

EXAMPLES OF LEATHER SHOE PURCHASING HABITS IN FINLAND

2018

REPORT SUMMARY

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1 AIM OF THE REPORT

The general aim of this report is to consider the Finnish retailing environment and consumption habits regarding leather shoes. The data for this report was collected by students of the Hanken School of Economics during the course Qualitative Research Methods in Business Studies.

The main research aim is to find out A) how Finnish consumers purchase and use leather shoes; B) what the Finnish supply chain looks like for imported leather shoes. Specific research questions for the general aims are:

Research aim:

1. How do Finnish people shop for leather shoes?
2. How do Finnish people use leather shoes?
3. What is the Finnish retailing environment for leather shoes (display, type of retailers, etc.)
4. How are shoes stored in Finnish homes?

However, each student or student team was free to construct a more detailed aim for their work. Their aims were as follows:

- The aim of our study is to observe and understand how price, quality and attributes influence an individual's purchasing decisions when buying leather shoes
- How do the emotions of Finnish consumers affect the purchasing decision of design brand leather shoes?
- How do Finnish women behave when shopping for leather shoes? What are Finnish women's attitudes towards leather shoes?
- The main aim of the study is to examine and gain insights into how and why consumers are buying sports clothes at shopping centres in the capital area
- The aim is to study how and why Finnish people aged 20-25 purchase leather shoes online
- How do Finnish parents shop for children's leather shoes? How do Finnish children use leather shoes? What does the future of the Finnish retailing environment look for children's leather shoes? How are children's shoes stored in Finnish homes?
- How do younger millennial girls store their shoes?
- 1. Do students prefer a low price over quality? 2. Do employed people prefer quality over price? 3. Do the two groups have different views on leather shoe ethics? 4. Do the two groups shop for leather shoes in the same stores?
- Why do young Finnish women shop for leather shoes instead of faux-leather or fabric shoes? What are the aspects that make leather shoes preferable to other options?
- What role do leather shoes have in business attire within business in Finland? Do working environment requirements influence the use of leather shoes? Does the choice and use of leather shoes represent the persona of the user and how? How does inclement weather influence the attire decisions of white-collar workers, particularly their shoe selection? How does inclement weather influence the behavior of white-collar workers, particularly if motivated by attire decisions?
- How do consumers perceive the level of attractiveness of leather shoes?

Information on importing leather shoes to the European Union can be found [here](#).

2 THE MARKET FOR LEATHER SHOES IN FINLAND

2.1 Types of leather shoe products and prices in Finland

Due to Finland's weather conditions people in Finland use three different seasonal shoes: 1) for winter conditions from 0 Celsius to minus 20 Celsius, 2) for spring and autumn conditions between – about 10-15 Celsius, and 3) for summer conditions (for information about Finnish weather, please visit [this website](#)). This report covers only winter shoes and shoes to be used indoors during the winter or outdoors during the other seasons.

2.2 Examples of winter shoes for women



Examining leather shoe quality, labels and tags (Photos: Tilda-Laura Vanhatalo)



(Photo: Riikka Mikkola & Menni Polón)



Karhu shoes (Photo: Mimmi Pöysti)



Dr. Martens shoes (Photo: Mimmi Pöysti)



(Photo: Mette Martin and Iulia Voinic)



Dr Martens (Photo: Petra Liljeström & Emma Viitamäki)



*Price and material label on the sole of the shoe. The price is EUR 80 with 20% discount, final price = EUR 64
(Photos: Paula Honkala and Arla Kytölä)*



UGG and Palladium shoes (Photo: Holmström)

Other brands mentioned in the project: 1) Guess, 2) Vagabond. The price of the Vagabond shoes was 120 EUR. Below is a table of the attributes influencing the choices between the different types of shoes. The first part of the table shows the different types of shoes, their design and comfort attributes and perceptions applicable to the choice. The second part of the table summarizes them.

Type of shoe	Design attributes	Comfort attributes	Perception
High heels	– High heels	– Fits well – Feels good	– Not necessary to have – Party shoes – Can be borrowed from friends – Have only a few
Sneakers	– Must have laces – Colour is an important element – Brand is important – Leather associated with quality – Durability	– Not mentioned	– Design is desirable
Semi-high heels	– Not mentioned	– “Good” sole – Not slippery – Covers ankles - Warm - Inner fabric for warmth - Wearable in the winter	– Desire for both design and comfort
Winter leather shoes	– None	– Warm – Comfortable	– Design plays important role – Looks clumsy if one has a slightly bigger foot
Casual leather shoes	– Casual	– Comfortable	– Easy to find/shop – Expensive – Adult-like (mature) – Willingness to dedicate time and effort to purchasing

Factors influencing shopping for leather shoes

Quality perception	Design perception	Comfort perception	Preconceptions
Leather; Durability; Brand;	Colour;	Durable and comfortable sole; Covers ankles; Warm; Warm inner fabric; Wearable in winter	Design is important; Some shoes can look clumsy; Buying leather shoes is associated with being an adult (mature/responsible); Leather shoes associated with being expensive; Willingness to invest time; Desire for both design and comfort; Party shoes are not necessary

