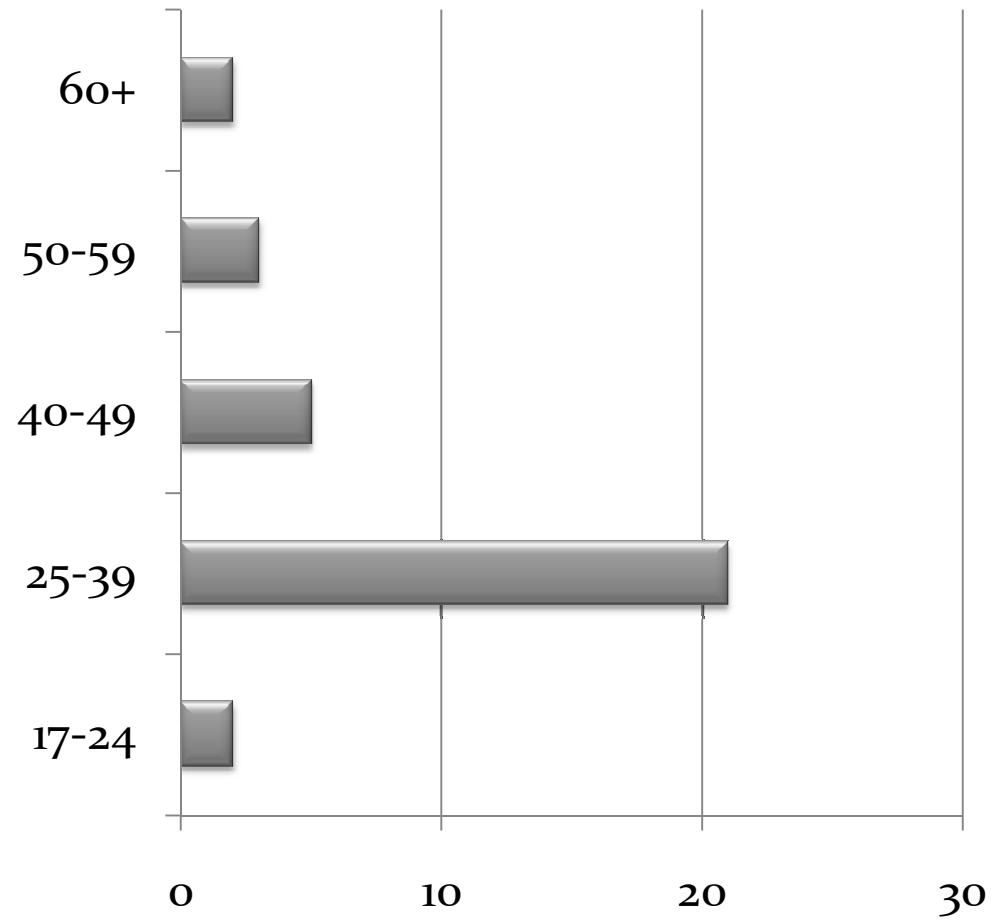
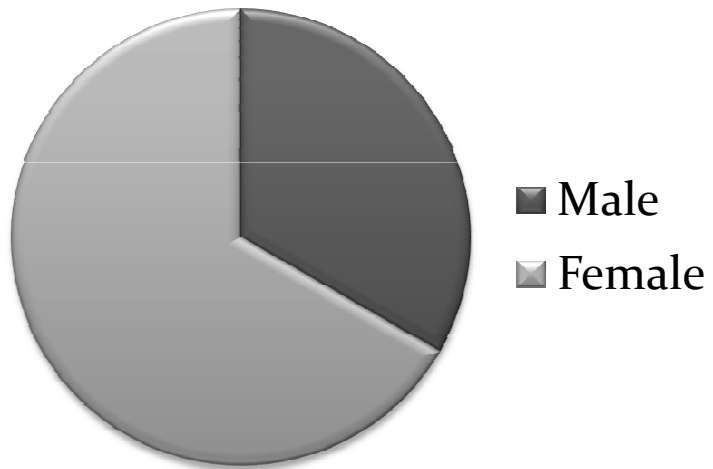
