



media release

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Canstar survey reveals Kiwis' online shopping habits

Canstar research has revealed New Zealanders' enthusiasm for online shopping, with younger generations in particular flocking to the web to buy the latest fashion and household goods.

The survey of 1541 people was carried out to find Canstar's winner of the Most Satisfied Customers award for online retailers. For the second year running, Mighty Ape took home the prize.

Nearly 50% of the Kiwis surveyed said they do half or more of their shopping online - a slight increase on last year, when 46% of Kiwis did more than half their shopping online. The figures are rising despite the arrival of major international brands, such as Zara, H&M and Mecca Maxima, on New Zealand's high streets.

Of the Kiwis surveyed, three quarters said the draw was the convenience, while 60% said they shopped online as it was easy to find what they were looking for. The experiences aren't always perfect, however, with 30% saying they bought something that didn't look like the picture. The same percentage of respondents bought something that didn't show up, and nearly 40% worried about the security of the payments systems.

Unsurprisingly, respondents aged between 18 and 29 were the most active online shoppers. Nearly three quarters of that age group bought clothes online, compared to just over 40% of those aged over 60. Nearly half of 18- to 29-year-olds were buying homeware online, compared to just 27% for those in their 60s.

The single biggest driver of satisfaction for online shopping was speed of delivery, confirming the respondents' feedback that they appreciate the convenience. That was followed by value for money, ease of site navigation and range of products, then range of brands.

Mighty Ape received 5 stars for overall satisfaction, speed of delivery and site navigation.

Gracie MacKinlay, Mighty Ape's Chief Marketing Gorilla, said the company was "thrilled and humbled" to receive Canstar Blue's Most Satisfied Customer Award in the Online Retailers category.

“We’d like to thank all of our customers who have believed in us all these years and we’ll continue working hard to provide them with a great online shopping experience,” she said.

“This award is a recognition of our customer-centric approach. Putting customers first is one of our core values. All of our business decisions, big or small, are based on our core values.”

Jose George, Canstar New Zealand general manager, said online retail had clearly become an important part of the Kiwi shopping experience.

“We know Kiwis are increasingly spending their money online, with recent figures from [New Zealand Post](#) showing online retail is growing by 16%, while the total spend on retail increased by just 3%. We can also see how important online shopping is to the economy, with domestic online spend hitting nearly \$3 billion.”

However, Mr George added, the high percentage of Kiwis who reported the non-delivery or misleading representation of items should be noted by online retailers.

“With online shopping becoming such a significant part of the retail market, consumers do expect high standards and will vote with their wallets if they aren’t satisfied,” he said.

For further details please visit the Canstar NZ site, [here](#).

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