

Factors Effecting the Success of Online Fashion Retailers in Sri Lanka

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Abstract

In the fast-evolving landscape of the fashion industry, the emergence of online fashion retail has revolutionized how consumers engage with and purchase clothing, accessories, and trends. Online fashion retail refers to the digital platforms that allow consumers to explore, select, and purchase a wide array of fashion products from the comfort of their own spaces. This shift from traditional brick-and-mortar stores to online platforms has not only reshaped the shopping experience but has also brought forth a new realm of opportunities and challenges for retailers.

In this context, understanding the intricate factors that underpin the triumph of online fashion retail becomes paramount. The dimensions of website user experience, product assortment and quality, online marketing and advertising, customer service and support, and delivery and logistics collectively form the pillars upon which success rests. Delving into these dimensions through rigorous research uncovered valuable insights that not only guide retailers but also elevate the entire online fashion ecosystem.

Following a deductive approach, the study employs an online survey questionnaire to collect data from respondents. By analyzing this data, the research revealed insightful correlations between these dimensions and the overall success of online fashion retailers.

The study's outcomes revealed positive feedback regarding the impact of the factors under consideration on the success of online fashion retailers in Sri Lanka. Furthermore, leveraging SPSS software, a multiple regression analysis was performed and established a model to identify the pivotal elements contributing to the success of online fashion retail businesses in Sri Lanka. However, based on the findings from the multiple regression analysis, the model development focused solely on three variables: website user experience, product assortment and quality, and online marketing and advertising.

Lastly, a set of recommendations was formulated, offering online fashion retailers' actionable insights to position themselves for success by aligning with the preferences and expectations of the local consumer base and effectively resonating with them.