(Table: Maria Franck and Julio Gomez)

2.3 Examples of winter shoes for men



Examples of men's winter leather shoes offered at different shoe stores. (Top left: fake leather shoes in Skopunkten, top right: Sale items in Skopunkten, bottom right: sale items in DinSko. Some models are on sale, and the price for genuine leather shoes starts at EUR 65. For example, shoes on sale (-25%) cost EUR 90. (Photos: Melissa Leitner and Juulia Orimus)



The photo on the right shows the shelf for discounted shoes. The price for the shoes in the photo on the left is EUR 149.99. (Photo: Nguyen Le)



EUR 149.99. (Photo: Nguyen Le)



Jack and Jones shoes EUR 100. (Photo: Nguyen Le)



Derby shoes EUR 159 by Ted Baker (Photos: Paula Honkala and Arla Kytölä)

2.4 Examples of indoor shoes for men



Shoes for EUR 700 (Photo: Anton Veijola and Victor Ström)



(Photo: Anton Veijola and Victor Ström)



Shoes for EUR 300 (Photo: Anton Veijola and Victor Ström)



Bugatti shoes in red, price EUR 79.90 (Photo: Kim Malila & Elmer Tuominen)

Gant shoes, original price EUR 219.90, discounted to EUR 109.95. During a general observation (by Emil Nylund & Wilhelm Åberg), the most expensive pair of shoes found cost EUR 124.90 and the cheapest was EUR 84. However, prices were much higher during other observations.

Comparison between females and males

Category (unit of analyses)	Male participant	Female participant
Place of purchase	Shopping mall, Jumbo, has many stores (designer brands and own label)	Stockmann, brand shoes
Focus of the participant	Short attention span, did not want to spend that much time	Efficient and fast, was focused in one store or browsing
Reason for shopping	Want and need to purchase, no specific criteria	Desire but no need to purchase, knew what she was after
Encounter with the salesperson	Pleasant and friendly in both stores, happy to receive attention	No encounter during observation
Features that affected the decision to buy/ not buy	Ease of purchase, availability of the right size, discount, price, was aiming to buy shoes, no specific criteria	Price, quality, colour, discount, other pairs that she already has at home

(Table: Melissa Leitner and Juulia Orimus)

2.5 Examples of children's shoes for indoor use



The mother was most focused on shoes for the next two seasons, which were on sale – discounted up to 60%. (Photo: Riikka Mikkola and Menni Polón)

Example of shoe prices that the report covered:

	Female	Male
Winter shoes	EUR 80, down to EUR 64 with discount	EUR 65 EUR 90 EUR 100 EUR 149.99
Indoor shoes		EUR 79.90 EUR 84 EUR 109.95 EUR 124.90 EUR 159 EUR 219 EUR 300 EUR 700

3 RETAILERS IN FINLAND

3.1 Shopping for shoes in brick and mortar stores

Below is a comparison of the major shopping centres in the metropolitan area of Helsinki, Finland.

In [Kamppi](#) shopping centre, you can find the following shoes stores: 1) ECCO, 2) Kookenkä, 3) Jack and Jones, 4) Nilsson shoes, 5) DinSko. Other shopping centers in the metropolitan area include [Forum](#), [Iso Omena](#) (in Espoo) and [Sello](#) (in Espoo), among others.

Shopping centre	Kamppi	Forum	Iso Omena	Sello
Time of observation	Wednesday 7 February: 14:00-14:20	Wednesday 7 February: 14:30-14:50	Friday 9 February: 12:45- 13:05	Friday 9 February: 17:45- 18:05
Customers	Approximately 7 customers, young adults	Approximately 10 customers, young adults and middle aged	Approximately 10 customers, mostly women, teens, middle aged, pensioners and mothers with their children	Approximately 15 customers, women and men, mostly young adults
Sellers	2 downstairs, 2 upstairs, not actively selling	2 downstairs, 2 upstairs, actively selling	4 not selling actively, except in shoes	1 downstairs, 5 upstairs, selling actively
Men's clothes	Clearly in their own section	Clearly in their own section	Clearly in their own section	Clearly in their own section
Sale t-shirts	Prominently displayed	Prominently displayed	Prominently displayed	Prominently displayed

[Jumbo](#) in Vantaa (in the metropolitan area) has the following shoes stores: 1) Quicksilver: the prices are over EUR 170 for leather winter shoes and there are about five models to consider; 2) Skopunkten: the price point for men's shoes is lower – the cheapest leather shoes are around EUR 70 and some models are on sale.

The following department stores are included in this report: [Stockmann](#) (Tapiola and Helsinki) and [Sokos Helsinki](#) (website only in Finnish).