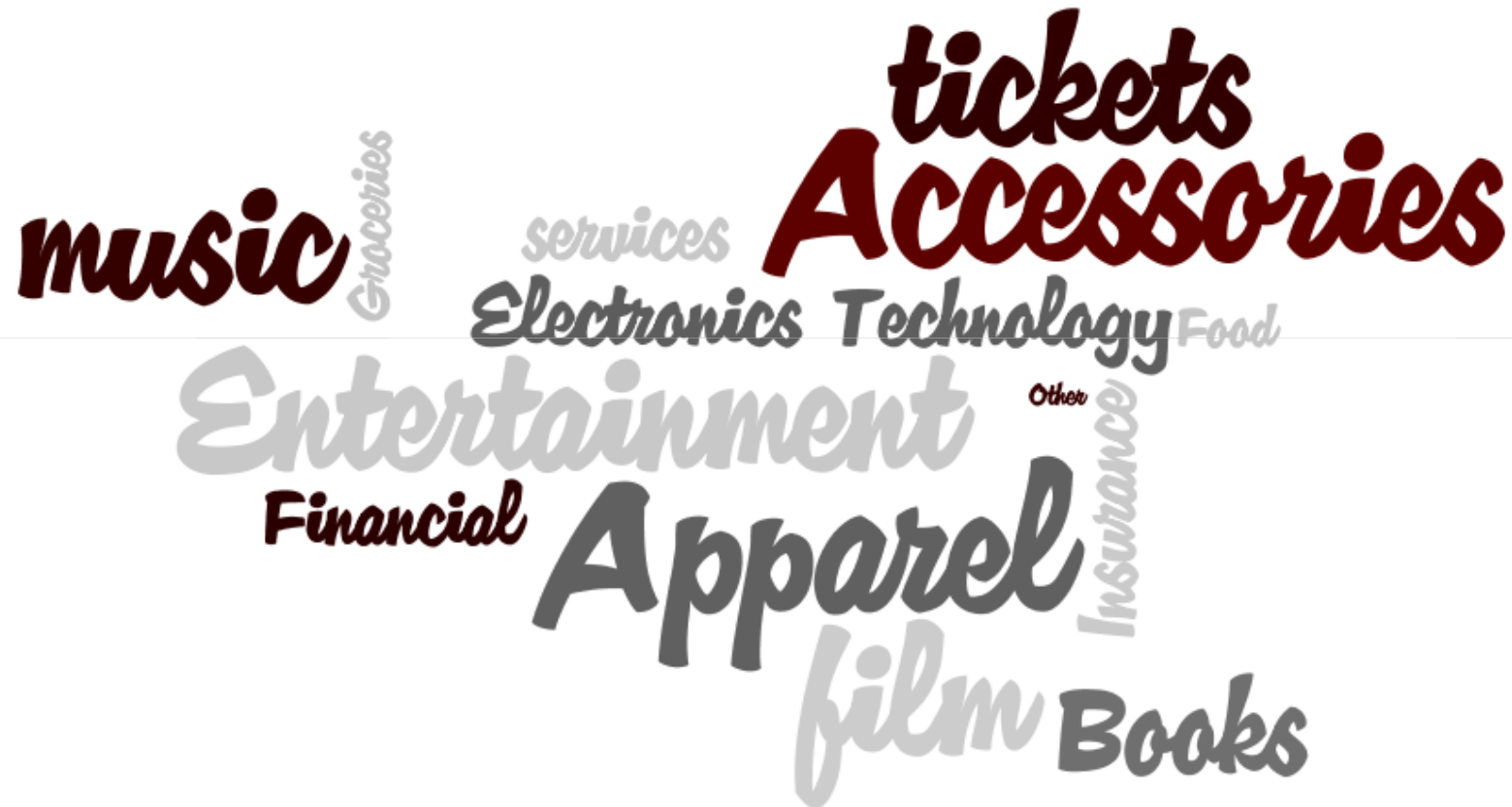


