borders disappear and originally earned media can become paid.

Picture 3 The Convergence of Paid, Owned and Earned Media
Source: Lieb, R., Owyang, J.The Converget Media Imperative: How Brands Must Combine Paid, Owned and Earned Media. *Altimeter Group*, 2012.

Converged media is mix of two or more channels of paid, earned and owned media in order to accomplish the objective set by company and to connect with audience through different touchpoints in the customer journey. As each of media channels have their advantages, using them complementary in communication mix leads to reaching the customer in the right time at the right place.

2.2 Content marketing

The concept of content marketing is defined by Kose and Sert (2017) as "strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to

attract and retain a clearly-defined audience - and, ultimately, to drive profitable customer action." It has become one of leading techniques in online marketing communication as it builds relationships through engaging topics and valuable experience. It uses pull marketing techniques instead of push. The main aim of pull marketing approach is to attract the customer, build brand loyalty and turn customers into returning customers. In opposite, push marketing presents the products to the customer. „However, unlike promoting products or services, content marketing is a branding method that creates and distributes relevant and valuable brand content to entice and involve the target audience" (Du Plessis, 2017). The main objectives for implementing content marketing strategy are improving brand awareness, brand loyalty and converting leads into customers. As stated by Poe-Howfield and Van Tassel (2010) most of the companies "divide the content they produce into one of two broad categories: information or entertainment."

Even though the term content marketing belongs to 21st century, the approach is not a new business practice. It has evolved over the years from one-to-many communication approaches of creating and distributing content in form of PR articles, to many-to-many approach when customers interact with content, reshare it or co-create.

The traditional steps of content management include "development, preproduction, production, postproduction, marketing, and distribution" (Poe-Howfield and Van Tassel, 2010). Naseri and Nouzi (2018) define 4 steps content marketing process model, which identifies the key dimensions in content marketing from development of the strategy to measuring the effectiveness. The four main steps with further sub-processes are planning, production, distribution and communication, measuring and optimization.

Planning stage involves defining business objectives and target customer, which are important in order to evaluate and select appropriate content type and contact points with the audience. The editorial calendar specifying editing, timeline and frequency of distribution with plan of used media is prepared.

Second stage of content marketing process model is production, which refers to content creation. Important elements to consider before and within content creation are: „value, relevance, reliability, sharing, entertainment, exclusive, coherence, and purposeful content" (Naseri and Nouzi, 2018). Produced content should be easy to understand, access and share and should be consistent over all types of used media. It can have many different types and formats as for instance: news, videos, e-books, newsletters, how-to guides, questions and answers, blogs, podcasts. The most important feature of chosen content is that it will interest the audience.

Distribution and communication is the next, third stage of process. In this step, channels for content distribution are chosen. They should be relevant for target audience and fitting the communication goal company wants to achieve. Therefore, if the wide mass should be targeted, different types of media will be chosen as for reaching the niche audience. Online media, especially social media, allow customers to react and to comment easily and business should communicate with the audience and respond back while taking notes and feedback for future.

The fourth stage is measurement and optimization. Firstly, the data are monitored and sorted out which leads to measuring and analysis content marketing activities by using several measures, as for instance reach, number of shares, open rate, click-through-rate, lead generation

or sales. Next, obtained results are being evaluated and used for content optimization in future in order to have more effective planning and improve results.

Content is valuable marketing channel for both, B2C and B2B companies. Content marketing can either complement or partly substitute some marketing channels and can be beneficial for audience and employees. Sheridan (2017) analyses and compares the correlation between content marketing and direct selling. On the one hand, he states benefits which content management integration brings to sales teams. In order to create effective content, company must "be great at understanding exactly what prospects and customers are saying, thinking, feeling, and searching" (Scheridan, 2017). Therefore, process of content production educates employees or seller and helps to understand the buyers. Furthermore, company content creation improves effectiveness of communication and the way sales messages are being formulated. In the industries, where the purchase is of higher price and goods are not of daily use, customers have longer decision process. When the internet was not accessible to public worldwide, customers were receiving more detailed information from sales people. Nowadays, they research the information upfront online and gain initial information from digital content. "With the digital consumer of today it is possible to build the trust long before initial sales meeting" (Scheridan, 2017). Additionally, due to global development of online selling, purchase can be done even without sales meeting. On the other hand, advantages of content over personal selling are defined. Most importantly, as stated by Scheridan (2017), "content never sleeps. It can work 24/7/365" and be permanently accessed by audience which consists of masses. The reach of online content is hardly limited in comparison to meeting with salesperson.

2.2.1   Influencer marketing, content creators and UGC

Content marketing is closely connected to various types of marketing channels which transfer and distribute content. Mainly all three types, paid, shared and owned media are being used, through social media, e-mail, display, advertising or websites. Köse (2017) states different types and formats of content as follows: "news, video, white papers, e-books, info-graphics, e-mail newsletters, case studies, podcasts, how-to guides, question - answer articles, photos, blogs and many other components, which are enough capable of taking target audience's interest."

As media and technology have become more advanced, new trends and techniques in content marketing, which allow brands to connect with consumers more directly and more organically, evolved. Influencer marketing developed as popular marketing and public relations technique. It refers to partnering with creators of social content in order to provide authentic content and new opportunities to deliver the brand message to consumers. Influencers are third-party endorsers with larger audiences on social media platforms, such as Instagram, Facebook, YouTube or Twitter, where "they create content promoting certain brands with the goal of obtaining a following and brand recognition" (Glucksman, 2017). They are point of connection between consumer and brand with high level of credibility and ability to effectively target niche target groups. Based on reach are influencers, individuals that can affect purchase decisions of audience because of their authority or knowledge, divided into two categories: macro- and micro- influencers. Macro-influencers have large number of followers and their message can reach wide audience. Cooperation with macro-influencers is more costly, however, their professionalism can lead to time-saving. Micro-influencers have smaller number of followers and are more authentic as they develop more personal relationships with followers. Businesses need lower investment in working with micro-influencers and can through them reach niche audiences. However, brands can have lower control over the content and micro influencers may

need higher level of guidance. Study by The Keller Fay Group (2016) shows that 82% of customers are highly likely to follow a micro-influencer recommendation on a product or service. Brand influencers cooperate with brands usually on project basic. Brand ambassadors are influencers hired by company with long-term contract.

Content creator is an umbrella term for all people that produce content that can be used for marketing purposes. Content creators can be fully employed by company, be freelancers or influencers. They cover the process through all stages from idea, planning, production and post production to communicating or advertising the message. In order to achieve successful content marketing strategy, companies must keep in focus the brand image, communication goals and target customer, when choosing the right influencers or external content creators for cooperation. Study by Rakuten marketing (2019) shows the difference of preferences between genders. According to study, the type of influencer female follows the most is beauty (56% of female respondents), as far as men follow the most gaming influencers (54% of male respondents). Difference between genders is observed also in social platform preference as the most preferred platform for men, 64% of respondents, is YouTube and for women, 70% of female respondents, is Instagram.

The growth in connectivity, caused by the Internet and new marketing practices as influencer and content marketing, empowers consumers to contribute with their own user-generated content (UGC). UGC is defined by Kahle (2013) as „original contributions that are created by users, are expressed in a number of different media (such as physical objects, sound recordings, computer code, and graphic designs), and are widely shared with other users and/or with firms." Consumers can therefore create original valuable content which draws attention to particular product. User-generated content is beneficial for several parties. Firstly, the audience receives important information from peers which can highlight strengths and weaknesses of the product or service. Secondly, company can obtain profitable information about how customer perceives the product and explore the potential for future development. Thirdly, marketing managers can re-use the content in order to be more interactive and authentic. End consumer can therefore become co-creator of brands marketing campaign.

2.2.2 Localization and translation

Since the development of internet, new forms of digital communication and marketing occurred leading to continual growth of content and web localization. Companies operating on global market modify digital texts in order to be used by audiences around the world. Managing global content through localization provides level of personalization to local audience, builds and maintains customer base. However, it is not an isolated process.

The paradigm of market globalization connects complex processes, which make texts available to society around the world, is known as GILT cycle and consist of four stages: Globalization, Internationalization, Localization, and Translation. GILT cycle occurs in companies entering international market environment and "demands a global and radical adaptation of business structures to prepare for localization from early stages of product development" (Jimenéz-Crespo, 2013). The broadest process of cycle is globalization, which refers to business decisions of organization in the scope of management and business processes. Second stage, internationalization, is more specified on processes. The main aim is to ensure that the essence of company's product is not culture specific and therefore can be independently developed and adapted for other countries. Localization process is usually the starting point of content

adjustments and changes. In comparison to previous stages, it can be done by marketing department as far as globalization and internationalization are connected to the strategic planning or development. "Localization involves taking product and making it linguistically and culturally appropriate to target locale (country/region and language) where it will be used and sold" (Jimenéz-Crespo, 2013). There are five different localization types categorized upon different extent of required technical skill: web localization, videogame localization, software localization, small device localization and multimedia localization. All types share several characteristics, as for instance interactive texts, involvement of technical modification or presence of content. Content localization emerged in relation to the internet, communication medium in globalized world and developed from translation process. Translation is the last stage of GILT cycle. Translation is the first step which consist of changing text from one language to another. In comparison to localization, it does not include adjustments according cultural background of market or graphics adaptation of target markets. Therefore, translation is the least expensive and time-consuming stage of GILT that does not necessarily fulfil marketing and business needs.