Men's shoe department layout in Stockmann (Photo: Anton Veijola and Victor Ström)



Kookenkä at Kamppi shopping centre (Photo: Nguyen Le)

Other retailers visited for the report were [DinSko](#) (Finnish homepage only in Finnish) and [Vagabond](#).



ZOR+BYAT (More information [here](#))

At the Left Shoe Company (custom made shoes), an interviewee stated: “Dress shoes always feel like dress shoes and I know what they feel like. Unless it’s like a custom pair specifically made for your foot, like at The Left Shoe Company, they always feel pretty similar.” (Anton Veijola and Victor Ström). Read more about the Left Shoe Company [here](#).

Comparison of some of the shoe retailing outlets:

Store	Selection	Display of products	Amount of people	Other factors
Kookenkä	Huge variety of shoes; only leather shoes	Divided according to brands; large amount of shoes	Few people	Strong leather scent in the air, almost irritating
DinSko	Variety of leather shoes for children; leather constitutes the largest share of upper shoe material; also sneakers and sport shoes	Shoes are strictly arranged	Less people compared to Kookenkä although the store is bigger	None
Vagabond	Small selection due to the limited size of the store, approximately 90% were leather shoes	Individual display of shoes	Almost no people	None
Ecco	Small but a well-chosen selection of leather shoes; only leather shoes	Individual display of shoes	Only a few people but the small size of the store has to be considered	Semi-strong scent of leather



(Photos and table: Melissa Leitner and Juulia Orimus)



Kamppi DinSko/Nilson Shoes store (Photo: Chengjing Jounio and Jenni Mäki-Reinikka)

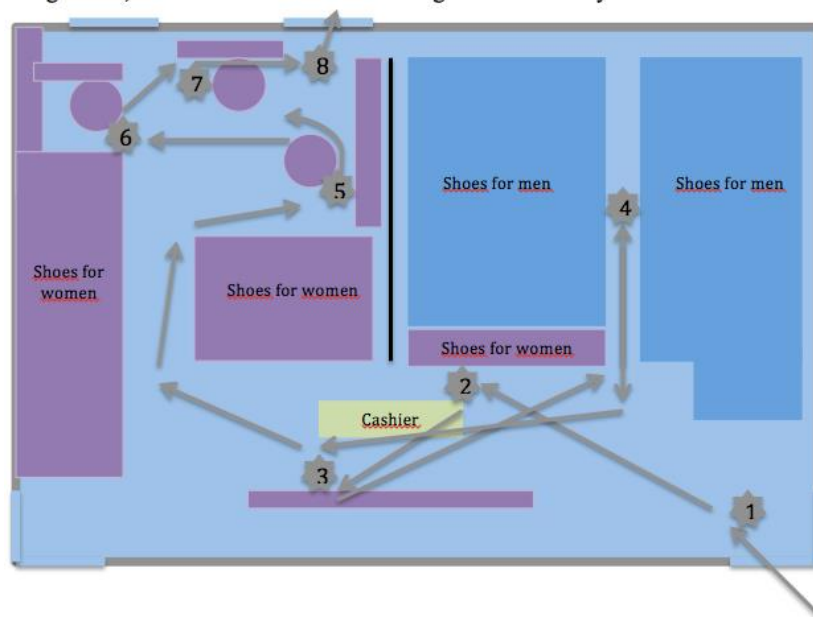
Stockmann	Nilson shoes	Vagabond
<ul style="list-style-type: none"> • The store display is very elegant, giving an exclusive feeling • People try many different pairs, walk around and try which fit the best, functionality vs. style (e.g. heels) • In no hurry, want to find the perfect fit, (two girls speaking) • Much interest around possible bargains in the season sales; most people look at the prices first • Many are wearing leather shoes • Many couples come in and rely on each other for advice • Not as much focus on the layout regarding shoes for males, much smaller space and more cramped • Most men shopping alone – asking the store clerks for help and opinions instead 	<ul style="list-style-type: none"> • The sales are usually not as nicely laid out in order to have more space efficiency • People try on many different sizes, compare shoes to each other and look like they are considering their purchases • A smaller range and more people shopping alone (also some couples as well) • Men both alone and in groups – especially younger generations arrive in big groups 	<ul style="list-style-type: none"> • Women's shoes only • Very impressive store layout • Store clerks very helpful and constantly asking if they can help or give advice and opinions • Shoes have to be comfortable but still look good and suit the rest of the outfit • Two-week return policy – plenty of time to really try the shoes out before deciding • In general, the stores give very good advice about the storage and care of the shoes – usually have a special section for shoe-care products.



Layouts of women's shoes in Stockmann and in Vagabond



Stockmann and Nilson shoes (Photos and table: Alexandrine Lindstedt)



Layout of [Carlson Kuopio](#) (website only in Finnish) (Photo: Alexandra Honkaniemi)



The "football corner" of the Intersport store in the Forum shopping centre (Photos: Jesper Schlauf)

3.2 Online shopping for shoes

Currently, many people either buy shoes or search for information about shoes online via their computer or phone applications (apps). Below are some examples of the use of those apps.

