



envision

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1. INTRODUCTION

Fashion has become the powerhouse of online shopping having achieved double digit growth for the sixth consecutive year with customers purchasing from online retail stores increasing by 27.2%, (Australia Post, 2018). A main issue that customers have been facing with online shopping however, is the problem of sizing and fit. According to IHL Group, \$62.4 billion worth of apparel and footwear are returned annually because of improper fit (Ilyashov, 2016).

With the advancement of technology in recent years, there has been a rising trend of augmented reality (AR) and virtual reality (VR) transforming the shopping experience (Terry, 2018). While social media may be the focus for now, VR is beginning to take flight with the development of VR avatars and corresponding shopping opportunities (Techcrunch). It was also forecasted that the market for AR and VR in retail will reach \$1.6 billion by 2025 (Terry, 2018).

With Envision, the business will not only incorporate the rising trend of VR, but it will also address the pertinent issue of clothes not fitting properly, and add real value to the experience. Envision will allow users to visualize themselves in clothing from an incomparable catalogue of stores through cutting edge 3D modelling technology – anyone can become their own virtual stylist.

Users of Envision will have access to an entire range of online Australian brands, and visualise the garments fit on their body type. They will also be able to assemble outfits from the online store calibrated to this website and search by body size to filter outfits already styled by other users. Assembled looks can be saved in a virtual wardrobe, and shared to other social media platforms.

This report will cover the macro and micro environment that is most pertinent to Envision, identify the segmentations most viable, and the segment we have chosen to target along with its positioning. It will also provide further insight into the consumer decision making process, product and brand, distribution as well as pricing strategy. Finally, the report will highlight how Envision plans on promoting its services to its target market.

2. THE MARKETING ENVIRONMENT

2.1 Macro Environment

The Australian economy is of significant importance as it directly impacts the financial viability and economic performance of Envision. Australia is categorised as a low risk economy, with a history of robust economic growth (Marketline, 2019). The real disposable income of Australians is also increasing, which leads to greater purchasing power of individuals and the sentiment of financial security in consumers, evident in the current trend of purchasing consumables of higher price brackets (IBISWorld, 2019). As such, Envision will benefit from an opportune economy in which demand for consumer goods is expanding.

Technological advancements and trends will also greatly impact the success of Envision. Australian consumers are making more online purchases than ever before due to increasing mobile density, faster broadband speeds, and internet connections which is generating greater demand in the e-commerce industry (IBISWorld, 2019). In addition to this, technologically reliable online payment systems have garnered greater trust from consumers in recent years (IBISWorld, 2019). The implications of greater accessibility and trust in e-commerce platforms means greater online competition, which Envision aims to counteract by incorporating the differentiating, cutting edge component of 3D modelling technologies.

The contemporary socio-cultural climate which involves growing social media audiences keen to connect with others, coupled with the flourishing of online retailing, will be of benefit to Envision. Levels of participation and engagement on social media is growing in size, with 8 in 10 people now using social media and two thirds of users claiming they trust brands who interact positively with them on social media (Yellow Social Media Report, 2018). The power of social media influencers to garner public interest in companies is also an integral factor in this social moment. (Danno, 2019). Thus the socio-cultural moment which has greater online participants and more opportunity for interaction with brands and brand ambassadors is a culture Envision can harness as an e-commerce brand.

2.2 Micro Environment

The major forces in the micro-environment that affects the company's performance and decision making comprises of the company, publics,

suppliers, competitors, intermediaries, and customers (Oxford College of Marketing, 2014). Envision will focus on the micro-environment forces of the suppliers, customers, and competitors as they are the most pertinent to the business.

Suppliers are an integral part of the value chain as they directly impact price and availability of the product. Since the industry is highly competitive, it is imperative that online clothing websites are able to have a good supply of quality brands (Miller, 2018). Hence, Envision's suppliers will be quality Australian-branded stores that will partner with Envision's technology.