Localization is beneficial for businesses entering new markets as well as supports growth in existing markets. According to Adobe WEM White paper (2012), „it's clear that localization delivers significant business value in helping enterprises achieve their most critical objectives." There are several business objectives on which has content localization significant positive impact: maximizing customer satisfaction and experience, faster adaptation when entering new markets due to already prepared technology architecture, reducing costs, increasing revenue and customer base, meeting regulatory requirements and establishing strong customer relationships. Research conducted by Gilbane Group (2008) states, that 89% of medium and large companies operating on international markets consider multilingual communications to be important factor in achieving business initiatives.

"As the market evolves, a standardized, inflexible brand message can no longer affect customers because customers realize they are unique individuals with distinct demands. Personalized message makes a firm to stand out from numerous competitors in the market since the content is relevant to the audience" (Wong and Yazdanifard, 2015). The change in consumer behaviour leads to higher number of customers expecting to receive personalized customer experience that reflects their needs and situations. Visitors of online stores want to feel unique, as well as, part of the group and content managers have the ability to adjust the content according to the needs of customers and create personalized content relevant for each type of customer. Furthermore, social media platforms allow to interact with customers individually and therefore enlarge the feeling of uniqueness. Digital channels allow to create visually attractive content for customers and target it to the concrete buyer personas, which are semi-fictional representants of ideal and existing customer based on real data. Definition of buyer personas should be as detailed as possible.

2.3   Online shopping

Technology and internet development changed the way of shopping and affected the international business development. Electronic business, or E-business, is more general term than E-commerce referring to all business activities connected to the usage of internet. Electronic commerce is defined as trading products or services through internet. Online marketplaces are covering business-to-business and business-to-customer buying and selling. Purchasing products or ordering services through internet provides to both, seller and buyer, various advantages as well as challenges.

One of the main advantages of online shopping is the convenience. Online stores are easily accessible 24 hours, 7 days a week from any location with Internet connection. Secondly, e-commerce platforms do generally offer higher selection than traditional brick-and-mortar stores and keep higher inventory of products. Additionally, internet stores tend to provide more information about items on website. Product descriptions include dimensions, size details, information from manufacturer, usage instructions and reviews from experts or other customers that purchased product. Important advantage is also competitive price. Online stores do not pay rent and tent to sell larger quantities of goods which leads to possibility to lower the price of a product. Furthermore, discounts of online stores tend to be more substantial.

However, e-commerce businesses have also several disadvantages. Customer is not able to see and touch product before purchase. For instance, clothes cannot be tried on what can lead to higher return rates of online fashion stores in comparison to return rate of online stores with different type of product. Secondly, shipping costs are additional expenditure. Online store chooses a strategy and decides which site of business relationship covers the costs. There are three scenarios: customer covers shipping costs completely; online store covers the full shipping or both cover part of shipping costs. Identical scenarios are available also when customer returns the product. Further disadvantage is waiting time as customer does not have the item directly at time of purchase but waits days or weeks until the product arrives.

Both, advantage and disadvantage, is data collection about consumer behaviour. Online stores can collect information about customer from point before entering the website, through purchase and payment, to moment of return. Tracking customer behaviour is beneficial for businesses as they can adjust processes in order to make shopping more convenient for customer and, based on collected data, stores can adjust the marketing communication. Adaptation is also beneficial for customers as they can receive personalized offers and see content tailored to their needs. However, many customers are concerned about usage of collected data and therefore avoid online shopping.

Aspects of e-commerce are concluded in 5C framework which defines activity areas: commerce, collaboration, communication, connection, and computation. Zwass (2014) explains the connections among five activity domains and states, that „just as successful commerce is based on collaboration on multiple levels, so collaboration is supported by communication, which in turn requires connection and computation across the Internet." First aspect, commerce, includes a variety of processes through which are products offered at marketplace, which in e-commerce is a virtual space where exchange between buyers and sellers is made. Collaboration stands for establishing relationships among firms and individuals in the network in B2B and B2C commerce. Internet engages individuals, groups and organizations and allows them to share information and build relationships. Collaboration leads to communication where users interact through various online media types. The Web combines accessibility and interactivity and fulfils function of communication and marketing medium. Another part of framework is connection, which is linked to possibility to access online environment anytime and anywhere on several devices, such as desktop, tablet or mobile. M-commerce is an electronic commerce adapted for mobile devices offering varied opportunities for businesses. Electronic commerce on mobile devices can use localization services in order to offer customer location-relevant content, such as local recommendations, directions or suggestions for activities based on current weather. Last part of 5C framework is computation which is connected to large-scale distribution of computing and problem-solving resources.

2.3.1 Internet and international business development

Technology is an important stimulant for business development strategies as the development of digital technology drives economic growth and competitiveness. In the past years, the internet as new medium led the growth of business development and „has created opportunities and challenges for existing businesses and start-ups that have direct relationships with customers" (Apavaloaie, 2015). Competitive advantage is being achieved by adopting and developing new technologies which lead to new types of innovated products and services. Online presence is beneficial for both, local and multinational business.

Evolution of information technology and development of internet simplified internationalization, the process of launching businesses in new markets. Impact of the internet on internationalization can be seen also in the change of several patters. Firstly, the internet enabled faster internationalization process overall or partly for companies. Initial research, on which the choice of new market is based, is faster and more precise due to information obtained from internet and time for technical integration on foreign market was shortened. "Depending on the type of product or service, some companies have been able to achieve global spread in a relatively short space of time by operating solely via the Internet" (Petersen and Welch , 2002). One of side effects is, that customers living in country where company newly launched the business, can research the company on internet and therefore get exposed to internet word of mouth before any other types of advertising. Secondly, some traditional products got digitalized, such as e-books or streaming of series, and new software was developed, as for instance payment methods or security systems. Products or services that cannot be digitalized, such as furniture or hairdresser's appointment, were made more accessible to masses and anybody can order them through few clicks. Lastly, advanced information and communication technology allows companies to gain new business partnerships and local contacts in foreign markets in order to be able to start and grow the business. However, when launching a business in new international markets, companies should be aware of local differences and adjust the product, service, marketing communication and company environment in order to the need of the market.

2.4 Marketing research

Diverse set of customer needs require companies to create effective advertising and communication systems. Base for delivering localized and personalized marketing strategy is strategic planning and continuous market research, that gathers data about current or potential customers, their behaviour, needs and preferences. Marketing research is the fundamental part of marking strategic data driven decisions.

Data collection is generally divided into two main types: primary and secondary research, as stated by Boeije and Hox (2005). Primary data are collected for specific problem and defined purpose. These data are collected by the company though, for instance, own internal tracking systems, online questionnaires or interviews with focus groups. Primary data must be collected and sorted out accordingly in order to be beneficial for further company decision making. Secondary research consists of data, that were already compiled and organized by others.

The internet and digital technology provide businesses with large volume of data, that can be analysed and used for marketing strategy. "From the perspective of developing an efficient marketing strategy, the Internet provides better insights into sometimes hidden and unavailable data regarding customers, their impacts on business, consumer behaviour and buying decisions"

(Kursan and Mihic, 2010). Information collected through digital technology is fast, instant and convenient. New techniques, such as data mining and business intelligence, are being used in marketing research during planning and for measuring the effectivity of marketing decisions.

2.4.1 Business intelligence

Business intelligence (BI) refers to various software applications, technologies and methodologies used to analyse an organization's raw data in order to acquire information necessary for the business decision-making and enhancing the overall business performance on a marketplace. It is an umbrella term including data mining, web analytics and reporting.

The base for business intelligence are data, which are being processed in sequence of various steps in order to bring a beneficial information to company. Raw data have various form and quality levels and are analysed with systematic tools to derive complex information. They are modelled and stored in databases.

Companies benefit from using business intelligence in the area of improved decision making, better cost efficiency and identifying new business opportunities. BI interface can analyse amounts of data absorbed from different sources and provide valuable information regarding various areas, such as customer interests and behaviour, conversion funnel, which identifies the journey towards a successful sale conversion, performance of customer relationship management (CRM) systems, efficiency of content management and analysis of return on investment (ROI) from campaigns. Businesses track data based on key performance indicators (KPIs), which are defined by each company uniquely. However, in order to be able to use BI models fully, businesses have to be able to handle collected data, identify metrics of judgement, create dashboards and understand data.

2.4.2 Data mining

Data mining is a process which involves discovering interesting useful patterns from large amount of data sets and applying algorithms to extract or cluster the information. It is not a new technique, however, its importance and amount of accessible data developed with evolution of the internet. Data mining searches through large amount of data stored in databases or other information warehouses in order to find useful knowledge that is further used to make decisions for business development or marketing strategy.

Data mining process includes overall three main steps: data preparation, data mining and presentation. Firstly, data preparation consists of three sub-steps defined by Chen and Deng (2015), which are: "integrate data in various data sources and clean the noise from data; extract some parts of data into data mining system; pre-process the data to facilitate the data mining." Second stage of the process is actual data mining which involves three sub-phases: data exploration; pattern identification and evaluation; deployment of chosen data. Last step is data presentation.