ONLINE SHOPPER SURVEY DEC 2010

SURVEY RESPONDENTS

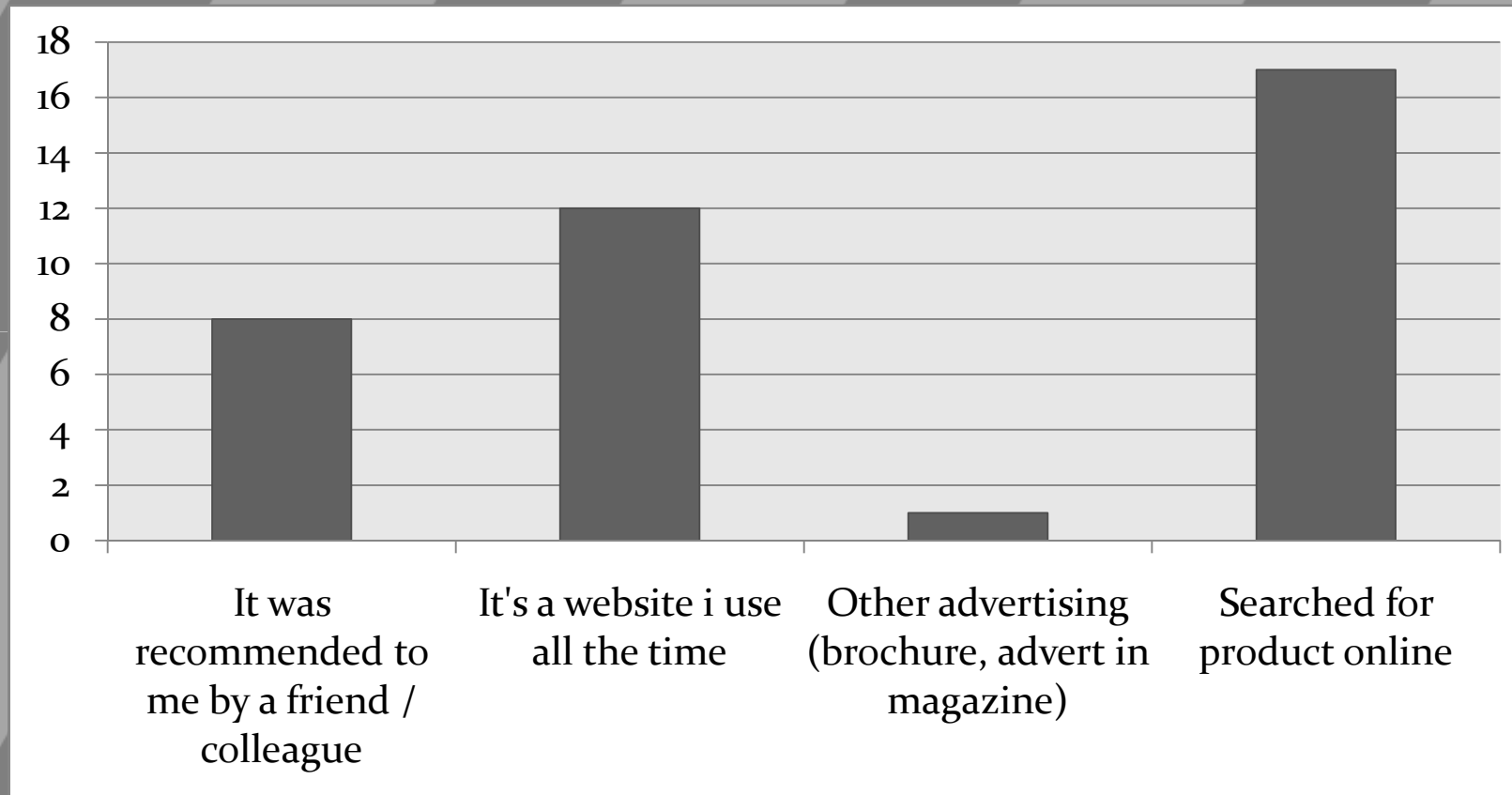


WHAT TYPES OF THINGS DID YOU SHOP ONLINE FOR?