With customers, purchasing requirements can vary, hence, it's important to identify who the customers are for Envision. For the business-to-consumer aspect, Envision will focus on women in Australia that enjoy shopping online since the female population represents the primary market for online clothing stores (Miller, 2018). As Envision has technological aspects, the ideal customer will also be well-versed with technology, and social media savvy.

The business-to-business customer will be traditional retail stores and online clothing stores that are interested in utilizing Envision's technology. Envision will be filling a gap as a new report by Paypal which surveyed 1,012 Australians, found that 51% wanted more online retailers to use tech since online shopping currently has its limitations (Mitchelson, 2018).

Competition plays an important role in the micro environment for Envision's business. Though not specifically in Melbourne, there is a growing trend of websites incorporating 3D modelling technology. Fitnect for example has a 3D fitting room so shoppers can virtually try on various clothes and accessories. Such technology however, has not quite penetrated the Melbourne market yet.

The main competitors in the industry for Envision are players such as The Iconic and Woolworths International (Australia) Pty Ltd that owns industry brand names such as Witchery and Trenery. Either than the main players, there is also external competition from more traditional retail markets such as large department stores, physical women's clothing retailers, and international online operators (Miller, 2018). Envision is able to differentiate from these competitors however, as majority have yet to incorporate 3D modelling technology.

3. STP APPROACH

3.1 Segmentation

Envision will focus on the market segment of female consumer, and these segments need to be fashion conscious, interested in new technological development, frequently online shop, and willing to spend hard-earned money on clothes.

The possible market segments for Envision are identified in the table below:

Segmentation Criteria	Segment 1	Segment 2	Segment 3
Profile	Trendy Tara	Conscious Corrine	Busy Belinda
Demographic			
Age	18-22	21-34	35-54
Gender	Female	Female	Female
Income Level	Low to Medium	Medium	Medium to High
Behavioural			

Benefits Sought	<p>Trendy and inexpensive clothing purchased through digital platforms.</p> <p>Easy returns, and a seamless shopping experience also matters to them.</p>	<p>While low prices and value for money are sought, they are also willing to spend a bit more on what's trending (including luxury branded products).</p> <p>Seeks points of differentiation (such as user experience and new technology)</p>	<p>With a higher disposable clothing, they look for fashionable premium quality clothing that fits them well.</p> <p>Due to their busy lifestyle, they are willing to spend money on services that can make their life more convenient.</p>
Brand Loyalty	Low to Medium	Medium	High
Online Shopping Frequency	High	High	Medium
Price Sensitivity	High	Medium	Low to Medium
Psychographic			
Personality/Life style	Has a positive outlook, enjoys life while balancing school, family, and friends	Optimistic and self assured with a lifestyle that focuses more on new experiences	Outgoing and busy while juggling life's many commitments
Interests	Scrolling through social media, following influencer and fashion trends online, socializing with friends	Travel, socializing with friends, keeping up with the latest technology and fashion trends, shopping, reading blogs or magazines	Spending time with family, relaxing with a book or a glass of wine after a long day, getting away for a short weekend

Where they may shop now	Amazon ASOS Cotton On	The Iconic Bardot Witchery	Net-a-Porter Farfetch Traditional Retail Shops
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3.2 Targeting

Out of the three segments, Envision will be focusing on the 'Conscious Corrine' segment that consists of female customers aged between 21 and 34 years old.

Envision aims to capture the largest market segment, and customers within the 'Conscious Corrine' age group represent 42.6% of the major market segmentation of online women's clothing stores (Miller, 2018). They also spend most of their time online, with a large percentage of their spend being on fashion products. Being technology savvy, they are also quick to adopt trends and technologies – making them an ideal target market for Envision. While this segment may have lower discretionary income, the volume of goods they purchase offsets the generally lower purchase price (Miller, 2019).

