

A Study on the mobile application of Fashion Brands

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Abstract

The purpose of this study is 1) to investigate the contents of fashion brand applications and what differences and 2) to scrutinize the reviews of the applications uploaded on the app store in order to suggest strategies on how to apply them to fashion.

For the study, twenty-nine free applications from different categories of the fashion brands and three hundred sixty-two reviews of these applications were investigated. The analysis of the study was conducted from June 20th to November 10th of 2010.

The results showed that there are four important components for fashion brand applications: conventional information (product information and store information), the purchasing function, the fun element (social networking, blogging, music etc), and the augmented reality technique. These components are formulated based on the brand's marketing strategies. In order to know whether or not these components were successfully composed, user reviews were studied, which revealed that many users were satisfied, but the applications were insufficient to meet all of their needs.

Key Words : iPhone applications, fashion brands, content, reviews

I. Introduction

The introduction of the smartphone brought enormous change to Korean society. The number of smartphone users in Korea reached four million since the gadget's debut about a year ago – the fastest in the world¹⁾. And the smartphone caused wireless internet usage to explode, growing more than tenfold²⁾. It has also made it possible for small, unknown software developers to make a fortune overnight by selling

programs for the App Store which is a cyber market for iPhone applications.

With the iPhone phenomenon heading into its second year, there is speculation that the entire structure of the global mobile communications industry might change³⁾. Apple, the pathfinder of the smartphone era, focused not just on gadget sales but positioned itself as a content and service provider. And experts predict that the focus of the IT market will shift from hardware to software and content. It is proving to be true

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as smartphone application usage is ingrained in everyday life.

In terms of fashion application, without logging on to the computer, individuals are able to watch fashion shows, to see what's new, to save their favorite looks and to share their interests with others, to browse or to shop, and to find the nearest store all at the touch of a button. Korean fashion companies have recognized the value and popularity of the new mobile platform and its application so have rushed to put out new applications⁴⁾⁵⁾⁶⁾. However, some applications successfully offered various convenient and intriguing features but other applications are insufficient and do not meet consumers' expectations or needs.

Fashion applications will continue to be launched as long as the demand for smartphones and their applications is sustained. In order to launch new fashion applications, it is crucial for companies to analyze the features of other fashion applications how users' responded to them. However, a dearth of studies on fashion applications brought about this study, which focuses on investigating the contents of fashion brand applications and how individual who downloaded the application reviewed it on the App store. This allows us to understand the features of the applications and the individual's response of them and to develop app marketing strategy that can promote brands and build brand loyalty.

II. Theoretical Background

1. Smartphone and applications

With mobile phone manufacturers like Samsung Electronics and Apple racing to introduce their high-performance smartphones, the smartphone

craze is prevalent throughout the country. According to Seri, one out of five people in the world is projected to have a smartphone by 2011, even though they were introduced five years ago. To put it into perspective, to reach that level fixed line phones took thirty-one years, the Internet eight, and cellular phones six⁷⁾. Experts predict the number of smartphone users will exceed six million by the end of this year⁸⁾.

The fascination of smartphones ushered in the application era. KT has reported a significant rise in downloads of mobile applications. According to the company, downloads of mobile data surged 122 times in December and January compared to January through November of 2009 before the iPhone arrived⁹⁾.

The smartphone opens up a world of knowledge that can be accessed on the go by shoppers, traveler, readers, and listeners. People start the day with the applications. They use them to check when the next bus will arrive while they listen to an audiobook or radio on their commute. They also read books and download them on their smartphone. Furthermore, they can get a large selection of free audiobooks or books. Users read the newspaper and share information quickly with friends via e-mail, SMS, or twitter.

Travelers with applications have a mobile information center at their fingertips. Drivers can access up-to-the-minute traffic information via mapping services and find directions to their destination. They can also check reviews of local restaurants and nightlife hotspots and Wi-Fi hotspots and so much more.