H&M app: Searched the app by using the following filters: colours: black, brown; size 43; lowest price. Chose a 'premium quality' shoe in suede. Clicked on the shoe to get more information about the material. The specifications say 100% leather. Pressed the heart icon, which saved the item for later review.

Asos app: Sorted by price 'low to high'. Search refined by using the terms leather, size EU 43 and EU 43 wide fit. Only two shoes come up, thus changed the filter to EU 43. Clicked on product information, checked material. The first information stated "Upper 100% other materials", thus the buyer continued to browse other shoes. Scrolled back upwards until the shoes cost more than 50€. Sent a saved picture to a friend through iMessage and asked if she likes the shoe. Went back to Asos. Saved the item by clicking on the heart.

Zalando app: Search terms: Men - shoes. Searched for Chelsea boots. The most expensive came up first. Refined the search by size and black and brown colour. Price max. EUR 50.

Most of the online stores feature filtering functions, which most online shoppers use to improve product findability and shorten the search time for the products they want from those listed. Sorting is a tool by which the user can change the order of any product listed according to their preferred criteria. For instance, price-conscious shoppers may choose to list the products in order of price, from cheapest to the most expensive. Filtering is a tool that helps shoppers to develop a shortlist of products that satisfy a set of criteria determined by the shoppers according to their level of importance. For example, price-conscious shoppers may choose to view only shoes with a price is under EUR 40 (shoes with a higher price will not be listed).







Click [here](#) to access a demonstration video (by Tri Duc Chau and Anh Tu Nguyen).

3.3 Second-hand online shopping for shoes

In Finland, there is also a significant online market for used shoes (for example, www.tori.fi, only in Finnish) or Facebook groups that sell and buy locally and regionally in Finland. An example of these is presented below.



Many parents are in Facebook's buy-and-sell groups like "Kallio kierrättää Lasten vaatteita ja tarvikkeita" and "Töölö kierrättää Lasten vaatteita ja tarvikkeita" (Photo: Riikka Mikkola & Menni Polón)

	General observations of shoppers in a store									
	Time	Purchaser description	Brand	Colour	Material	Country of origin	Winter shoe (yes/no)	Other shoe features	Other notes	Photo
1	12:10	Young-looking, 30+, ordinary clothes	Dr. Martens	Blue and Red	Leather	Vietnam	Yes	Air-cushioned soles, basic Dr Martens model	Woman shopping alone	
2	12:11	Parka jacket, young, maybe under 30	Leg Ergo	Beige	GoreTex and suede	Not specified	Yes	Furry lining, soft, warm, not trendy, UGG-looking	Also checked a black pair of shoes with air-cushioned soles, shopping with an older woman	
3	12.15	Beanie-wearing, young, ~30	Tamaris	Beige with floral pattern	Suede	Not specified	Yes		Ankle boot with small heel	
4	12.20	Headphones, "combat boots", ~30	Andiamo	Black	Fabric (leather inside)	Not specified	No	Pumps, shiny fabric, festive shoes	Left quickly	
5	12.25	Mother 30+ with a child	Vagabond	Black	Leather	Vietnam	Yes	Boot	Did not try anything on	
6	12.26	40+ woman, ordinary with quilted jacket	Andiamo	Black	Leather	Portugal	Yes	"Combat boot" style, with laces, on sale	Also checked the boots section	
7	12.27	45+, earmuffs, glasses	Andiamo	Black	Leatherette, fake fur inside	Not specified	Yes	Winter sneaker, male model, On sale -50%	Left after trying on the shoe	N/A

8	12.30	40+, wearing white winter boots with fur, luggage, tourist?	Migant	White	Leatherette, plastic, fake fur	Not specified	Yes	"Cold winter" arctic shoe	Tried on a black version of the same shoe, was wearing quite similar shoes already	
9	12.31	Young woman under 30? with beanie	Andiamo	Beige	Suede	Not specified	Yes	Andiamo's version of Timberland	Short visit with a young friend	
10	12.32	Mother with a child, coloured hair, Fila all-weather shoes	Remonte Soft	Silver/Glitter	Fabric (leather inside)	Not specified	No	Shiny summer shoe	On sale basket interested her, checked it for some time	
11	12.35	Young-looking, maybe under 30?	Migant and Andiamo	Beige and white	Leather	Not specified	Yes	Timberland look-alike shoes	Tried on both colours and in different sizes	
12	12.36	50+ woman with younger girl	Gabor comfort	Black	Suede	Portugal	No	Wedge heel	Took a quick look, then followed the girl to another store	