'Conscious Corrine' Customer Profile



Corrine is a 28 year old banking executive from Melbourne, Victoria, Australia. She lives independently in a high-rise apartment in the city. A goal-oriented yuppie, she's on her final year of her MBA at the University of Melbourne. Having such a busy lifestyle, you can never see her without her phone, which she uses for both personal and professional matters.

As a young professional seeking to climb the corporate ladder, Corrine does not have as much time to enjoy her hobbies as before, including fashion. This means that to save time buying and flipping through the latest Vogue magazine, Corrine prefers

just looking through influencers and celebrities online to catch up on the latest fashion trends.

While Corrine thinks online shopping is convenient, she has had bad experiences with online shopping before. While she sometimes shops on The Iconic for the occasional bag or pair of sunglasses, she insists on taking time out of her already busy schedule just to fully satisfy her fashion needs.

3.3 Positioning

Positioning Element	Envision
Target Market	Conscious Corinne...
Problem	...sometimes hesitates to shop for clothes online because she's afraid the clothes are not going to fit well or that there is no after sales support
Frame of Reference	In the online fashion retailer industry...
Ante	Companies are expected to have: <ol style="list-style-type: none"> 1. User-friendly interfaces 2. High quality and quantity of brands present 3. Good customer service
Points of Difference	But what sets Envision apart is its 3D modeling technologies for both clothing and human figures...
Reasons to Believe	...Utilizing groundbreaking yet established technologies, like CLO and arxiv, that haven't been applied in this industry before
Distinguished from Competition	As compared to competitors, this allows customers to go through a groundbreaking online fashion shopping experience, one that allows her to virtually fit and try the clothes on.
Emotional Benefits	This allows Conscious Corrine to feel both secure and stylish in her purchase.

4. CONSUMER DECISION MAKING

Our target segment is a tech-savvy and socially conscious consumer who is familiar with searching, comparing, and evaluating their options from a vast array of online sources before they come to their purchase decision (IBISWorld, 2019).

Since our consumer is also primarily motivated by the convenience and connectivity of online shopping (IBISWorld, 2018), Envision will emphasize these elements in their marketing strategy, from providing accessible mobile apps to a seamless online purchase processes and delivery services. Envision will also minimize the effort required of consumers in the pre-purchase phase of the decision making process by providing consumers with an online platform that makes investigating and evaluating clothing options from a variety of clothing brands an expedient experience. When making online purchasing decisions, contemporary consumers also demand enhanced information and transparency about the product, (IBISWorld, 2019), a factor which Envision will harness in its transparent 3D modelling technology which will allow users to completely visualise their perspective purchase.

Post-purchase behaviours and sentiments of consumers are also incredibly important as they can leave a lasting impact on sentiment and trust of the consumer. Results from our survey audience conveyed in Figure 1, showed that when buying clothes online, majority of consumers cited inaccurate sizing or fit as an issue. The prevalent problem of purchasing a product which fits adequately online is a contributing factor to the low preference of online shopping in comparison to shopping in store indicated in the survey results in Figure 2.

Our survey participants also identified return policies as an unsatisfactory process, suggesting that for consumers, assessable and viable post-purchase processes are also important in their level of satisfaction. Envision's online service fundamentally anticipates and minimizes the post-purchase shortcomings of online shopping, particularly in regards to the fit of vastly different products, as our service will give users an opportunity to customize their online avatar and fit clothes from a variety of brands. Users will also be advised when a particular garment size they have selected will not provide an adequate fit and will be provided with a more suitable sizing recommendation, ensuring that consumers purchase a product without experiencing sizing defects. The buy-product of this value proposition is it also decreases the need for consumers to make

returns, fostering a more positive and fulfilling post-purchase sentiment in consumers.

What are some problems you encounter with shopping for clothes online?

Answered: 37 Skipped: 0



Figure 1. The results of this survey question show the prevalence of incorrect sizing as an issue when ordering clothing online, as 86.49% of participants cited it as a major problem. Participants also cited product quality issues and return policies as a problem with online shopping.