By employing pattern recognition technologies or utilizing quick response (QR) 2D barcodes, users can find information related to the world around them. The application allows people to

take a picture of a barcode and the barcode is read to connect with information, Web sites, or purchasing options.

Users of social network such as Facebook or Twitter upload and share photos, videos, and messages to their connected friends, family or colleagues. And social network members' current locations are shared with friends and often plotted on a map. People can be linked to their friends through the social network application all day long.

Namely, with the simple but powerful device of applications, individuals can easily gather information, be entertained, and do their work differently than before.

2. Fashion Applications

In 2008, luxury brands like Chanel, D&G and Hugo Boss, were forced away from their traditional way of advertising and had to look at other possibilities. Chanel was the first to jump into this adventure by launching their application in June 2008. Soon other fashion brands followed Chanel's example.

Fashion companies have released mobile applications, representing the companies' move into the mobile arena. The impetus for the mobile application was to build the brand image in the digital era rather than specifically to increase sales in the near future. In the short term, the goal of the companies was engagement but soon the application details needed to be improved including more personalization and brand marketing efforts to draw individual's attention and to satisfy them.

In order to achieve that goal, the new strategy for the new media is necessary. In the analog era, the marketing strategy for new products followed AIDMA principle: A (attention), I (interest), D (desire), M (memory), A (action)¹⁰.

Thus the strategy focused to draw a customer's attention, to arouse their interest, and then to provoke their desire to buy. After that, they memorize the product and start action. But in the digital age, instead of memorizing a product, people search and store information simultaneously. In terms of application, if they find an interesting application while searching, they download it immediately. And then they post comments and share their experience with others by reviews or through SNS (social network system). This process is called AISAS: A (attention), I (interest), S (search & store), A (action), and S (share)¹¹. Therefore, a company must be concerned not only with the application, but also its reviews.

As previously mentioned, the application affects people's lives in various ways but the study of the application or smartphone have not been carried out in great volume in Korea since the smartphone is still in the stage of dissemination. Most of the studies about smartphones focused on the structure of the smartphone market¹²⁾¹³⁾, mobile web interface⁴⁾¹⁵⁾, the security aspects of the smartphone¹⁶⁾, or application development technology¹⁷⁾¹⁸⁾¹⁹⁾. Yet, the study that focused on fashion applications or applications has not been conducted. For this reason, this study concentrates on fashion application and analyzes not only the contents of the applications but also user reviews, corresponding to the sharing of AISAS, in order to develop the strategies that can differentiate the application among other copious applications and build an app-marketing plan for the fashion companies.

III. Methodology

The purpose of this study is 1) to investigate the contents of fashion brand applications and what differences and 2) to scrutinize the reviews of the applications uploaded on the app store in order to suggest strategies on how to apply them to fashion.

For the analysis of fashion brand applications,

twenty-nine free iPhone applications from different fashion brand categories were chosen : they were the applications of eight prestigious brands (Chanel, D&G, Dior, DKNY, Fendi, Gucci, Hugo Boss, and Ralph Lauren), four SPA (Specialty retailer of Private label Apparel) brands (Mango, TOPSHOP Uniqlo, and Zara), four foreign brands (Abercrombie & Fitch, Banana Republic, Lacoste, and Victoria's Secret), five

<Table 1> Categories of fashion application and number of customer reviews

| Application Category | Brands | number of customer reviews |
|----------------------|-------------------------|----------------------------|
| Prestigious Brands | Chanel | 7 |
| | D&G | n/a |
| | Dior | n/a |
| | DKNY | 3 |
| | Fendi | 3 |
| | Gucci | n/a |
| | Hugo Boss | 1 |
| | Ralph Lauren | 2 |
| SPA Brands | ZARA | 7 |
| | Mango | n/a |
| | TOPSHOP | n/a |
| | Uniqlo | 11 |
| Foreign Brands | Abercrombie & Fitch | n/a |
| | Banana Republic | 7 |
| | Lacoste | n/a |
| | Victoria's Secret | 3 |
| Domestic Brands | FUBU | 16 |
| | Olzen | n/a |
| | System | 20 |
| | ZIOZIA | 2 |
| | What's new | 6 |
| Sports Brands | Addidas | 1 |
| | Nike | 11 |
| | Puma | 1 |
| Distribution Channel | Edge book | 55 |
| | G market | 115 |
| | Pocket style | 25 |
| | Lotte department stores | 48 |
| | CJ O Shopping | 18 |