13	12.40	Stylish 40+ with boots	Panama Jack	Black	Leather	Spain	Yes	Boot, fur lining, quality shoe	Also checked Rieker shoes	
14	12.42	Tall, quilted long jacket, stylish, 35+	Andiamo	Black	Leather	Not specified	Yes	Low heel, on sale	Shopping with a friend who encouraged and complimented, purchased the shoe	
15	12.45	Short dyed hair, ~40, wool jacket	Andiamo	Cognac	Leather	Portugal	Yes	Ankle boot, on sale, low, fur lining	Also checked a pair in black with heel and a brown version	
2.1	12.12	Approx. 35, red hair, ordinary clothing, wearing winter boots	Sievi	Red/Black	Suede Leather	Finland	Yes	Ankle boot, on sale, to be worn autumn/spring/winter	Shopping with a friend and looking at sale shoes. Looked like the colour was the attraction, did not look or mention to the friend that the shoe was Finnish-made.	
2.2	12.15	Lady in her 40's, dark brown hair, wearing ankle boots and dark winter jacket	Andiamo	Black	Faux leather	Not specified	Yes	Ankle boot, wooden sole, on sale, could be worn autumn/spring/winter	Shopping with a friend and looking at sale shoes, no shoe sizes in her size.	
2.3	12.20	In her 20's, looking at shoes with her parents. Casual wear, winter boots.	Andiamo Migant	Brown White	Leather Faux leather	Portugal Not specified	Yes Summer	Ankle boots Ballerina style shoes	She was looking for different types of shoes, winter ankle boots for spring wear and summer ballerinas	 

2.4	12.25	Around 50-year-old, glasses and short blond hair, wearing thick winter jacket and boots	Palladium	Beige	Leather	China	Winter	Ankle boots, inside fur	Discounted shoe, she was specifically looking for winter shoes with a friend. After trying on, made a quick decision to reserve the shoes as it was the last pair	
2.5	12.30	In her 50's, dark winter clothes	Jana	Black	Leather	Not specified	Winter	High boots, rubber sole	She was looking at different discounted boots with her friend	
2.6	12.40	40's, blond hair, dressed in casual black business jacket	Monica, Andiamo's Red Collection	Black	Leather	Portugal	Winter	Ankle boots, could be worn autumn/spring/winter	Observer heard discussion that a leather shoe was one of the criteria; therefore, the discounted shoes attracted. She bought the shoes.	
2.7	12.39	In her 40's, glasses, long winter jacket, dark clothing	Face, Andiamo Red Collection	Dark Brown	Leather	Portugal	Winter	Fur-lined warm boots, high quality	She was looking specifically for the warm fur-lined shoes, and also checked out similar Panama Jack shoes, which were black. Tried shoes on.	

10.2.2018 12.00 – 13.00 Place: A retail shoe store in Kamppi shopping centre (Table: Henni Hellman and Nea Backström)

Behaviour in each location	Entrance	Shoe department	Winter shoe shelf	Other shoe shelves	Check out
Emotions	Apologetic, excited	More excited than earlier: smiles more & speaks louder but became calmer	Calm, careful, thoughtful	Playful, smiling, appears relaxed	Content, excited
Actions	<ul style="list-style-type: none"> - Meets up with me - Starts walking towards the escalator leading to the shoe department BUT - Stops for a bit to look at “a cute sweater” before heading to the shoe shelves 	<ul style="list-style-type: none"> - Takes a quick walk around as if to scan what is available - Looks for a shelf with winter shoes - Checks for discounted items 	<ul style="list-style-type: none"> - Scans the shelf for her style of shoes / what she likes - Touches shoes to check the quality and how the materials feel - Reads labels and price tags carefully; makes comparisons - Tries on two pairs of shoes; gets a bigger size, walks around; looks in the mirror - After long consideration, rejects one and decides to buy the other pair 	<ul style="list-style-type: none"> - Selling the shoes that she plans to buy, she goes for a “final round” - Points out “ugly” shoes - Stops briefly to look at high heels, checks price; puts shoes back 	<ul style="list-style-type: none"> - Grabs some snacks on the way out - Gets in the queue - Pays for the shoes and snacks
Interactions	<ul style="list-style-type: none"> - Apologizes for arriving late - Chats with me about her day 	<ul style="list-style-type: none"> - Describes the kind of shoes she is looking for “like... warm shoes, made of some kind of leather” - Asks a shop assistant, who walks by, about the discounted prices 	<ul style="list-style-type: none"> - Asks my opinion about the shoes she is trying on and their price - Asks if I have found anything interesting 	<ul style="list-style-type: none"> - Tells me she will take another look around in case she missed anything - Jokes with me about the “ugly” shoes - Asks if I am ready to go to the check out 	<ul style="list-style-type: none"> - Interacts politely with the cashier - Suggests having coffee with me
Time and duration	Start time: 18:33 Short: 3-4 minutes	Short: 3-4 minutes	Long: about 25 minutes	Short: 3-5 minutes	Short: 4-5 minutes End time: 19:15

Table: Shopping process (Source: Tilda-Laura Vanhatalo)