Do you prefer shopping for clothes online or in a store?

Answered: 37 Skipped: 0

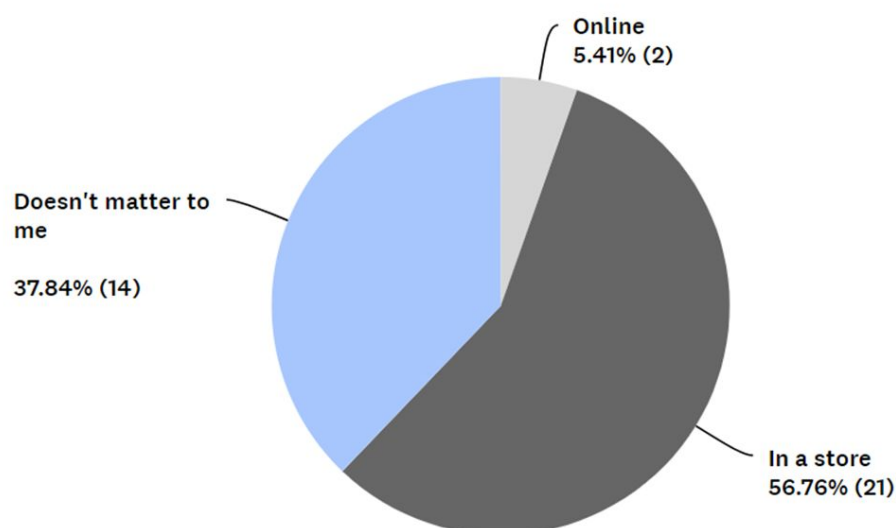


Figure 2. The results of this survey show the preference of shopping in store (56.76% of surveyed participants), while also indicating that a significant portion of survey participants do not take a particular preference.

5. PRODUCT AND BRAND STRATEGY

5.1 What is Envision?

A product is anything that satisfies a want or need of a market, which can include goods or services (Kotler and Keller, 2016). Envision is an online platform that utilizes advanced 3D modelling technology for customers to seamlessly shop online. Furthermore, the website is also an extended channel for Australian retailers to sell their products on the website.

Product Level Decisions: The Customer-Value Hierarchy

- Envision has a *core benefit* of easily purchasing fashion items online which fit consumers' body types.
- The *basic product* is the e-commerce website/app that allows users to shop online, including the front-end and back-end technology.
- When users shop online, they expect a seamless shopping experience. The *expected product* is an excellent integration of these different technologies. Customers want a website/app that is easy to use, responsive, and loads fast. They also expect that their personal and payment information are secure.
- The *augmented product* that sets us apart from our competitors is our 3D modelling technology. This allows users to virtually try on fashion clothing online that fits their bodies perfectly. Envision also allows users to share their fashion looks on their social media accounts.
- *Potential products* for the future can include, Click and Collect fulfillment method, Artificial Intelligence (AI), and same-day shipping.

5.2 Brand Strategy

Using the brand resonance model, we have identified the four steps in determining how we want customers to view Envision (Keller, 2013).

Brand identity

According to Keller, customers who are repeatedly exposed to a brand through name, logo, symbol, slogan, and the like, tend to have higher brand awareness (salience). This allows customers to determine which category the product or service belongs to, and furthermore, figure out how the brand can satisfy their “needs.” Since Envision is a fashion e-commerce platform, we wanted to associate our brand with the mannequin symbol, as seen in the Envision logo in Figures 3 and 4.

Our differentiating feature from other fashion online shopping websites is our 3D modelling technology, which allows our users to virtually fit products online (Figure 5). The mannequin is a symbolism of the perfect fit that we want to ensure in our services, and in addition, we have tweaked the logo into a more modern look, which is befitting for our innovative approach to a new breed of online shopping. We want customers to remember our brand as “sleek, clean, simple, and effortless”—very much like our website (Figure 6).