Various techniques are used for knowledge discovery from databases, such as classification, clustering, association and time series analysis, outlier analysis. „Classification is the most commonly applied data mining technique, which employs a set of pre-classified examples to develop a model that can classify the population of records at large." (Ramageri, 2010) Clustering refers to identification of similar classes of objects. Association analysis discovers

attribute-value patters that occur frequently together. Time series analysis collects and sorts time series data in order to extract meaningful statistics and outlier analysis refers to finding patterns in data which are unique and different from the rest.

Data mining is largely used in e-commerce business in order to understand the patterns hidden inside customer behaviour and therefore being able to plan and execute new marketing campaigns with higher effectivity. Due to large amount of data records including customer and product data, e-commerce businesses are able to gain valuable insights about users behaviour and purchased product combination, which can be used in order to cluster similar user profiles, propose more personalized product suggestions for user based on previous purchase or viewed products and leverage users interaction, return and conversion rate.

2.5 Methodology

The main aim of the paper is to investigate the influence of localized on-site content on the customer in fashion online store About You and, based on findings, provide recommendations for future content strategy of on-site content.

In order to achieve desired defined aim, following partial objectives are set:

- definition of the role of content and marketing communication techniques in digital environment based on literature review

- identification of the key performance indicators for content measurement followed by analysis of on-site content performance of the chosen fashion e-commerce business

- presenting results of interviews and design the recommendations

Theoretical-methodological part consists of summarizing the knowledge gathered form secondary sources, such as publications, books, and professional journal articles. First subchapter is focused on topic of marketing communication on the internet. Concept of integrated marketing communication and converged media is presented and techniques of digital marketing are characterized and approaches to management of global content in various specific markets through localisation and translation are presented. Third subchapter is focused on online shopping and international business development in the digital age. Marketing research, including techniques of tracking and sorting as business intelligence and data mining, is covered by fourth subchapter.

Analytical part presents information regarding fashion e-commerce market in the Czech Republic. The current stage, largest market players and introduction to company About You are defined through secondary data. Primary research data were obtained through conducting explanatory type of research in order to investigate the importance of on-site content localization in the Czech Republic. First part of the research is based on quantitative data collection, which compares secondary numerical data obtained from internal sources of the company.

Quantitative content analysis of fashion store About You is conducted by comparing performance of localized and not localized on-site content, which is provided to audience in the form of stories and outfits. Stories are short articles with pictures related to various topics, such as information about new trends, how-to-style guidelines, top selling products or tips and tricks.

Qualitative research is conducted through semi-structured in-depth individual interviews with small sample of participants. Open-end questions (see Appendix G), identical for each of 8 participants, were designed upfront. Primary data collected through interviews provide insights into the comprehension of content localization of customers. Both type of data is analysed in order to see protentional pattern beneficial for future business decision in the area of content management.

3 Analytical part

The analytical part of the diploma thesis is structured into five subchapters. The fashion e-commerce business in the Czech Republic is defined and main players are introduced followed by information about fashion online store About You. Hereafter, design and results of quantitative research comparing country specific and non-specific on-site content by using internal data for measuring is presented. Fourth part presents results of qualitative research conducted through in-depth semi-structured interviews. At the end, summary of research and recommendations for content management of About You are presented.

3.1 Description of fashion e-commerce environment in the Czech Republic

The global e-commerce market is growing simultaneously every year. According to research company eMarketer, ecommerce market was estimated to grow 20,7% in 2019. In comparison to previous years, the growth was lower as the global ecommerce market grew 28.0% in 2017 and 22.9% in 2018. Based on regions, Asia-Pacific is expected to have the highest growth, followed by Latin America, Middle East and Central and Eastern Europe.

Masterindex 2017, a survey conducted by company Mastercard on e-commerce and payment trends in Europe, finds, "that 25% of European internet users shop online once a week and over 60% shop online once a month. 90% do so at least once a year." Study also shows that 50% of Europeans shop online to buy footwear and clothing. Customers have chance to choose from local ecommerce websites or cross-border platforms, which have origin in different country. Masterindex 2017 finds, that 37% of all clothes purchased online in Europe were from cross-border stores.

The Global Payments Trends Reports 2019 by J.P. Morgan states, that the growth in mature markets, as for instance the United Kingdom or Germany, will slow down as far as smaller emerging countries represent the opportunity and higher digital expansion in 2019. The ecommerce in the Czech Republic is estimated to grow 16% between 2017 and 2021, which makes the Czech Republic the fastest growing ecommerce market in Europe. Report analysed 34 European countries. The Czech Republic is also a leader of m-commerce, where more than half of customers shopping online is completed on mobile device. According to the report, 54% of customers in the Czech Republic purchased though mobile, followed by United Kingdom and 51% of online shoppers. In other European countries is the rate of m-commerce lower than shopping through desktop.

APEK, association for e-commerce based in the Czech Republic, conducted a research analysing customer behaviour of local e-commerce market. Results show, that segment generating biggest revenues in year 2018 was electronics, however, most often purchased segment was fashion. Fashion e-commerce can be categorized by several characteristics. First division splits fashion e-commerce into two types of businesses, companies with brick and mortar stores, which sell both online and offline or solely online stores without physical presence in the country. Second division is based on country of origin as there are local online fashion stores established in the Czech Republic and international businesses, which were established in different country and entered Czech market in later stage. Third division of fashion e-commerce is based on assortment and therefore there are stores offering only one brand or multiband stores, which are offering multiple brands. Assortment division also includes various categories. Stores can be specialized on one exact category, such as shoes, or offer wide range of assortment by covering multiple categories.

GLAMI, a search engine platform for fashion discovery and shopping established in the Czech Republic, analysed the market in Fashion (Re)search 2019 to define current status of fashion e-commerce in the Czech Republic for year 2018 and predict the future growth. Research states, that the revenue of online fashion stores in year 2018 was 24,5 billion Czech crowns. The share of online fashion stores to offline shops in year 2018 was 20.3% and is expected to grow to 26.8% in 2022.

Focusing on solely online stores with multiband assortment, there are 5 main players in the Czech Republic: Zoot, Bonprix, Answear, Zalando and About You (see Appendix B).

Zoot

Zoot is an online fashion retailer established in the Czech Republic in 2009 and currently operates also in Slovakia and Romania. It offers more than 300 brands for women, men and children and the assortment consists of clothing, shoes and accessories. Zoot was the first online multiband store in the Czech Republic, where customers could buy higher number of brands in one place. Website has its desktop and mobile version. Next to the online store, Zoot established unique chain of pick-up places in the Czech Republic and Slovakia. Customer has therefore an opportunity to have the product delivered to the pick-up place, try it one and take just piece of clothing that fits. Currently there are 18 pick-up places in the Czech Republic. At the beginning of business, Zoot was offering free shipping and free returns in 90 days. Currently is shipping and return paid, however delivery and return in pick-up place remains free. Time for returns was shortened to 30 days. Besides delivery to pick-up place, Zoot offers two logistics services, Zásilkovna and PPL, in order to deliver parcel to the particular address of customer. Zoot offers various payment options for customers, namely bank transfer, cash on delivery, online payment with credit card, payment method Twisto, PayPal and payment in the pick-up place.

Zoot is present on social media as Facebook, Instagram and YouTube. The most active social media platform is Instagram, where company posts either pictures in feed or Instagram stories which last 24 hours. In order to work with user-generated-content, Zoot created two hashtags, #kazdydensezootem and #zoot_cz, which can be written in caption of pictures by Instagram users and their pictures may be afterwards reposted to Instagram account of the e-shop. Mostly used marketing technique of Zoot is influencer marketing, where Czech bloggers post pictures in clothes from Zoot and tag post as sponsored.

Bonprix

Bonprix in an international fashion retailer based in Hamburg, Germany and is currently present in 30 countries across Europe. It is part of worldwide biggest fashion company, Otto Group. Bonprix entered Czech market in 2004 as catalogue store, where customers received printed catalogue through post, filled out the order form and send the request back to Bonprix. Currently, Bonprix has besides catalogues, which are focused on older target group, also online store in desktop and mobile version and offers also mobile app for smartphones. Shipping or return costs are paid by customer and delivery of parcel is handled by logistic provider Czech post. Three payment methods are offered, cash on delivery, online credit card payment and payment method PayU.

Bonprix does not have local social media accounts for the Czech Republic. Instagram account is international in English language and Facebook page is in German language. According to Fashion (Re)search 2019 by GLAMI, Bonprix is a fashion eshop with 2nd best unaided recall in the Czech Republic.

Answwear

Answear is an online fashion retailer established in 2010 in Poland and entered Czech market in 2014. Currently is present also in Slovakia, Ukraine, Romania, Hungary and Bulgaria. It offers more than 300 brands from all categories for women, men and children. Eshop has desktop and mobile version of the store, as well as mobile app. Main Unique selling points (USPs) of Answear are shipping for free over particular amount and sending the package in 24 hours after the order was placed. Logistics partners of Answear in the Czech Republic are Czech post and courier service DPD. Customer can choose from three payment methods, namely cash on delivery, bank transfer and credit card. Returns are in most cases paid by customer, however if the value of retuned goods is over 1000 Kč and user is registered on website, return is for free. Answear offers to customers a loyalty program named Answear club. By every purchase customer receives points on their account, that can be used in following purchases in order to receive a discount.