81% of respondents have bought apparel accessories online

HOW DID YOU FIND ITEMS FOR SALE ONLINE?



People are generally searching for products (search presence is key)

IF YOU HAVE SHOPPED FOR APPAREL ACCESSORIES ONLINE, WHAT SPECIFICALLY HAVE YOU PURCHASED?

Clothing

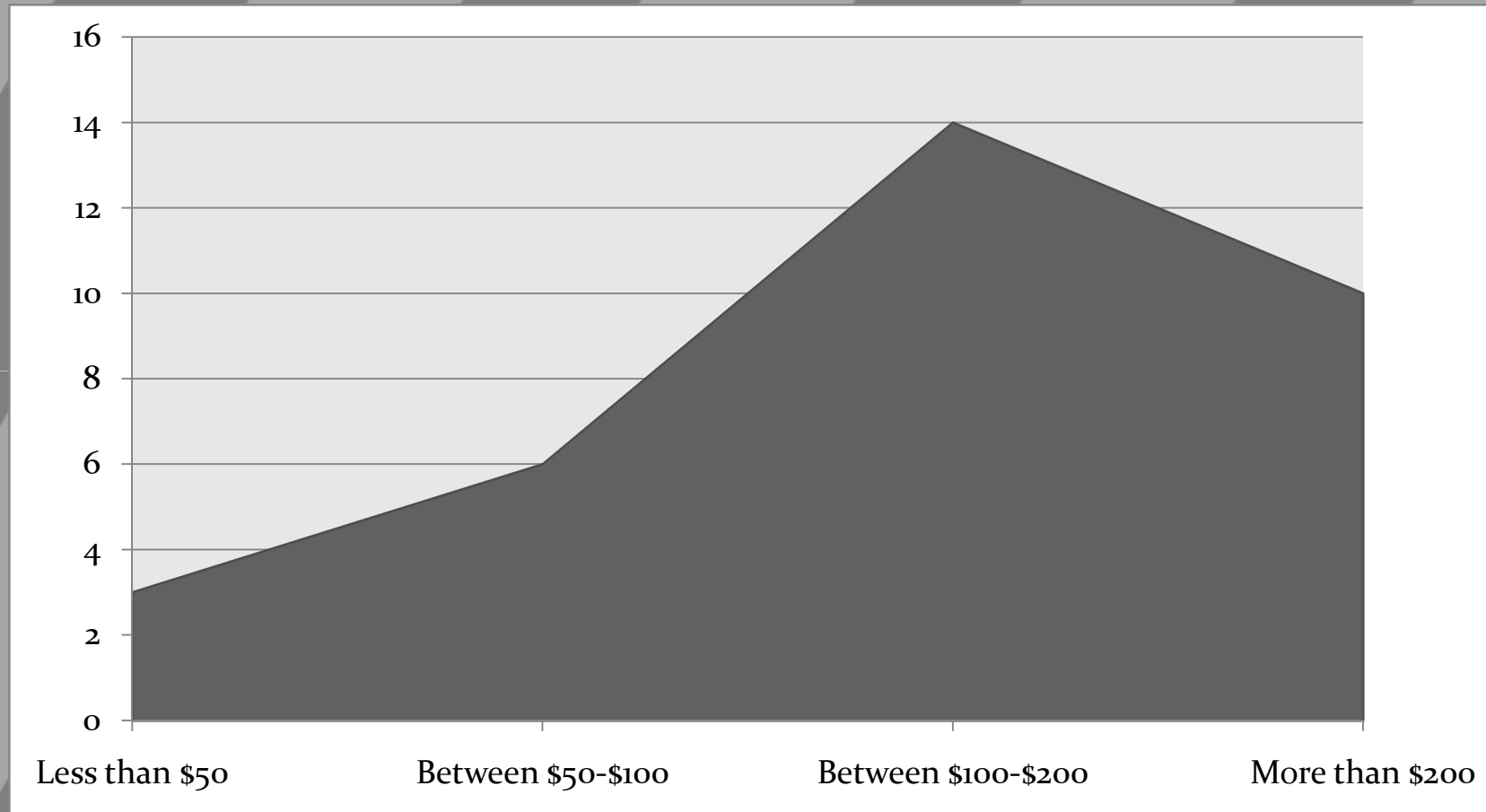
Accessories

Jewelery

Shoes

34% of respondents have bought shoes online

WHAT WAS THE VALUE OF YOUR LAST SHOPPING PURCHASE?



People are comfortable spending \$100+ online

WAS THE WEBSITE AUSTRALIAN OR INTERNATIONAL? AND DID THIS AFFECT YOUR DECISION TO PURCHASE THERE? IF YOU HAVE CONCERNS ABOUT BUYING OVERSEAS WHAT WERE THEY?

Australian, It doesn't matter if the site is International, or Australian.