Looking at shoes from a distance	Looking at shoes up close	Touching shoes	Trying on shoes	Wearing shoes	Talking about shoes
Fast-paced gazing over all shoes	Looking inside the shoes	Holding shoes for a brief second	Putting one shoe on and standing up	Sitting	Asking about shoe sizes
Focusing eyes on a few pairs of shoes	Looking at the soles of the shoes	Holding shoes briefly and turning them around	Trying a different size	Standing up	Asking about the shoe model
Looking at shoes in a mirror	Looking at the sides of the shoes	Holding shoes for a longer time, turning them over many times	Putting both shoes on and walking about	Walking	Talking about shoes not matching the rest of the clothing
Turning in front of a mirror to see the front, sides and back of the shoes	Looking at the shoe from the front	Touching the materials		Standing in front of a mirror	

Table: The shopping process (Source: Mimmi Pöysti)

4 SHOPPING STORIES

STORY 1:

Anna heads to her go-to store, DinSko. She mentions that she usually has a specific reason for shopping. The shopping centre entrance has three shops that also carry leather shoes. Anna checks them out before heading to DinSko. Although, the shops very rarely carry the exact style that Anna is looking for, she visits them in order to find a reference style or the price range of specific styles as well as to see what specific trends are apparent in shoe shops in general.

Anna seems to only be browsing in the shops and does not attempt to try the shoes on: appearances seem to be the most important aspect and maybe practicality too since heel heights are also examined. The practicality aspect seems to become more important since Anna makes a comment about the shoe soles looking like they would be slippery and that she prefers sturdy ones for the winter season and even autumn because the leaves are slippery too.

Anna seems to prefer black shoes and does not pay any attention to other colours, commenting that they go with everything. Anna seems to only categorize shoes into dressy and casual, but both look quite similar. The emphasis is on classic silhouettes and the ability to combine with various outfits: Anna lists her clothing that she thinks the shoes could suit and keeps repeating the ability to use them straight from work in a place where she would aspire to look more put together.

The shoes Anna gravitates towards are simple, with few embellishments, which seems to go along the lines of the ability to style with various looks. Anna repeats this same activity in all three stores. Once Anna heads to DinSko, she heads confidently towards the section where the shoes she is looking for are located.

Anna does not browse through any other shoe style but black leather boots. She repeats the same process of touching and examining the shoe soles and the construction of the shoe: the respondent mentions not liking any visible gluing, since it makes the shoe look 'cheap'. The respondent points out that the stitching looks uniform, making the shoes look expensive: "It's all about the details". The hardware (zippers and buckles) is preferred to be either black or silver, as those colours match almost everything.

Anna tries on 3 pairs of different boots. She mentions that the suede boots are impractical due to the winter weather, which would make them lose their shape and colour quite fast and not be water resistant. Anna tries the shoes on by walking in them and says they're all comfortable. She reaches her purchasing decisions quite fast: 10 minutes of walking up and down the aisle and they eliminate the two suede shoes and select the heeled leather boots. *(Story: Iman Chellaf and Karolina Niemenoja)*

STORY 2:

Kaisa starts by heading to the Vagabond shoe store. She goes rather quickly through the various sections, stopping only to check the price tags on a few boots. The store has a specific area for 'vegan' leather shoes. Kaisa comments on this, whereby the store assistant tells her it is a relatively new addition to their selection for consumers who wish to avoid leather products. Kaisa says the idea is great but returns to browse through the sections for leather shoes.

Kaisa then heads to DinSko. She comments that she liked the style of a pair of boots in Vagabond, though they exceed her normal budget. In DinSko, Kaisa mainly focuses on dark winter boots. She tries on a pair of leather shoes in two different sizes, commenting on how neither is her exact size. She then focuses on two pairs of high heels, but comments that they are not practical for the winter season, as the material is not leather and there is no inner layer.

Next, she tries on a pair of winter boots with a fur layer inside. After walking around, she checks the price and comments how it seems too cheap for leather shoes. After confirming this with a sales person, she decides against the shoes. She leaves the store. On the way out, she states that she will check her favourite online stores later to see whether they have similar shoes to the ones in Vagabond for less money. If not, she will come back for the ones in Vagabond, since they were comfortable and visually similar to what she had in mind beforehand. *(Story: Iman Chellaf and Karolina Niemenoja)*

STORY 3:

Thursday 9:00. There are no shoppers for football shoes.

Thursday 15:00. A mother is talking to the salesperson about how it is easier to buy from a real store rather than online. The salesperson tells her that the market is nowadays quite big online. She also mentions that even though there are not that many shoes to choose from, their child has always been satisfied with their purchases. The salesperson responds by saying that, even though their product range is quite limited, other families are buying from them too. The salesperson also says her that older people seem to buy online to get shoes with the attributes they want, because they are not available at Intersport.

Thursday, between 19:00 and 20:00, two teenagers and three families came to buy football shoes.