Answear has local social media accounts on Facebook, Instagram and YouTube. Instagram is the most active channel, where either pictures in feed or Instagram stories are posted daily. By using hashtags #WeAreTheAnswear and #answear_cz can customers mark their posts in order to be featured on Answear Instagram page. Posts with these hashtags are also featured directly on website of the e-shop. Answear has several cooperation with local Czech influencers, who are sharing outfit pictures in clothes from Answear on their social media channels. On YouTube, several videos with style guides and behind the scenes of shootings are posted.

Zalando

Zalando in an international fashion e-commerce founded in 2008 in Berlin, Germany and currently present in 17 countries. The Czech Republic is the newest market, which wan entered in 2018. Zalando is currently one of leading European fashion ecommerce platforms with 5,4 billion euro net sales in 2018 over all markets. Zalando offers more than 2000 brands and 400 000 products from several categories as clothing, accessories, shoes and beauty products. In the Czech Republic is the offer of brands lower, more than 1900 brands and 275 000 products are offered, and beauty category is missing. Online store has website optimized for desktop and mobile shopping and mobile app through which customers can purchase producs. Delivery and returns are free of charge for the customer and time frame for return is 30 days. Both, delivery and return, are in cooperation with logistic partner PPL. Customer has choice among three payment methods, credit card payment, PayPal or cash on delivery.

In the e-shop, Zalando provides inspiration for customers in form of streetstyle pictures of outfits on models and influencers, which are dressed in clothes from Zalando. These products are directly linked to outfit and customer can buy them in the online store. Zalando has local Facebook account, where pictures with Czech captions and various competitions for vouchers are posted. Instagram account is international for all markets, however Zalando currently works with 5 bloggers as brand ambassadors in the Czech market. Company launched a showroom in the centre of Prague, capital city of the Czech Republic. Showroom is being used for press events, where bloggers and media are invited for various occasions, for instance presentation of pieces for winter season.

Besides mentioned multiband fashion ecommerce companies, there are various online shops which are more specified on niche groups, as for instance Freshlabels offering streetwear, Footshop and Queens offering sneakers.

3.2 Introduction of company About You GmbH

ABOUT YOU GmbH was founded in 2014 in Germany as a subsidiary of the Otto Group and is now part of the group portfolio. The management team includes entrepreneurs Tarek Müller, Sebastian Betz and Hannes Wiese. The main goal of the company is to digitize the traditional shopping stroll and create a personalized shopping experience on the smartphone. About You helps customers to express their individual style. Supported by Business Intelligence data, the fashion online shop adapts to the individual style of each customer showing only relevant products and outfit suggestions.

About You is a fashion- and tech-company and offers services for B2C as well as B2B market. Company developed two products for business partners, Media solutions for advertising cooperation and Cloud solutions for ecommerce infrastructure of business partners. Business-to-customer segment is covered by online store, which is available as desktop, mobile version and app. As one of the largest fashion and lifestyle platforms in Europe, About You generated 2,3 billion euro net sales in 2018. Online store is currently present in 10 countries, namely Germany, Austria, Switzerland, the Netherlands, Belgium, Poland, the Czech Republic, Slovakia, Hungary and Romania. Company entered the Czech Republic in October 2018 and in one year received more than 1 million orders.

Internationally shop offers more than 1200 brands and 250 000 products, however assortment in the Czech Republic is smaller, more than 600 brands and 100 000 products covering all categories as clothing, accessories and shoes. Delivery and returns are free of charge and customer can return the product in 100 days after purchase. Logistics partner for the Czech market is company PPL and customer has choice of 4 payment methods: cash on delivery, credit cards, PayPal and PayU.

About You has two local social media accounts, Facebook and Instagram @aboutyou_cz with own hashtag #aboutyoucz, that can be used by customers. Next to local Instagram account, there are other social media accounts for each market as well as international @aboutyou_men devoted to men fashion and content is in cooperation with international influencers in English language. About You does not have any brand ambassadors, however it cooperates with local Czech influencers in order to gain brand awareness. Cooperation is in the form of Instagram hauls, when influencer orders products from About You website, promotes them in Instagram stories and provides his or hers followers special discount code generated for particular influencer that is valid usually two or three days.

About You started its Czech version of e-shop (see Appendix B) in August 2018 and officially launched the market in October 2018. Therefore, there was no marketing before October and shop was not present in any media. In October, a two-phase marketing campaign was conducted. First, teaser phase, lasted one week. In this period the website was shut down and therefore every user entering mobile or desktop version has seen countdown with teasing claims as „Something is coming, stay tuned ". Same claims were used in TV advertisement, on billboards and in magazines. On 9th of October a launch event in the Czech capital Prague attended by more than 300 social media stars, celebrities, industry experts and journalists took place. From this moment shop was functioning again and all new or existing customers could purchase products. From 10th of October a marketing and media campaign changed creatives in order to build and strengthen brand awareness and promote USPs as free delivery and return or special welcome discount. Since the launch, About You created several localized campaigns, for instance shooting with Czech model and influencer Karolína Kurková or cooperating with

local influencers for campaign promoting European parliament elections. In summer 2019, About You conducted Czech market focused campaign "Crazy bet", where Czech employees made a bet with CEOs. If 30 000 people will attend event on Facebook created by About You, Czech customers will receive 50% off on everything in the app during the weekend. After more than 80 000 people clicked on attending the event and customers received the discount.

Website of About You consists of two parts, product feed and on-site content, which has two forms: stories and outfits. Stories are on the base of blog articles and consist of pictures and text. Under each story, products fitting the topic are featured and customer can shop directly. As the pictures are shot by company and products are available in the shop, there are linked products from outfit under each photo. Topics of stories are mostly new trends and style guides for various occasions and various body types. All stories are clustered according to topic. Outfits are photos of bloggers, celebrities or models wearing clothes offered by the online shop. Each outfit has all products linked in order to shop directly. Both, outfits and stories, have their own subcategory in the navigation of the website, are displayed in the product feed, on article detail page, that is connected to particular story, or on the homepage under various clusters based on previous behaviour of visitor.

3.3 Quantitative research – comparison of performance of localized and not localized on-site content

On-site content in form of stories and outfits on Czech version of website About You has two types. Either it was created for German market and translated to Czech language without special adjustments or it was created directly for Czech market based on customer data and local trends. In order to determine the importance of content localization for fashion online store About You, performance of German and Czech stories, as well as best performing outfits featuring model from each country, were compared. Time frame of data collection was since 1st of January 2019 until 30th of September 2019.

There are several metrics describing performance of on-site content, most importantly click-through-rate (CTR) and return-on-investment (ROI). CTR is being calculated as the number of clicks that the particular story or outfit receives, divided by the number of times it was shown. It therefore determines, how attractive is the topic for visitors. Before selecting the story, user can see only one picture and headline, after clicking on the story, more pictures, text and product feed related to the topic is shown. Before selecting the outfit, a picture with outfit name is shown to visitor and after clicking on the outfit, details with connected products, that can be directly shopped, are being displayed. ROI determines if story or outfit performed below or above average. It is calculated as revenue multiplied by quality score divided by placement costs. Revenue of story or outfit is related to value of products purchased by customers from product feed related to particular content. Quality score is the number of clicks divided by expected clicks. This metric determines, if the promotion was clicked above or below average and considers factor as where was content placed. Expected clicks are calculated by multiplying impressions of the story or outfit on specific location, for instance category page or homepage, and the average click-through-rate in the last 7 weeks for this location. If engagement with particular content was below the average, quality score will decrease the revenue accordingly and if the engagement and therefore quality score was high, revenue will be increased. Placement costs is a theoretical opportunity cost for every content placement on the website based on performance of the shop. Week with above the average performance will have higher placement cost than below average week. The second factor determining the cost is the location.

Quantitative performance analysis is comparing 20 German stories, that were translated into Czech language and 20 Czech stories created based on data specific for the Czech Republic (see Appendix C and Appendix D). From each part, 12 stories focused on women and 8 focused on men were chosen. Higher number of stories targeting women was chosen, while the assortment for women offered on website is higher than for men. Each story is covering particular topic, such as how to style and wear a piece of clothing or introduction of new trends and clothing pieces and is linked to category of clothing. Both sides of compared stories were matched in order to cover similar subject. Stories for women were regarding following clothing categories: dress, jeans jackets, denim, sweatshirts, cardigans, blazers, trousers, jumpsuits, shoes, T-shirts. One story was about current colour trend and one was introducing style of models, that will be analysed in outfits part. Stories for men were covering following clothing categories: shirts, various types of jackets, sweaters, trousers, shirts and T-shirts. Performance was determined considering click-through-rate and return-on-investment figures, in order to define stories on which visitors click the most often and ones from which people most often purchase products.

Average CTR (see Appendix C) for Czech specific female stories was 1,86% in comparison to 0,97% average CTR for German based female stories. Average CTR for Czech male stories was in analysed period 3,32% in comparison to 1,38% average CTR for German male stories. Combining both genders, average CTR for stories made for the Czech Republic was 2,45% in comparison to 1,13% for stories, that were created for German market and translated to Czech language. Results show, that rate of clicks divided by the number of times it was shown is higher in case of localized content.

