

Quality Issues Discredit Global Fashion Retailers' Online Efforts

<https://marketpublishers.com/r/Q4BC552C105EN.html>

Date: September 2010

Pages: 11

Price: US\$ 1,895.00 (Single User License)

ID: Q4BC552C105EN

Abstracts

License Price: US\$ 4,740.00

Introduction

All three of the largest clothing retailers, namely Zara, Gap, and H&M have waited until now to launch online stores. This does not mean, however, that the retailers have taken time to ensure the websites are of the highest possible standard.

Features and benefits

A brief overview of the growth dynamics of the UK online fashion market.

An assessment of the leading fashion brands' initial e-commerce efforts.

Highlights

The top three global fashion brands are latecomers to online retail, entering the UK market within weeks of each other at the peak of its growth. In the last-minute competitive rush to launch an online store, the retailers seem to have ignored the online retail best practices that have developed over the past decade of e-commerce. More importantly, it seems the brands have not taken the customer experience into account. If retailers are to maximize revenues online in the long term, they need to begin thinking more strategically about their websites and multi-channel operations now.

Your key questions answered

How are the leading retailers performing against online customer expectation criteria?

What can retailers do to improve the online experience?

Contents

SUMMARY

Catalyst
Ovum view
Key messages

ANALYST INSIGHT

Global fashion retailers enter the online market at the height of growth
The top three fashion brands are online retail laggards
Fashion brands must be online now to benefit from the growth boom years
The retailers jeopardized online customer experience in a rush to launch
Search and navigation are highly important to online shoppers
Vital search functionality is missing from all three websites
Sizing has not been adapted to serve the local market
The web content translation is inadequate

RECOMMENDATIONS

Recommendations for retailers
Recommendations for e-commerce vendors

APPENDIX

Company profiles
Gap
H&M
Inditex - Zara
Further reading
Methodology
Author
Ovum Consulting
Disclaimer

Tables

TABLES

Table: The top three global fashion retailers

Figures

FIGURES

Figure: Clothing and footwear online sales and growth 2005–2014e

Figure: Important features for online shoppers

I would like to order

Product name: Quality Issues Discredit Global Fashion Retailers' Online Efforts

Product link: <https://marketpublishers.com/r/Q4BC552C105EN.html>

Price: US\$ 1,895.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/Q4BC552C105EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970