domestic brands (FUBU, Olzen, System, ZIOZIA, and What's New), three sports brands (Addidas, Nike, and Puma), and five distribution channels (Edge Book, G Market, Pocket Style, Lotte Department Stores, and CJ O Shopping).

For content analysis of the reviews, all the reviews from the thirty applications, which were three hundred sixty-two, were examined (Table1). The analysis of the study was conducted from June 20th to November 10th of 2010. Regarding, the content analysis of the reviews, two coders coded the reviews according to the meaning of unit. The reliability of the content analysis was 0.94.

IV. Results

1. The features of fashion brand applications

The content of twenty-nine applications was examined and the results are as follows (Table 2).

1) Prestigious brands

The applications of prestigious brands in the study basically offered videos of fashion shows and had social network functions such as Facebook or Twitter. Moreover, these applications stored information where users could connect to the store directly via a phone call and locate the nearest store on Google maps. D&G, DKNY, and Fendi provided wallpaper applications. Hugo Boss characteristically provided a color-matching technique that allowed users to take a picture and find color matching items in the picture automatically, and gave information about new products, events and exclusive offers. Gucci's application featured videos about the brand's history, store information and a music playlist

chosen by its creative director, Frida Giannini.

2) SPA brands

Zara offered simple product information such as new arrivals, collections, a "look book", and a catalogue. Its application had no store information, a social networking service, and a purchase function. The applications of Mango and Topshop had more features than Zara. Mango's application had an interactive virtual fitting room called "mix & match" where a user could upload their own photos and dress themselves with Mango clothes. Mango and TOPSHOP allowed the user to save products while shopping and shared them on social networking sites like Twitter or Facebook and email them. These applications also offered videos of collections, blogs, and store information. Unlike other SPA brands, Uniqlo offered only a calendar, which was not related to apparel. The Uniqlo calendar had music provided by FPM (Fantastic Plastic Machine) with scenery of Japan's four seasons.

3) Foreign brands

The applications by Abercrombie & Fitch, Lacoste, and Victoria's Secret enabled users to buy products in US. Banana Republic did not provide a shopping function either in US or in Korea, but offered exclusive coupons for offline purchases. Among the foreign brand applications, only the Victoria's Secret allowed users to share their interests with others through Facebook, Twitter, and email. All but Lacoste's application offer store information.

4) Domestic brands

The applications by FUBU, Olzen, and ZIOZIA were a clock with additional features: FUBU

