



Exploring New Zealand Online Fashion Industry Trends and Performance

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Abstract

Many fashion retailers have developed a web presence to compete in this fast-paced industry. The Internet provides consumers with the opportunity to search for information and enables them to shop unconstrained by time or location. It also allows fashion organisations to establish themselves, promote their brand name and products. The New Zealand online fashion industry is still in its infancy. A multi-methodological approach was employed in this research. Data were obtained from content analysis of web sites, a consumer survey, an organisation survey and four interviews carried out with New Zealand online fashion organisations' representatives. The results show that consumer satisfaction with New Zealand fashion web sites is high, and most of the organisations are satisfied with the services offered at their web sites. However the majority of New Zealand fashion web sites are informational rather than transactional. The future of New Zealand online fashion industry looks bright. Fashion web sites should focus on how to improve their web site quality and web site content in order to attract more potential consumers.

Research Objectives

- To explore the current trends and performance of the online fashion industry in New Zealand.

- To gain an understanding of how New Zealand fashion web sites can improve.

Methodologies

First, content analysis was used to assess and rank fashion web sites capabilities against the proposed model to serve as a benchmark. Consumer and organisation surveys were carried out in electronic format. Four interviews were carried out with representatives of major New Zealand fashion organisations.

Main Findings

Forty New Zealand fashion web sites were selected for content analysis. 60% of the sample sites scored more than 50% which reflects a moderately high adoption of elements in the tailored web site evaluation model by the sample New Zealand fashion web sites. 58% of the sample web sites are positioned as full e-commerce capability sites.