The first customers have just arrived – a young boy and his mother. The mother asks the personnel where the shoes are, and they are pointed in the right direction. The customers arrive at the “football corner” of the store, and the boy starts looking around. It seems like he is trying to understand the display of the shoes a bit. He walks straight up to the wall where the shoes are and grabs the most expensive pair of Adidas. A staff member asks if he can help, and the mother says that they would need some help in finding her son a new pair of shoes, as his old ones are now too small. The staff member asks what kind of shoes the son used to have. “Adidas, but I don’t know what model,” answers the mother. The staff member then recommends two different pairs of Adidas, and the son tries them both on. They decide to buy the second pair.

Two boys, who are a bit older, arrive after this. They seem to know what they are looking for but the member of the staff still asks if the boys know what they want. One of them answers no. The staff member asks what kind of shoes he used to have, and “Nike Vapor” is the reply. The staff member asks if they were good or if there was something wrong with them. “They were a bit too narrow.” The staff member recommends a pair of Adidas. The boy tries them on but says that he will need to think about it more and walks away.

Ten minutes later there is an almost identical process to the first situation. The mother says that he wants to buy shoes a bit too big for her son, so he will not outgrow them straight away. The staff member strongly recommends against this and states it can be bad for the feet. The mother agrees with the staff member – after a quick debate and decides to buy a cheaper pair.

STORY 4:

Matti starts by going to the H&M app and searching for leather shoes, however he finds nothing. He then searches for leather but only products for women come up. He goes to the male section on H&M through Menu and uses the shoe filters of black and brown colours and size 43. He then filters further through lowest price and chooses a ‘premium quality’ shoe in suede. He presses on the image of the shoe to get more information about material. The specifications say it is 100% leather. He clicks on the heart, which saves the item for later review.

He goes back to menu and searches for sneakers and safari shoes in leather. He clicks on one pair, checks the information and reads it. Next he goes to the sale section of male clothing and presses on shoes again. He looks at a pair of sneakers in leather, clicks on it. Then he finds another pair of boots in the sale section and clicks on it to see if it is available in size 43. He clicks heart to save the shoes for later review. After that he goes to the Favourites section on the app and looks at the selection that he has saved for later and leaves the app.

Next he opens the Asos app, goes to the search bar, chooses men, then shoes. In Asos you can shop by product. More shoes are available than on the H&M app. He sorts by price “low to high” and refines by leather, size EU 43 and EU 43 wide fit. Only two shoes come up, so he changes the search to only EU 43 and starts to scroll through the selection. He stops on one shoe, clicks on it to see the product specifications and looks at the 360 view of the shoe and plays a little bit with the function. He clicks on product information and checks the material. The shoe upper is said to be 100% other materials and he continues to browse the other shoes. He scrolls back upwards when he finds shoes that cost more than EUR 50. He finds one shoe in black suede, clicks on it and checks the availability in his size – EU 43 is available. He zooms in on the shoes, checks the pictures multiple times, and saves the image through an app function on his phone.

He sends the saved picture to a friend through iMessage and asks if she likes the shoe. He goes back to Asos and saves the item by clicking on the heart. He then goes to Asos' sale section 'OUTLET', sorts products with the function "low to high" and refines by product type – shoes and boots. He chooses the styles Chelsea boots and desert boots, applies low to high price, and scrolls through the selection. He clicks on one pair that costs EUR 18, checks the product information and finds that the material is faux suede. He goes back to the selection and clicks on a Black Suede Boot that is 100% leather. He looks at the pictures, checks size availability in 43 and adds the boots to his check-out bag. The boots will be held in the bag for one hour.

He then moves to the Zalando app for Men's shoes. He searches for Chelsea boots. Expensive options come up first. He refines again by size and black and brown with a maximum price of EUR 50. There are no interesting options. He searches for safari boots. No safari boots are available. He then googles leather safari boots with shipping to Finland and goes to Bootbarn.com and to Steve Madden Europe's website. He goes to the menu – presses men's – sorts by low to high and starts scrolling. He goes through the shoe site quickly and leaves.

He asks for assistance from a friend via app WhatsApp, regarding a pair of shoes the friend recently purchased. The friend says that the shoes were purchased from Footway. He then enters the browser again and enters Footway in the search bar. The Footway site comes up and he enters the website. The Footway pages open up in a way that allows the user to enter their shoe size immediately.

He chooses size 43, and various shoe product types come up. He then chooses boots. Unlike in the previous stores, on this page, there are no additional parameters to apply to the search selection. In addition, the shoe prices vary. Additionally, the page does not seem to download, and pictures of the shoes are unavailable and do not load properly. He clicks on one shoe where the picture is yet to download, but quickly returns to the selection page. No shoes are yet visible. He leaves browser mode and checks ASOS and H&M for the shoes he previously has "saved" or "hearted" on the application – a pair of suede Chelsea boots and two pairs of suede desert boots.

He then proceeds to Google and enters the search words "desert boots Finland". The keywords yield plenty of search results, such as Boozt.com, Mango and Next.fi, amongst others. He then presses on the search result showcasing the text "Leather desert boots – Man | OUTLET Finland – Mango Outlet" in addition to presenting a text such as "100% Leather" and "Made in Portugal".