<Table 2> Application Content

| Contents Application categories | General Information | | | | | | | | | SNS | AR | Purchase Function | | | | | | Fun & Utility | |
|---------------------------------------|---------------------|----|---|---|----|---|---|---|----|---------|----|-------------------|---|----|----|---|---|------------------|-----|
| | P | PD | V | A | SI | N | B | C | Py | SNS | AR | PF | W | Cn | SO | R | O | F | FC |
| Prestigious brands | | | | | | | | | | | | | | | | | | | |
| Chanel | c | | o | | o | o | | | | f | | | | | | | | | |
| D&G | p | | o | o | o | o | | | | | | | | | | | | w | |
| Dior | p/c | | | | o | | o | | | f | | | | | | | | f | |
| DKNY | p | o | o | o | o | | | | | f/t/e | | | o | | | | | w | |
| Fendi | c | | o | | o | | o | | | | | | | | | | | w/e | |
| Gucci | c | | | | | o | o | o | | f/t/e | | | | | | | | m | |
| Hugo Boss | p | o | o | | o | o | | | o | f/e | o | | o | | | | | | |
| Ralph Lauren | c | | o | | o | o | | | | e | | | | | | | | | |
| SPA brands | | | | | | | | | | | | | | | | | | | |
| Zara | p/c/l | o | | | | | | | | | | | | | | | | | |
| Mango | p/c | | o | | o | | | | | f/t/e/b | | n | o | | | | | | |
| TOPSHOP | p | o | o | | o | o | o | | | e/b | | n | o | o | | | | s | |
| Uniqlo | | | | | | | | | | | | | | | | | | | c |
| Foreign brands | | | | | | | | | | | | | | | | | | | |
| Abercrombie & Fitch | p/c | | | | o | o | | | | | | n | | | | | | | |
| Banana Republic | p/l | | o | o | o | | o | | | | | | | o | | | | s | |
| Lacoste | p | o | | | | | | | | | | n | o | | o | | | | |
| Victoria's Secret | | | o | | o | o | o | | o | f/t/e | | n | | | | | | | |
| Domestic brands | | | | | | | | | | | | | | | | | | | |
| FUBU | | | | | | | | | | t | | | | | | | | s | c/a |
| OLZEN | p/l | o | | | o | | | o | | e | o | | | | | | | | c |
| System | l | o | o | o | | o | | | | | | | | | | | | | |
| ZIOZIA | p/l | o | | | o | | | o | | e | o | | | | | | | | c |
| What's New | p/c | o | | | o | o | | | | c/e | | | o | o | | | | | |
| Sports brands | | | | | | | | | | | | | | | | | | | |
| Addidas | | | | | | | | | | | | | | | | | | a | |
| Nike | | | | | | | | | | | | | | | | | | fo | |
| PUMA | | | | | | | | | | | | | | | | | | st | |
| Distribution channels | | | | | | | | | | | | | | | | | | | |
| Edge Book | p | o | | | | | | | | f/t/e/m | | o | o | | o | o | | | |
| G Market | p | o | | | | | | | | t | | o | o | o | | o | o | | |
| Pocket Style | p | o | | | | | | | | e | | o | o | | | o | | | |
| Lotte Depart- ment Stores | p | o | | | | | | | | t/e | | | | | | | | | |
| CJ O Shopping | p | o | | | | o | | | | t/e | | o | o | o | o | | o | | |

- **General Information** – P: pictures (p: product, c: collection, l: look book), PD: product details, V: collection videos, A: accessories, SI: store information, N: news, B: backstage stories, C: about company, Py: policy
- **SNS** – Social Network Service (f: facebook, t: twitter, e: email, m: me2day, c: chat)
- **AR** – Augmented Reality
- **Purchase Function** – PF: purchasing function, (n: not available in Korea) W: wishlist, Cn: coupon, SO: search options, R: customer reviews, O: order status
- **Fun & Utility** – F: fun (w: wallpaper, f: film, e: e-card, m: music, s: style suggestion, a: art guide, fo: football skills, st: a global stock ticker), FC: Function (c: clock, a: alarm)

suggested a style that was coordinated with FUBU clothing, based on the weather; Olzen and ZIOZIA had "my coordinator", which allowed users to try on clothes virtually through an augmented reality techniques unlike other domestic brand applications, "What's New" is a combination of six brands such as Replay, Series, 7 for all mankind, Jill, Louis Quatorze, and Kate Spade New York. It had a wish list and provided coupons, but did not have a shopping function. None of domestic brands applications allowed users to shop.

5) Sports brands

None of the sports brands in the study such as Adidas, Nike, and Puma provided applications related to clothing. Adidas application gave an urban art guide; Nike provided a training application developed by top coaches that combined video training drills with tips; Puma offered a global stock ticker with a twist. When the market goes down, Puma models' clothes strip down to their Puma body wear.

6) Distribution channels

All the applications of distribution channels except Lotte Department Stores allowed users to shop. These applications' main purpose was similar to online shopping sites but they allow users to share their interests with others through SNS.