Average ROI (see Appendix C) for German based female stories was 13,96% in comparison to 209,38% average ROI for Czech specific stories targeted on women. Average ROI for German male stories was 88,80% in comparison to 2690,43% for Czech specific male stories. Combining both genders, average ROI for stories created based on specifics of Czech market was 1201,80% in comparison to 43,89% for stories, that were created for German market and translated to Czech language.

The best performing Czech story focused on women was covering topic jumpsuits with CTR 4,32% and ROI 1030,82%. The best performing German female content story translated into Czech language was devoted to the category dresses with CTR 1,71% and ROI 29,75%. For male, best performing Czech story in terms of CTR was regarding jackets with CTR 5,88%, however, the highest ROI of 7245,41% had story covering topic zip sweaters. The best performing German male story in terms of CTR was addressing topic of workwear and elegant shirts with CTR 2,57%. The best performing story in terms of ROI was devoted to the category hoodies with ROI 185,56%.

The least performing Czech female stories were regarding topic cardigans with lowest CTR 0,85% and about fashion idol Karolína Kurková with lowest ROI 5,68%. German story targeted on women with lowest performance figures was about fashion influencer Stefanie Giesinger with CTR 0,55% and ROI 0,62%. Targeting on male, least performing Czech stories were covering topic hoodies with CTR 1,59% and topic of in-between season jackets with ROI 222,06%. German male stories with lowest performance were regarding T-shirts with CTR 0,50% and in terms of ROI, story devoted to workwear and elegant shirts with ROI 5,05%, which was the best performing story in terms of CTR.

In order to determine the performance of on-site content in form of outfits on Czech version of fashion online store About You, five outfits of one country specific influencer were compared (see Appendix E and Appendix F). Both chosen influencers are models, which are active on Instagram and occasionally work as presenters on events. Stefanie Giesinger is 23 years old German model, winner of 9th season of TV-show Germany´s Next Top Model. Next to modelling, she is cooperating with brands in order to promote their product on social media platform Instagram, where 3,7 million people follow her. Stefanie created her own beauty brand Mon, which is being sold exclusively in DM drogerie markt, retail chain offering cosmetics, household and healthcare products. Karolína Kurková is 35 years old Czech model living in Miami with her husband and children. Since being discovered by model agent in age of 15, Karolína became an internationally known model cooperating with biggest fashion magazines worldwide. She is a founder of brand Gryph & IvyRose, offering herbal wellness products for children. Her most active social media platform is Instagram, with 770 thousand followers, where she shares her daily life and brand collaborations, as for instance cooperation with brand Cybex, where she designed her own line of strollers for kids.

		Stories Female	Stories Male	Stories all	Outfits
Average Click-through-rate	Content created for Czechia	1.86%	3.32%	2.45%	3.37%
	Content created for Germany	0.97%	1.38%	1.13%	1.30%
Average Return-on-investment	Content created for Czechia	209.38%	2690.43%	1202.80%	54.09%
	Content created for Germany	13.96%	88.80%	43.89%	25.59%

Table 2 On-site content performance

Both, Stefanie and Karolína work with About You on various projects. They were featured in marketing campaign material as well as on-site content, where several outfits were shot and story combining pictures for each model was created. Stories were placed on the same location on website in different times. CTR of story with Karolína on Czech website was 1,44% in comparison to Stefanie´s story with CTR of 0,55%. ROI of Karolína's story was 5,68%, what is rather low value for localized stories, in comparison to 0,62% ROI of story presenting Stefanie. Furthermore, five best performing outfits of each model were compared (see Appendix F). Average CTR of 5 outfits with Karolina was 3,37% with average ROI of 54,09%. Outfits with Stefanie had average CTR 1,30% and average ROI 25,59% generated on Czech website. Best performing outfit of Karolina „Comfy look" had ROI 140,69% in comparison to best performing outfit of Stefanie „Cargo look" with ROI 54,84%.

3.4 Qualitative research - interviews

In order to better understand how target group of online fashion store About You perceives the importance of localized on-site content, semi-structured interviews with 8 participants from the Czech Republic were organized. Each interview had 10 open end questions (see Appendix G) and was in all cases conducted face-to-face. Ambient during six interviews was coffeeshop and two interviews took place on the street. About You defines its target group as 20-49 years old woman or man. As the majority of assortment and also on-site content is focused on woman, all eight respondents were women in the age range 24-29 years. Average age of respondents was 26,75 years. Three respondents are from Prague, three from Brno and one from Olomouc.

First question was asked in order to discover the knowledge of online fashion companies in the Czech Republic. Respondents were supposed to state, if they know any fashion online stores in their country and if yes, specify the names. All respondents did state several online e-commerce players. Most known were e-shops with German origin, that entered Czech market in 2018, About You and Zalando, both listed by 7 respondents, followed by local businesses Zoot and Freshlabels, both stated 6 times. Answear was mentioned 5 times and Czech e-commerce specialized on sneakers, Footshop, was mentioned by 4 respondents.

Information about frequency of visits of online fashion stores defined in previous question was given by respondents in second question. One person visits websites daily, two respondents few times a week, two once a week and three people being interviewed visit e-shops on monthly basis. Regarding frequency of purchases, two respondents purchase products from online fashion stores few times a month, two people twice a month, three purchase monthly and one person buys just once in two months.

In fourth question, respondents of interview were asked, which factors and services are important for them to be offered by fashion e-commerce platforms. Seven out of eight participants stated free shipping and return, 50% defined as important good size chart and clearly written measurements. For 25% of respondents following factors are important: nice graphic design, products photographed on models, wide assortment and good price. None of the respondents stated rich and localized content. In order to determine the importance of content participants were asked how important is for them, that online fashion store offers also fashion related content, such as articles with new trends and styling tips, on website. For one person, it is partly important, for five respondents it is not very important, but they consider content to be nice additional value to the website and for two people, having content on fashion e-commerce platform is not important. Seven respondents do read articles with fashion related topics on websites sometimes, one does not read them. Reason for reading them is mostly to get inspired, find out more about new trends or get tips for styling.

Importance of content localization was questioned by asking how important it is for respondents, that content of articles is localized for their country, such as featuring local popular trends, pictures shot in the Czech Republic or working with locally famous people. For one person is this very important, for 50% partly important. They find it interesting, when e-shop offers at least part of the content with local relevance. For three respondents it is not important as they either do not read the articles very often or are interested more in international fashion. In order to discover which content is considered to be more important for customer, respondents were asked how interesting they find online fashion articles if they offer information relevant for other country, such as global trends and influencers from different country. Three participants find international content interesting, two prefer localized content and three are indifferent to this topic.

In order to determine, if content can influence the shopping behaviour, last two questions were asked. Firstly, respondents were questioned, if they bought a piece of clothing because it was featured in an article on website of fashion store. Seven out of eight respondents stated yes and one no. Secondly, the hypothetical question, if respondents think it would have influence in them, if their favourite local influencer or celebrity would promote the online fashion store., was given. All respondents said, it would have influence on them. They would be interested to find out more about promoted product and would feel that the communication is more personal.

3.5 Summary and recommendations

Based on quantitative and qualitative analysis, summary of obtained data and recommendations for future content management of About You in the Czech Republic are given. Online fashion store About You was established in Germany and entered Czech market in 2018. Besides offering business to business media solutions and data storing services, the main goal and source of revenue of company is to offer end customers clothing, shoes and accessories, which can be purchased online through desktop and mobile version of website or application for smartphones. In order to make website more appealing to consumers, About You offers besides product feed also additional fashion related on-site content in the form of outfit pictures or stories, which are inspired by blog posts and fashion magazines articles and offer combination of pictures and text regarding various topics.

As stated in the theoretical-methodological part of the thesis, content marketing is one of the leading techniques of online marketing communications as it builds engagement with the audience through distributing valuable, relevant and consistent topics. In the age of digitalization, businesses are evolving and expanding to other markets easier than without having possibility of online presence. When entering other markets, it is important to consider the local market specifics. Content of the international company is being localized mainly in two ways, either translated from the original language to local language, or created specifically for particular market. Online store About You operating in the Czech market is offering its audience both types of localisation.

Based on internally collected data though business intelligence system, the performance of content in the form of stories and outfits in two levels of localization was analysed. Localisation of analysed on-site content is either complete, meaning that content was created specifically for the Czech market, or is represented by taking over the original German content with smaller level of adjustments. In order to compare the performance of stated categories of localisation, two metrics were tracked. Click-through-rate (CTR) specifies the proportion of online shop visitors, who clicked on concrete on-site content from all times it was shown and return-on-investment (ROI) determines, if story or outfit performed below or above awaited average.