However it does make it harder to return things, get in contact with them if need be if the site is international.

International.. .ships faster than Australian websites, cheaper than Australian websites (with \$\$ conversion).

International. No, I buy from international stores all the time.

My only issue with buying some things internationally is when they don't deliver to Australia.

Had some issues with either overly expensive shipping (Amazon) or only support delivery to Northern America (Ecko)

People don't mind spending OS when the forex makes sense, they also see the risk and returns issue as worth it

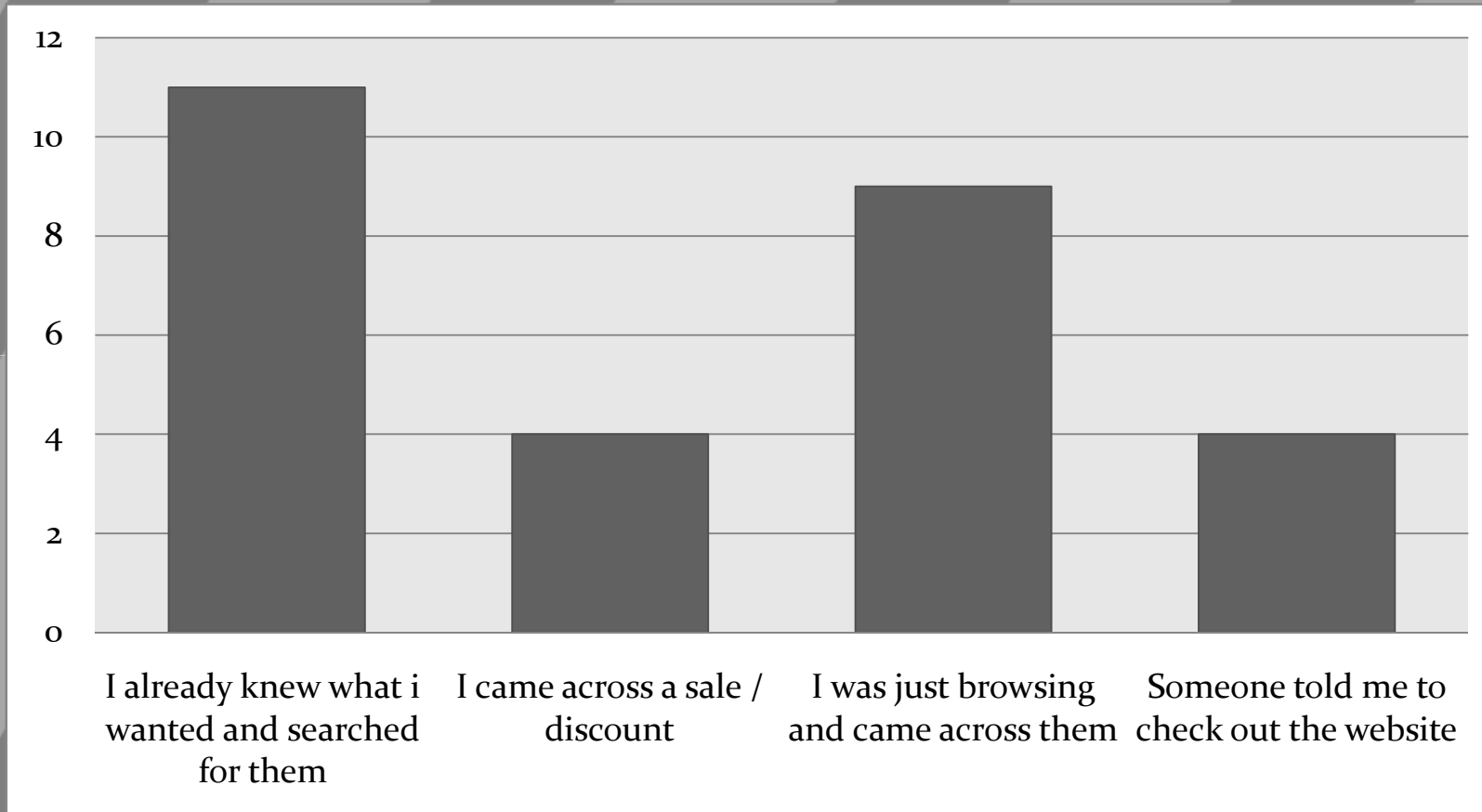
WAS THE WEBSITE AUSTRALIAN OR INTERNATIONAL? AND DID THIS AFFECT YOUR DECISION TO PURCHASE THERE? IF YOU HAVE CONCERNS ABOUT BUYING OVERSEAS WHAT WERE THEY?