2. User Reviews of Applications

The content analysis of reviews on applications showed the following results (Table3): regarding dissatisfaction of prestigious brand application, the most frequently mentioned aspect was the malfunction of the application (35.3%) then the

insufficiency of the application (11.8%). On the other hand, overall satisfaction was 17.6% and 5.9% of users said they would recommend the app to others. Users were satisfied with frequent updates (5.9%) and videos of fashion shows (5.9%). It seemed that some users were divided between the satisfaction and dissatisfaction (17.6%)

Regarding the reviews of SPA applications, 27.8% of users said it had a good design and the overall satisfaction was often mentioned at 16.7%. Users reported application malfunction (22.2%) and had problems logging in (5.6%). Users requested price information (5.6%) and the additional function for purchase (5.6%).

In terms of foreign brand application reviews, the overall satisfaction of the application was most frequently stated (38.5%) followed by the satisfaction of discount coupons (23.1%), fashion show videos (7.7%), and various fashion styles in the application (7.7%), and the usefulness of the application (7.7%). Regarding dissatisfaction, only infrequent updates (7.7%) were an issue.

Among the reviews of domestic brand applications, the most common reviews were the overall satisfaction about the application (30.2%). Users enjoyed the usefulness of the application (5.7%), fun elements (3.8%), the good design (1.9%), various events (1.9%), alarm feature (1.9%), and the chatting function (1.9%). On the other hand, users complained about the application malfunctioning (28.3%), and they asked for more regular updates or upgrades (5.7%), additional features enabling purchases (1.9%), and the events or coupons for the iPhone (1.9%).

Among the reviews of sports brand application, the malfunction of the application (23.1%), the abstruseness of the application (7.7%), and the

<Table 3> Content Analysis of Reviews

| Categories of Brands | P | SPA | F | DB | S | DC |
|--|---------|---------|---------|----------|---------|----------|
| Number of Reviews | 16 | 18 | 10 | 44 | 13 | 261 |
| the Meaning of Unit | | | | | | |
| Categories of Review | 17 | 18 | 13 | 53 | 13 | 350 |
| Dissatisfaction | | | | | | |
| 1) Evaluation of Application | | | | | | |
| Malfunction | 6(35.3) | 4(22.2) | | 15(28.3) | 3(23.1) | 35(10.0) |
| Size of application (memory) | | | | | | 4(1.1) |
| Problems viewing content | | | | | | 21(6.0) |
| Problems logging in | | 1(5.6) | | | | 19(5.4) |
| Payment processing issues | | | | | | 17(4.9) |
| Tracking information issues | | | | | | 12(3.4) |
| Difficulty of use | | | | | | 5(1.4) |
| Difficulty understanding function | | | | | 1(7.7) | |
| 2) Customer Requests | | | | | | |
| Price information | | 1(5.6) | | | | |
| Ability to Order | | 1(5.6) | | 1(1.9) | | 10(2.9) |
| Frequent updates or upgrades | | | 1(7.7) | 3(5.7) | | 3(0.9) |
| Events or iPhone coupons | | | | 1(1.9) | | 2(0.6) |
| Promotion of the app | | | | | | 1(0.3) |
| Additional features | | | | | | 15(4.3) |
| Report a bug | | | | 2(3.8) | | 5(1.4) |
| App for men's clothes | | | | | | 4(1.1) |
| Adding a store | | | | | | 1(0.3) |
| 3) Dissatisfaction | | | | | | |
| Dissatisfaction with goods | | 2(11.1) | | | | 1(0.3) |
| Lack of difference between the app and the online site | | | | | | 9(2.6) |
| Lack of difference between the app and the flyers | | | | | | 10(2.8) |
| Insufficient app | 2(11.8) | | | 1(1.9) | | 3(0.8) |
| Overall dissatisfaction | | | | | 1(7.7) | 42(12.0) |
| Ease of deleting the application | | | | | | 5(1.4) |
| Opposition to other's installing the application | | | | | | 3(0.8) |
| Satisfaction | | | | | | |
| 1) Evaluation of Application | | | | | | |
| Good design | | 5(27.8) | | 1(1.9) | | 20(5.7) |
| Good video content | 1(5.9) | | 1(7.7) | | | |
| Frequent updates | 1(5.9) | | | | | |
| Variety of styles | | | 1(7.7) | 5(9.4) | | |
| Coupons | | | 4(30.8) | | | |
| Many events | | | | 1(1.9) | | |
| Usefulness | | | 1(7.7) | 3(5.7) | 3(23.1) | 3(0.8) |