Two type of stories, from each twenty pieces, were considered. Firstly, stories that were originally created for Germany featuring German trends, models and influencers or were shot in German cities. These stories were translated to the Czech language and published on website. Secondly, stories created specifically for the Czech Republic based on most selling brands and product categories in the Czech Republic, presenting local trends in clothing or being shot in Prague, capital city of the Czech Republic. Quantitative analysis shows, that stories created for the Czech Republic had better CTR and ROI metrics. Average CTR of stories created for the Czech Republic was 2,45% in comparison to 1,13% CTR of german-specific stories. Differneces in ROI are higher, meaning 1202,80% for Czech specific stories to 43,89% ROI of German ones. Modest differences between performance of stories targeted on men and women can be seen, as men stories have overall better performance than women stories. Performance of outfits was tracked for ten outfits, five presenting German influencer and five presenting Czech model and influencer. Both metrics, CTR and ROI, were higher for outfits shot on Czech model Karolína Kurková in Prague and therefore had better performance. CTR of outfits with Czech influencer is 3,37% in comparison to 1,30% CTR of outfits with German one. Similarly, ROI of outfits created specifically for the Czech Republic is 54,09% in comparison to 25,59% ROI for other type of outfits.

Semi-structured interviews with eight participants were conducted in order to understand how target group of online fashion store About You perceives the importance of localized on-site content. More than half or participants is perceiving country specific content positively and appreciates the local relevance. Three respondents find interesting also international content, two prefer localized content and others are indifferent. Answers of participants show, that people do purchase from product feed linked to pictures or articles, as seven out of eight respondents have bought a piece of clothing because it was featured in an article on website of fashion store

Observed numbers demonstrate, that local Czech customers are interested in tailored content they can either identify with or is more familiar to them. Fashion e-commerce companies should therefore invest in the market analysis and take into consideration market specifics, when creating the on-site content with main goal to engage with users, inspire them and present the products. However, in order to see if the chosen strategy is correct, the performance of content must be tracked and closely observed. Due to fast changing online environment, content strategy can be adjusted in a short time according to tracked performance. The importance of localisation should be considered in on-site content creation as well as brought into other types of communication, for instance social media.

Based on results of analytical part, it is advised to online fashion store About You in the Czech Republic to continue creating country specific content in the form of stories and outfits. Content can be localized by featuring locally famous people shot in places, that are easy to identify by local audience. Topics of stories should feature best selling products and categories in order to target customers preferences, or present current local trends. By tailoring the content to the audience, performance of on-site content can be increased.

4 Conclusion

The main aim of the Diploma thesis was to examine the importance of on-site content localisation in fashion e-commerce business About You GmbH in the Czech Republic. Provide fashion content on the website in order to engage with the audience, present products and gain the interest of the customer is part of communication strategy of the store.

The online fashion store About You has integrated marketing communication approach connecting traditional and new media to create effective communication strategy and accomplish the set objectives. By adopting converged media strategy, About You combines in its communication various channels of paid, earned and owned media and reaches out to the customer through various touchpoints. Company uses diverse communication tools and techniques of digital marketing, which were defined in theoretical-methodological part of the diploma thesis. Digital marketing is integrated in company's strategy to promote products, services and the brand through digital platforms and reach online and offline the audience, that spends time on mobiles, tablets or computers. Digital marketing techniques adopted by About You are, for instance, SMS marketing, TV, radio and electronic out of home advertising, display advertising, search engine marketing and search engine optimization, as well as mobile and affiliate marketing. Company actively uses e-mail marketing in the form of newsletters informing customers either about current trends, new clothing pieces or special sales, and is very active on social media channels, having unique Facebook and Instagram account for nearly each market, where is About You present. Online website and app from About You do not solely present products available for purchase, but also contain on-site content, mostly in the form of stories and outfits. Content marketing is therefore a considerable part of company's communication strategy.

Being established in Germany, About You has to localize the content offered on the website, which is done either by translating from German language to Czech or creating the content specifically for the Czech Republic. In comparison to the competitors in fashion ecommerce market in the Czech Republic, About You is the only online store offering customers stories, with combination of pictures with text about new trends, various guides and tips. However, more online fashion stores offer outfits, where people wear combination of clothing pieces available in the shop. Based on internal data collected and sorted through business intelligence systems, performance of on-site content created for the Czech market and translated content was analysed. Results show, that both types of on-site content, stories and outfits, have better performance in terms of click-through-rate and return-on-investment when they are originally created for the Czech market based on local specifics as previous purchase behaviour or current trends. In-depth interviews with participants fitting the criteria of About You target group in the Czech Republic demonstrate, that moderate majority of respondents does positively perceive country specific content and majority of respondents does purchase products after seeing them being featured in articles in fashion online stores.

Collected data show, that customers are interested in localized content. Fashion online store About You should therefore focus on creating the on-site content specifica for the Czech Republic. There are several areas on which can content managers focus in order to create more local specific on-site content. For instance, internal data about customers behaviour offer information about purchasing habits and the most selling categories, products or brands, that can be featured in the stories and outfits. Information in stories can be related to current local trends, fit the season or be related to specific local holidays. Content interesting for local

audience can be also created in cooperation with Czech celebrities or influencers or by shooting pictures in the streets of the Czech Republic.

About You entered Czech market in 2018 and is focusing on growing the business not only in the Czech Republic but also expanding to other countries. However, is important to keep in mind the importance of content localisation that can vary between various markets. Performance of on-site content of About You in the Czech Republic can be increased by continuous market analysis, trend forecasting and offering customers tailored country specific information.

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Appendix A: Content marketing process model
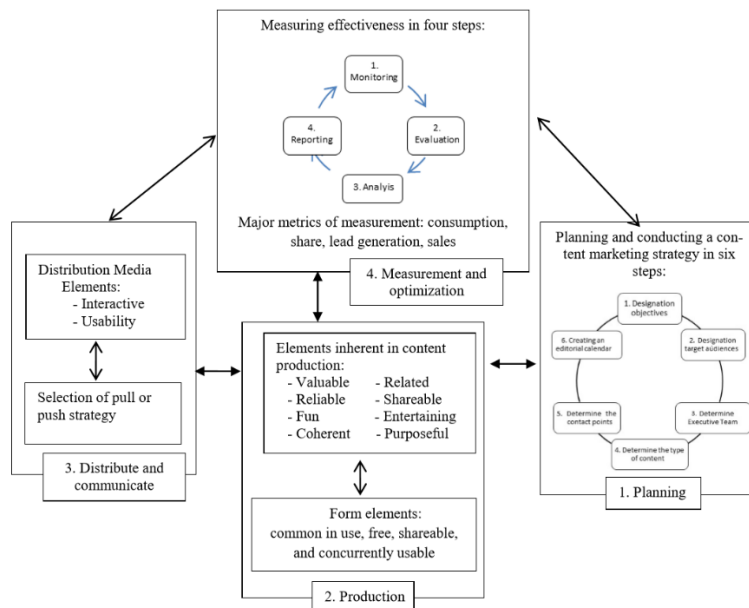
Source: Naseri, Z., Noruzi, A. Content Marketing Process Model: A Meta-Synthesis of the Literature. *Webology,* 15(1), 8-18, 2018.

Appendix B: Fashion e-commerce businesses in the Czech Republic

Screenshots of homepage from 5 main players in the Czech Republic: Zoot, Bonprix, Answear, Zalando and About You. Screenshots were made 20.11.2019.

Zoot

Bonprix

Answear

Zalando

About You

Appendix C: Performance of 40 stories

Performance of 40 on-site content stories from website About You in the Czech Republic.

	Content created for the Czech Republic			Content created for Germany		
	Topic/Category	Click-through-rate	Return-on-investment	Topic/Category	Click-through-rate	Return-on-investment
Female	Dresses	1.97%	232.90%	Dresses	1.71%	29.75%
	Jackets	1.04%	49.21%	Jackets	0.94%	3.75%
	Denim	1.02%	93.51%	Denim	1.23%	75%
	Sweatshirts	2.19%	183.27%	Sweatshirts	1.02%	8.16%
	Blazers, Cardigans	0.85%	82.35%	Blazers, Cardigans	0.57%	9.17%
	Trousers	1.91%	114.29%	Trousers	0.59%	3.86%
	Sport trousers	2.49%	156.98%	Sport trousers	0.74%	11.33%
	Jumpsuit	4.32%	1030.82%	Jumpsuits	0.88%	1.69%
	Shoes	1.29%	159.65%	Shoes	1.42%	14.23%
	Colour trend	1.67%	151.23%	Colour trend	1.26%	1.43%
	Tops	2.14%	252.62%	Tops	0.69%	8.47%
	Idol - Kurková	1.44%	5.68%	Idol - Giesinger	0.55%	0.62%
Male	In-between season jackets	2.22%	222.06%	In-between season jackets	1.46%	15.54%
	Sweaters	4.21%	7245.41%	Sweaters	1.61%	157.25%
	Trousers	2.49%	1193.39%	Trousers	1.28%	16.53%
	Hoodies	1.59%	320.59%	Hoodies	1.02%	185.56%
	Shirts	3.53%	1441.25%	Shirts	2.57%	5.05%
	T-Shirts	1.94%	245.32%	T-Shirts	0.50%	48.92%
	Jackets	5.88%	4259.56%	Jackets	1.36%	133.49%
	Office jackets	4.73%	6595.88%	Office jackets	1.22%	148.03%