However, upon entering this page, a picture of a shoe comes up with text "ITEM NOT AVAILABLE". He proceeds, however, on the Mango Outlet page, choosing Menu and Men's Shoes. A banner stating "75% off" comes up. He then filters and orders the selection by "low to high" price and searches for "boots". This refined search only shows one item, which is not interesting, thus he goes back to the initial search results for the keywords "desert boots Finland".

The very first result of his search query is a paid Google ad for the site Boozt.com. He chooses Male and Shoes and then Boots – check all boots. Upon entering these, a pop-up ad stating a 10% discount for email orders comes up. He gets rid of the message and starts scrolling through the selection. After a quick browse of all the available models, he goes back to the top and enters the sorting parameters. This time he chooses "Biggest discount". Most of the shoes that come up after this are discounted by 50%. He is interested in a pair of Gant shoes that have been discounted from EUR 219.90 to EUR 109.95. He then enters "choose size". By this point, it is obvious that he is interested in shoes in size 43. The size 43 is not available for this chosen shoe. He then opens up the size guide and quickly closes this window and goes back to the selection. He then chooses another shoe from the selection and scrolls through all available pictures of this shoe. He even zooms in on the sole of this one particular shoe, which is by the brand "Woden". After this, he goes to check the sizes, but yet again size 43 is not available.

After taking a special interest in two shoes that are not available in his size, he goes back to the initial selection and refines it to show the shoes available in size 43. The same Gant shoe viewed previously comes up and he presses it to get more details. He checks the size – however it is not offered in a size 43. He then goes back to the selection and checks his sorting choices. Size 43 is still chosen. He then chooses more parameters, such as type, leather and suede. He then changes the list to show shoes in price order from low to high. He scrolls through and then leaves the browser. He then enters Zalando, only to see that he has no favourite shoes in that application. He then enters ASOS to check what shoes he had in his Favourites there – "Red Tape desert boots".

He goes back to Google and searches Red Tape desert boots. He scrolls through the results. Asos comes up again and Ebay. He clicks on Ebay and searches its search engine for 'Desert Boot Black Suede 43'. He looks through the results but does not click on any shoes. He opens the Asos app again to have a look at the desert boots and goes back to Google and types in "Black" to add to his previous Google search. He scrolls through the results and clicks on "Red Tape Outlet - 40% off shoes". An ad pops up and he clicks on the ad. A new window opens which takes him back to Asos. He clicks back to the previous site, and it takes him back to Asos again. He looks at his saved items on Asos. He looks at the pictures of the shoes and checks that size EU 43 is still available. He goes back to the H&M app. He checks his saved items. Looks at the two shoes he saved previously. He deletes both shoes from his favourites and goes back to the Asos app and presses 'check out' and buys the black desert boots. He goes to add his credit information, so we stop filming.

Matti is alone at home shopping, and he can ask for opinions and ideas from his friends by sending screenshots or even download pictures from some online stores. He "zoomed in on images and checked pictures multiple times. He saved images through an app function on his phone. He also sent a saved picture to a friend through iMessage and asked if she liked the shoe". When shopping for shoes in retail stores, it is very difficult to send multiple pictures of a product to your friends since the stores can be crowded, have bad lightning, etc. Online shopping enables a new digital social aspect to shopping. (Story: Madeleine Sandler and Sonja Falck)

STORY 5:

Brief notes: Looks at the first shoes by the door. Turns the shoes around. Puts hand inside the shoe. Looks at the price tag after touching the shoes. Scans for sale tags. Comments on the sale price. Comments on online stores. The respondent says that the next shoe purchase is a pair of leather winter shoes. Calm and contemplative. Zigzagging through the store (aimlessly). Not trying on. Material!

Leena chose the store Aleksi. Leena stopped at the first shoe stand, by the door, and picked up a pair of light brown leather winter shoes with laces. Leena turned the shoe around in her hands. She seemed contemplative. She puts the shoe back and walks inside the store, mentioning that the next pair of shoes that she will buy will be proper leather winter shoes. She did not mention when she was going to buy them. She said that she thinks leather shoes will and at least should be of better quality than shoes not made out of leather. Leena noticed a display of shoes that were on sale and walked over to that stand. She said that with leather and branded shoes you should always look for sales. Leena also said that she always buys leather shoes and branded shoes online since the prices are lower than in brick and mortar stores. While standing by the sales display, Leena sees some shoes mounted on the wall. Leena walks to the Palladium brand shoes. She said that she really wants to buy shoes from this brand. After looking and touching the shoes, Leena walked over to a stand of UGGs and picked up an UGG shoe and put her hand inside it and turned the shoe around in her hands. Leena said that she would really need a pair of UGGs, but that she has to start thinking about the materials used for making the shoes. She made a comment on the ecological aspect of the material. After that, she strolled around the shop awhile but said that she isn't going to try on anything right now, because she is going to buy the shoes she wants online anyway.



(Story and photo: Maria Holmström)