International and Australian
Overseas was benefit due to strong aus dollar
Overseas concern was that if clothes didn't fit, couldn't return (expensive to return)

Australian (Sydney-based) - made me trust it more, and ensuring the sizes matched (sizes can be confusing matching AU to overseas).
I have bought things in the past that said the size I wanted, but their standard of sizes was different to Australia. That is the main concern (more than quality of product, which is easier to get community ratings style feedback on).

34% of respondents have bought shoes online

IF YOU HAVE EVER PURCHASED SHOES ONLINE - CONSIDER WHICH ONE OF THESE STATEMENTS IS CLOSEST TO YOUR EXPERIENCE:



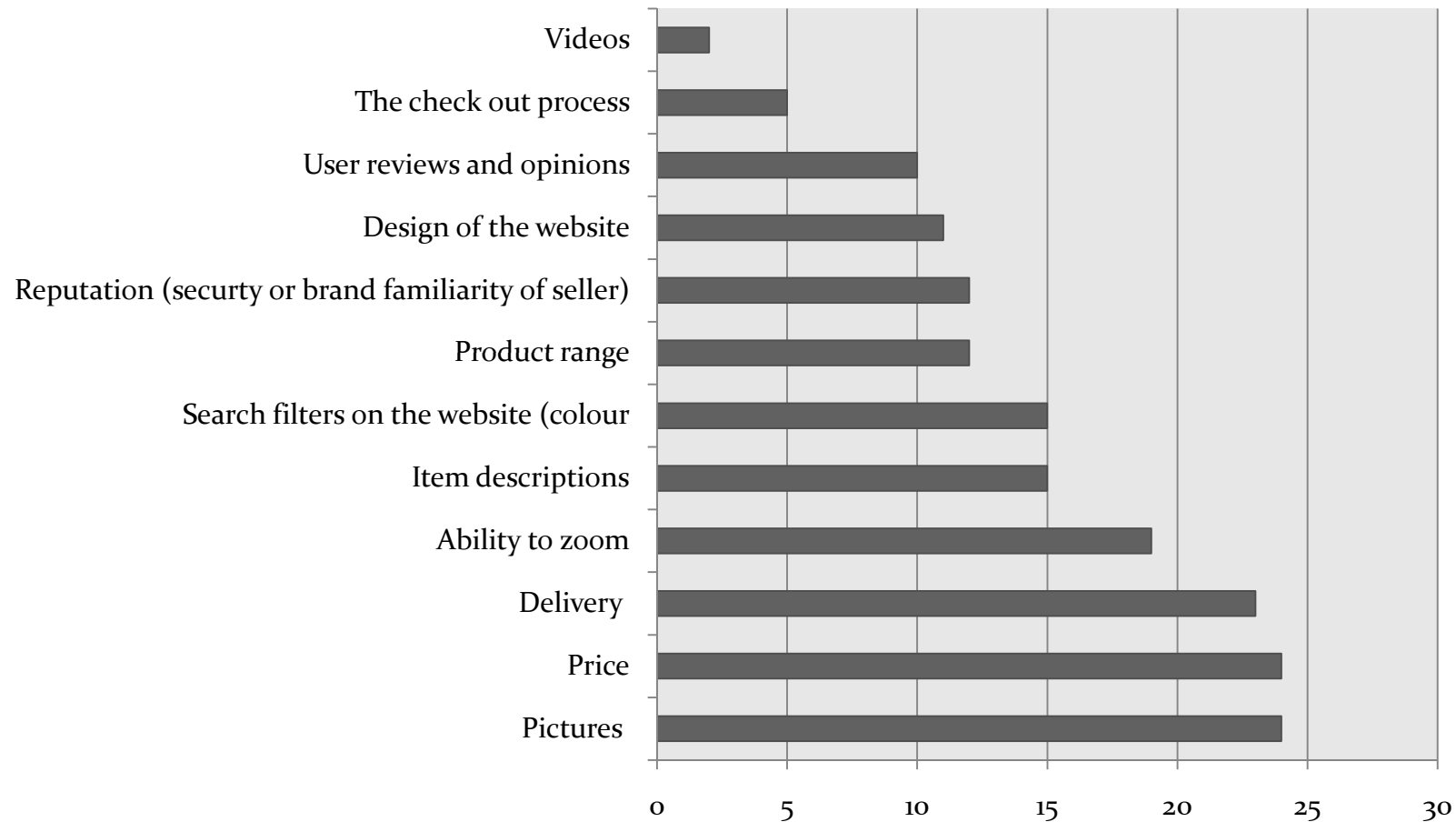
Majority of respondents knew what they wanted before they started looking

WHAT FEATURES DO YOU THINK WERE IMPORTANT IN HELPING YOU MAKE THAT DECISION



Pictures appeared in 85% of the respondents responses.

WHAT FEATURES DO YOU THINK WERE IMPORTANT IN HELPING YOU MAKE THAT DECISION



The Basics: Pictures and price are the most influential website factors then delivery (cost and speed).

WHAT IS YOUR FAVOURITE SHOPPING WEBSITE AND WHY DO YOU LIKE IT?

Shopbop is my favourite clothing website. Great photos (multiple images in good lighting) Great selection of product and free shipping within a week. You cant beat that.

ASOS - loads of choice and good discounts - delivery is within 10 working days and they do specific offers on free international delivery

I like Anthropologie and J Crew because they always have great things and I like that they're brands that no one else in Australia has. And also American shops often provide greater value for money. They also have very beautiful sites that are fun to browse and inspiring and beautifully styled and frequently updated and easy to navigate.