P: prestigious brands, F: foreign brands, DM: domestic brands, S: sports brands, DS: distribution channel

<Table 3> Continued

| Categories of Brands | P | SPA | F | DB | S | DC |
|-----------------------------|---------|---------|---------|----------|---------|----------|
| Number of Reviews | 16 | 18 | 10 | 44 | 13 | 261 |
| the Meaning of Unit | 17 | 18 | 13 | 53 | 13 | 350 |
| Categories of Review | | | | | | |
| Providing entertainment | | | | 2(3.8) | | 3(0.8) |
| Time optimization functions | | | | | | 11(3.1) |
| Ease of use | | | | | | 1(0.3) |
| Alarm function | | | | 1(1.9) | | |
| Chatting function | | | | 1(1.9) | | |
| Search feature | | | | | | 4(1.1) |
| Wish list | | | | | | 7(2.0) |
| Appropriate screen size | | | | | | 1(0.3) |
| 2) Satisfaction | | | | | | |
| Overall satisfaction | 3(17.6) | 3(16.7) | 5(38.5) | 16(30.2) | 3(23.1) | 61(17.4) |
| Would recommend to others | 1(5.9) | | | | | 3(0.8) |
| Neutral | | | | | | |
| Neutral | 3(17.6) | 1(5.6) | | 1(1.9) | | 5(1.4) |
| Others | | | | | | |
| Asks the opinions of others | | | | | 2(15.4) | |
| condemning others | | | | | | 4(1.1) |

P: prestigious brands, F: foreign brands, DM: domestic brands, S: sports brands, DS: distribution channel

overall dissatisfaction (7.7%) were mentioned. Other reviewers, however, praised the usefulness of the application (23.1%) and the overall satisfaction (23.1%).

Respecting the reviews of the distribution channel application, users stated various problems: the malfunction of the application (10.0%), the problems viewing the content (5.9%), login trouble (5.4%), payment trouble (4.9%), and tracking information trouble (3.4%). Users requested additional features (4.3%) and a purchasing function (2.9%). Moreover, they expressed feelings of discontent with the following aspects: overall dissatisfaction (11.9%), the lack of difference between the application and the flyers (2.8%), lack of difference between the application and the online shopping site (2.6%), ease of deleting the application (1.4%), and their opinion against other users installing the application (0.8%).

On the flipside, some users voiced their satisfaction: overall satisfaction (17.2%), good design of the application (5.7%), satisfaction with the application's wish list (2.0%), convenient searching (1.1%), the benefit of an application that allows user to optimize the time (3.1%), the usefulness of the application (0.8%), and fun elements (0.8%).

IV. Conclusion and Recommendations

The analysis of the application's contents depicts that there are four important components for fashion brand application: conventional information (product information and store information), the purchasing function, the fun element (social networking, blogging, music etc),

and the augmented reality technique. These components are formulated based on the brand's marketing strategies.

The applications of premium brands were more focused on providing visual images through videos and pictures of fashion shows and social networking functions, compared to other categories' brand applications. These applications allowed users to share pictures of fashion shows or wallpapers with their friends, which could create a buzz and build brand reputation. None of the prestige brands had a purchase function. Users, however, could be connected to a store or a personal shopper by clicking the icon of 'call' or could find the nearest store with Google Locator.