Appendix D: Screenshots of stories

Picture preview of stories either created originally for the Czech Republic based on country specific data or for Germany and translated in Czech language.
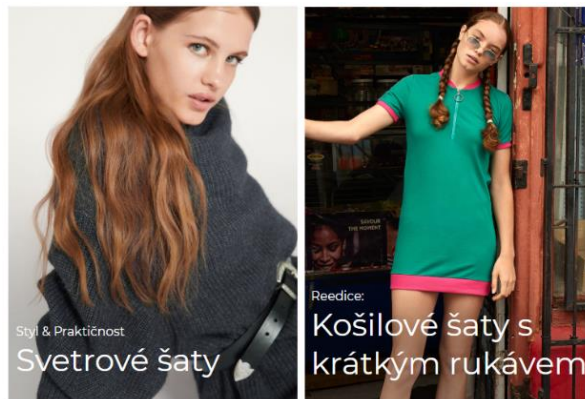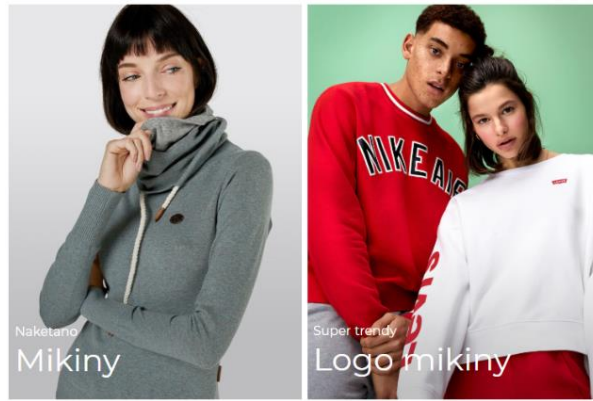

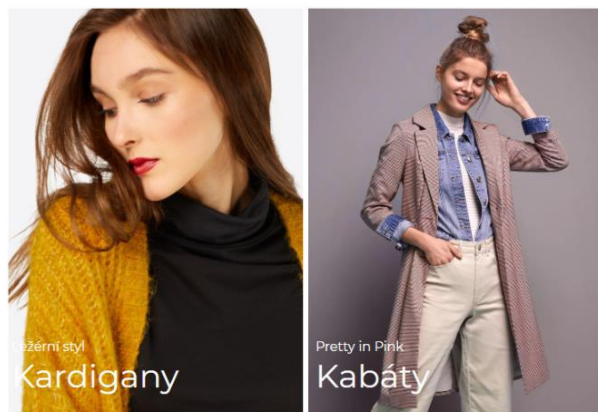Picture B-1 Dress story CZ and DE
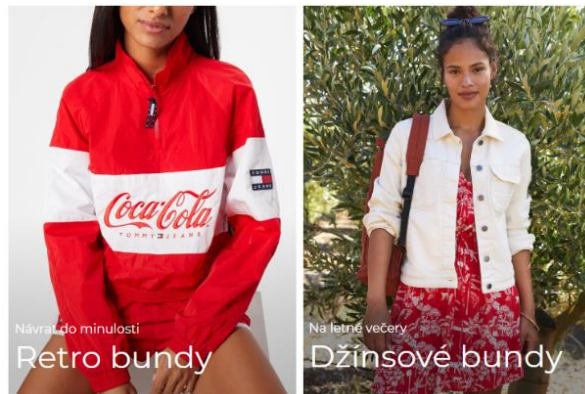
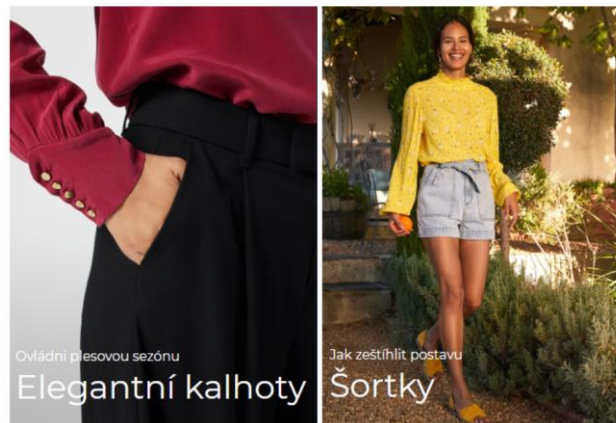

Picture B-2 Jackets story CZ and DE
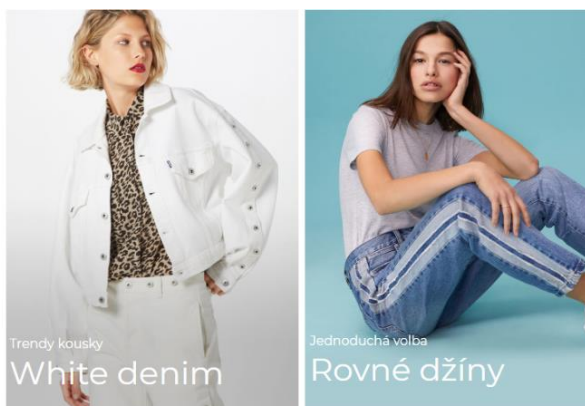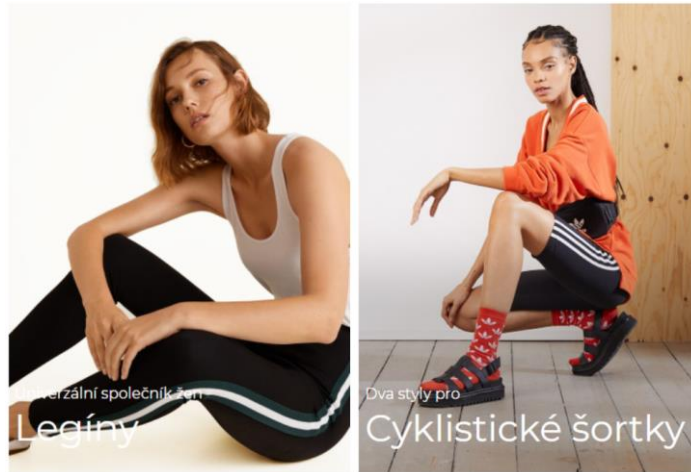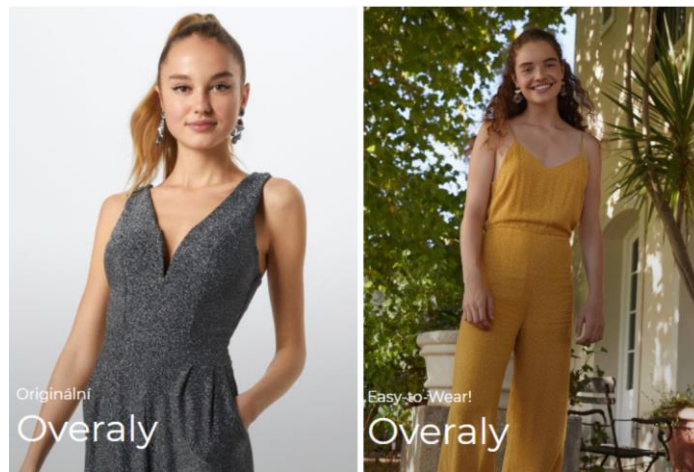