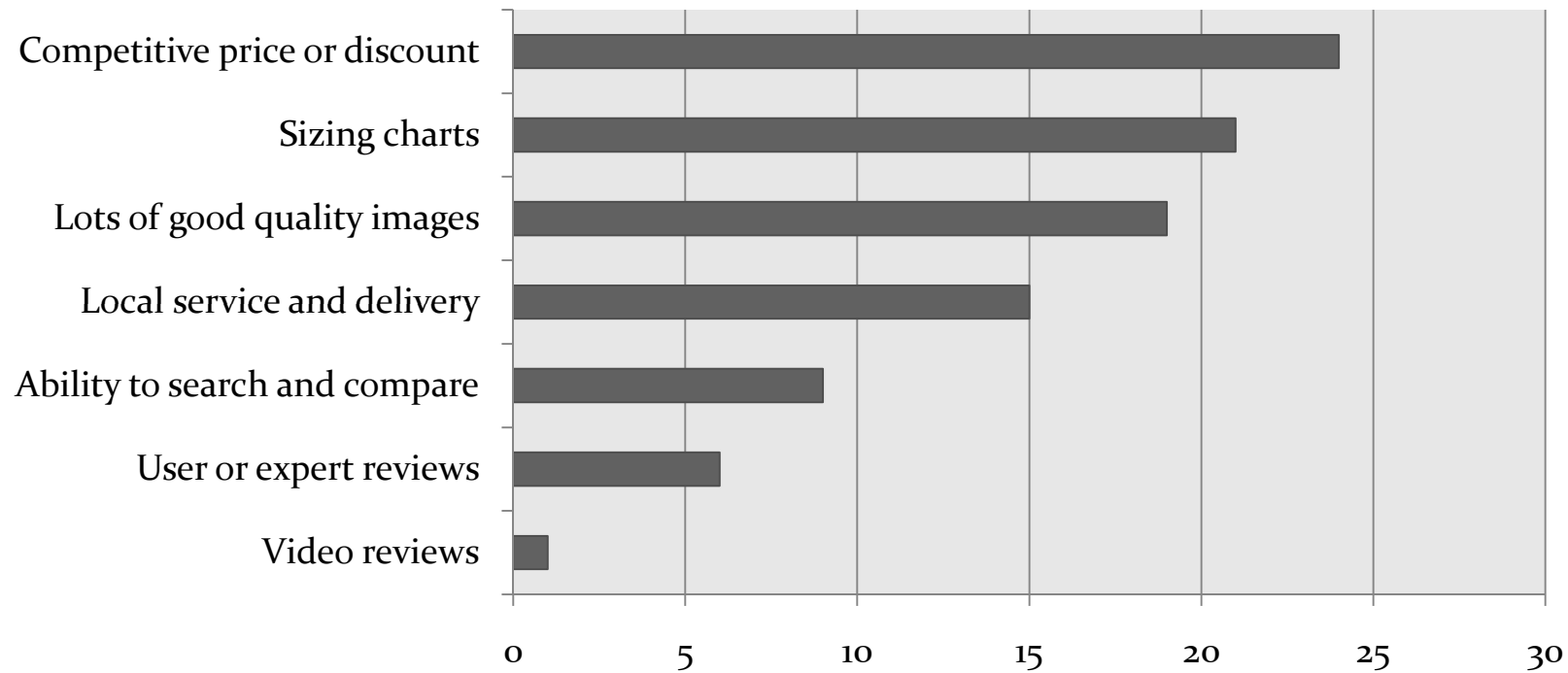
WHAT IS YOUR FAVOURITE SHOPPING WEBSITE AND WHY DO YOU LIKE IT?

urbanoutfitters - good range, quality products, quick delivery, easy to navigate, good sales

Shopbop - huge selection, free shipping and here in 2 - 3 days. I also like mycatwalk as it features aussie designers

Need Supply - <http://needsupply.com/> - great selection or curation of brands, style, really simple presentation (loads fast, not a horrible flash-based site), easy to save links to product and go back again later (no dynamic links).

DO YOU THINK ANY OF THE FOLLOWING WOULD MAKE THE PURCHASE DECISION EASIER?



Price and sizing charts could be considered competitive advantages