SPA brands provided either basic product information or added other elements such as a shopping function within the U.S. or fun elements like blog or augmented reality technique. However, there was an application unrelated to clothing by Uniqlo. Meanwhile, the foreign brands launched an application that allowed US residents to shop. They rarely provided a social networking service or augmented reality features. On the contrary, the domestic brand's applications did not provide a purchasing function. Rather than focus on shopping features, they used augmented reality techniques, which allows users to put on clothing and to change them for fun, or provided a clock having an intriguing feature like suggesting a style based on the weather.

Sports brands completely eliminated components related to products but opted to appeal to users' fun factor through sport skill games, music, games, art, and a global stock market index to the applications. Meanwhile, the applications of distribution channel were almost the same as online shopping sites since they

provided all the function that online shopping sites offered. Users can browse products, compare prices, and find coupons. These functions, however, are not enough for actually making purchases because of the tiny screens, unstable Wi-Fi connections, and limited checkout system and options.

Namely, the applications of premium brands, sports brands, and distributional channels concentrate on salient features. In contrast, SPA brands, foreign brands, and domestic brand applications tend to show various features.

The content analysis of reviews of applications showed the following results. The malfunction of the application was generally mentioned, to a greater or lesser degree, except among the foreign brand application reviews. Just like the malfunction of the application, the overall satisfaction of the application also stated all the categories of application reviews. Other general aspects that the application users of SPA brands, domestic brands, and distribution channel wanted was a checkout function. Some applications offered this function indirectly that enabled users to shop online but they preferred to order a good in the application not via the Internet. Frequent updates or upgrades were often requested among the application users of foreign brands, domestic brands, and distribution channels. The insufficiency of the application was brought up among the application users of premium brands, domestic brands, and distribution channels.

Another common theme was the good design of the application, which was told by the users of SPA's application, domestic brand applications, and distribution channel applications. Users also commented on the usefulness of the application, except users of premium brands and SPA brands. Neutral

opinions were presented in the reviews of premium brand application, SPA brand application, domestic brand application, and distribution channel application.

As mentioned above, many users were satisfied with applications but there were still many aspects to be improved. First, the functional disorder of the application that was frequently mentioned should be considered seriously. An error occurred while trying to download the application or after the download. Even if it worked, the speed of operating was time-consuming and it often frozen up. This impaired functionality is fatal as it makes users want to delete the application immediately so that it should be revamped and improved. Second, adding shopping functionality comes in handy as it helps users with their shopping. Ideally, a customer on the application page should click to view a list of available products, click on a product to add it to the shopping cart, and then click to checkout. The payment should be done safely and order status can be tracked easily. These basic function, however, are not always available in Korean brand applications. Consequently, it damages the convenience of the application. Third, the application should continue to update users with more specifics on products or fashion events as they evolve. However, some applications have ignored the fact and are not concerned about updates for months after just developing them. The update seems to be unimportant but the few applications that manage to keep updates regularly will survive the fierce competition and can enjoy extraordinary success. Fourth, in order to create a buzz or social networking, there should be something that surpasses people's expectations or has a story to tell. For example,

when concerns about the application were diffusing rapidly, it was a captivating story that there was an application, such as Chanel, in which people could enjoy haute couture shows. Therefore, this application became prevalent among dedicated followers of fashion.

In conclusion, without steady efforts to improve an application, the application is easily forgotten. Even if the application is not deleted, the loss of appeal to the user depreciates the brand.

This study may give insightful implications to the fashion company but the results of this study cannot be generalized to all fashion applications because the sample for this study was limited to twenty-nine applications. Nevertheless, this study will be helpful in providing a better understanding of fashion application's content components and their differences in order to suggest ways in which fashion application can improve. In this study, the AISAS principle in the digital era is analyzed. For further research, sharing through SNS should be examined and the fashion brand's integrated marketing strategy for new media like online, application, and SNS is necessary.

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