Picture B-3 Denim story CZ and DE

Picture B-4 Sweatshirts story CZ and DE
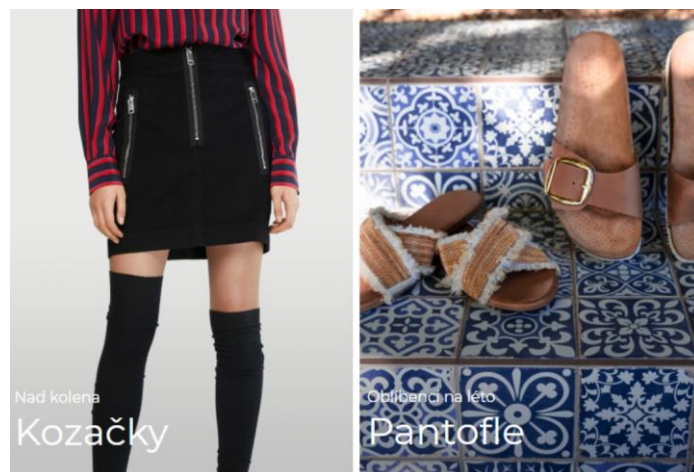

Picture B-5 Blazers and cardigans story CZ and DE

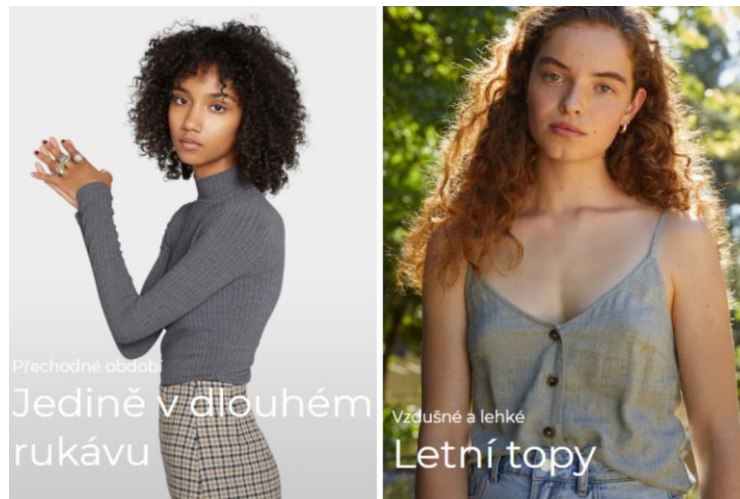Picture B-6 Trousers story CZ and DE

Picture B-7 Sport trousers story CZ and DE

Picture C-8 Jumpsuits story CZ and DE

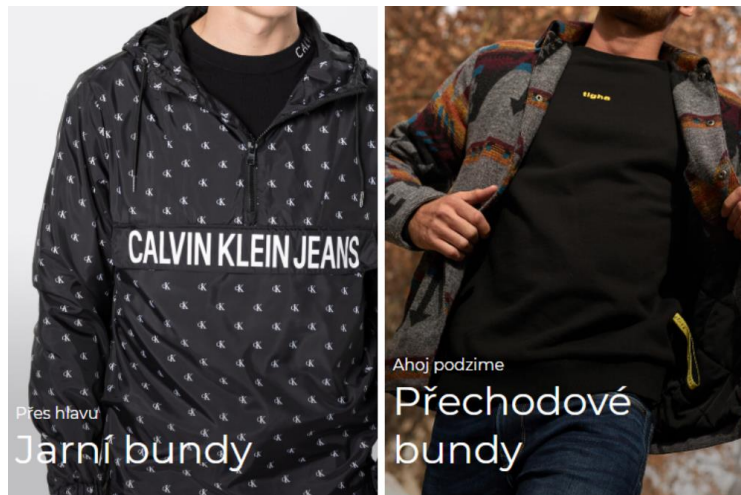Picture C-9 Shoes story CZ and DE

Picture C-10 Colour trend story CZ and DE
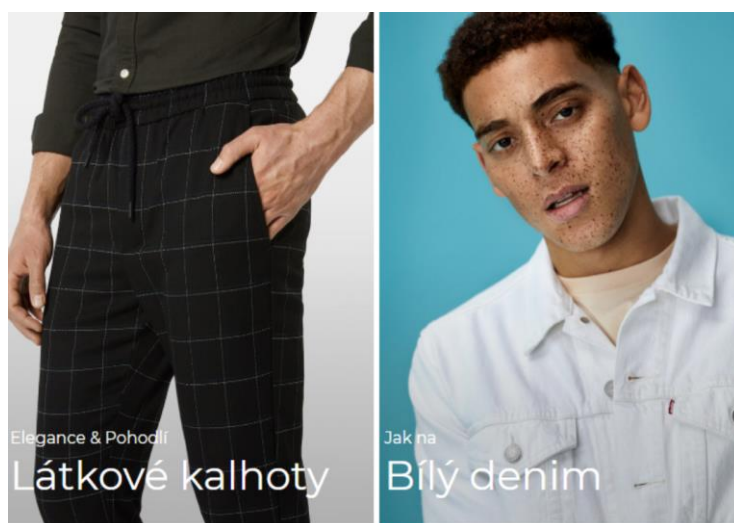

Picture C-11 Tops story CZ and DE
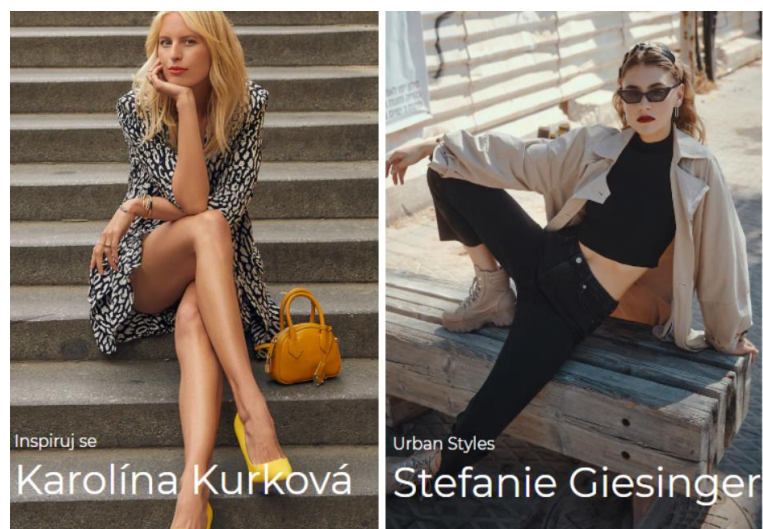
Picture C-12 Idol story CZ and DE

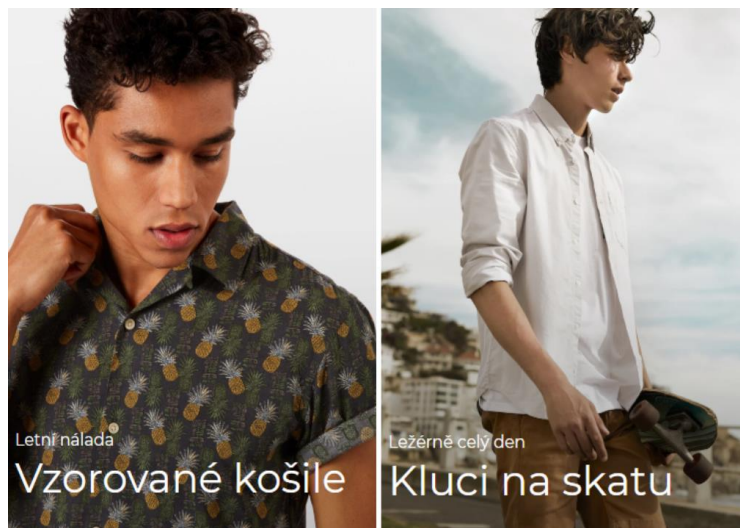Picture C-13 In-between season jacket story CZ and DE

Picture C-14 Sweaters story CZ and DE

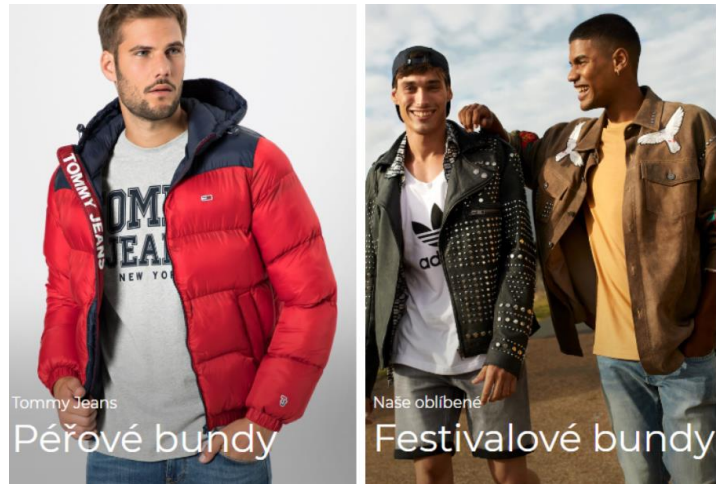Picture C-15 Trousers story CZ and DE

Picture C-16 Hoodie story CZ and DE

Picture C-17 Shirts story CZ and DE

Picture C-18 T-shirts story CZ and DE

Picture C-19 Jacket story CZ and DE

Picture C-20 Office jackets story CZ and DE

Appendix E: Performance of 10 outfits

Performance of 10 on-site outfits from website About You in the Czech Republic.

	Karolina Kurkova - CZ			Stefanie Giesinger - DE		
	Outfit Name	Click-through-rate	Return-on-investment	Outfit Name	Click-through-rate	Return-on-investment
1	Comfy Look	4.20%	140.69%	Cargo Look	3.12%	54.84%
2	Beige Look	3.43%	100.66%	Cool Country Look	0.77%	46.13%
3	Flower Look	3.20%	10.93%	City Girl Look	0.92%	10.47%
4	Stripes Style	2.30%	10.48%	Rosé Jacket Look	0.89%	9.47%
5	Sunshine Look	3.72%	7.71%	Feeling Blue Look	0.80%	7.05%

Appendix F: Screenshots of outfits

Picture preview of outfits with Czech model Karolína Kurková and German model Stefanie Giesinger.

| Comfy Look | Beige Look | Flower Look | Stripes Style | Sunshine Look |

Picture F-1 Top performing stories of Karolína Kurková

| Cargo Look | Cool Country Look | City Girl Look | Rosé Jacket Look | Feeling Blue Look |

Picture F-2 Top performing stories of Stefanie Giesinger

Appendix G: Questionnaire

Questions for individual interviews

1, Do you know any fashion online shops in the Czech Republic? Please, state names

2, How often do you visit these stores?

3, Do you purchase fashion through internet in online fashion stores? If yes, how often?

4, When shopping online, what is important for you that online e-commerce platform with fashion offers?

5, How important is it for you, that online fashion shop offers also fashion related content on website? (e.g. articles with new trends, popular clothing, styling tips...)

6, Do you read such articles? If yes, why?

7, How important is it for you, that information/content of these articles is localized for country you live in? (e.g. local popular trends, pictures shot in the Czech Republic, working with local famous people as celebrities or bloggers)

8, How interesting do you find online fashion articles, if they offer information relevant for other country? (e.g. global trends, celebrities and influencers from different country)

9, Have you ever bought a piece of clothing because it was featured in an article on website of fashion store?

10, Do you think it would have influence on you if your favourite local influencer or celebrity would promote online fashion store? If yes, how?