Figure 3: Envision logo (black version)



Figure 4: Envision logo (white version)

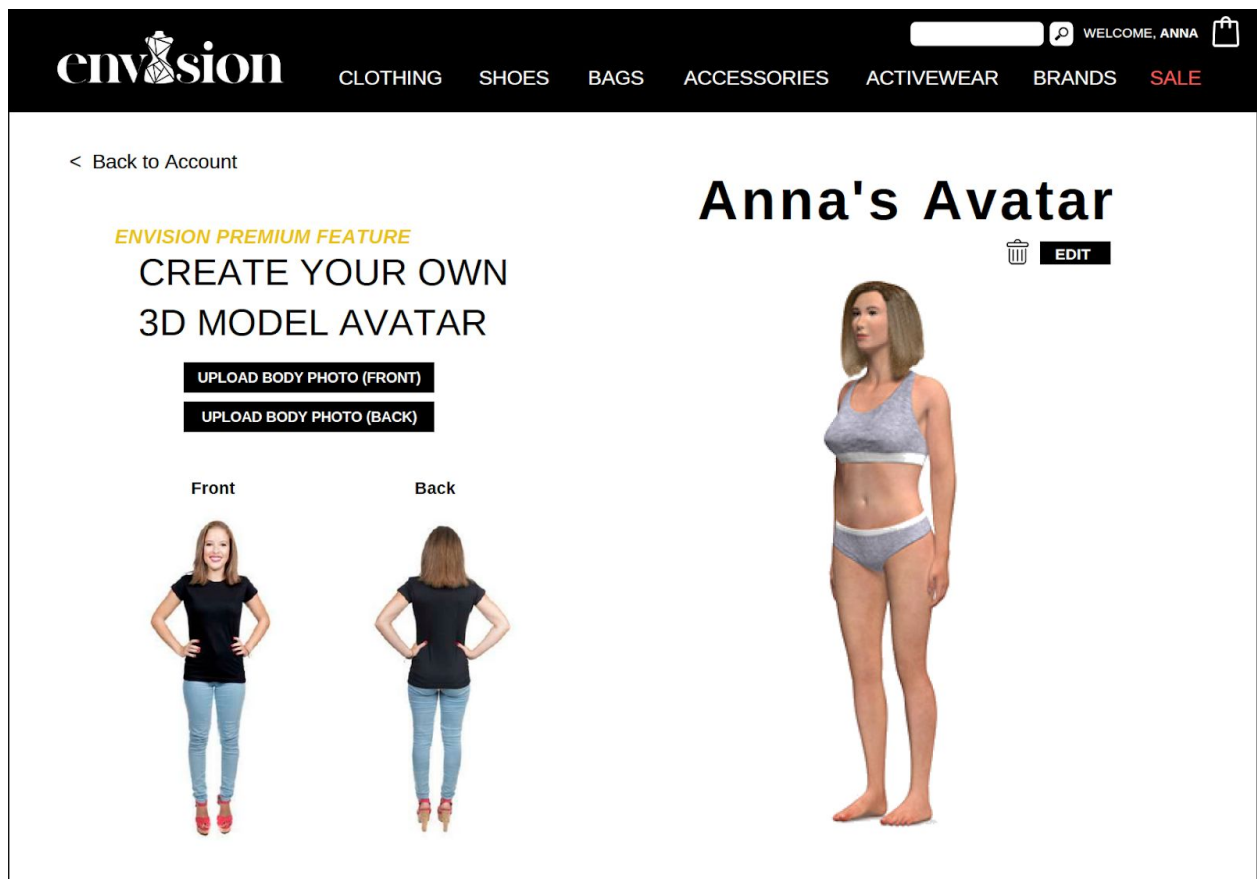


Figure 5: Customers can customize their own 3D model avatar according to their precise body measurements

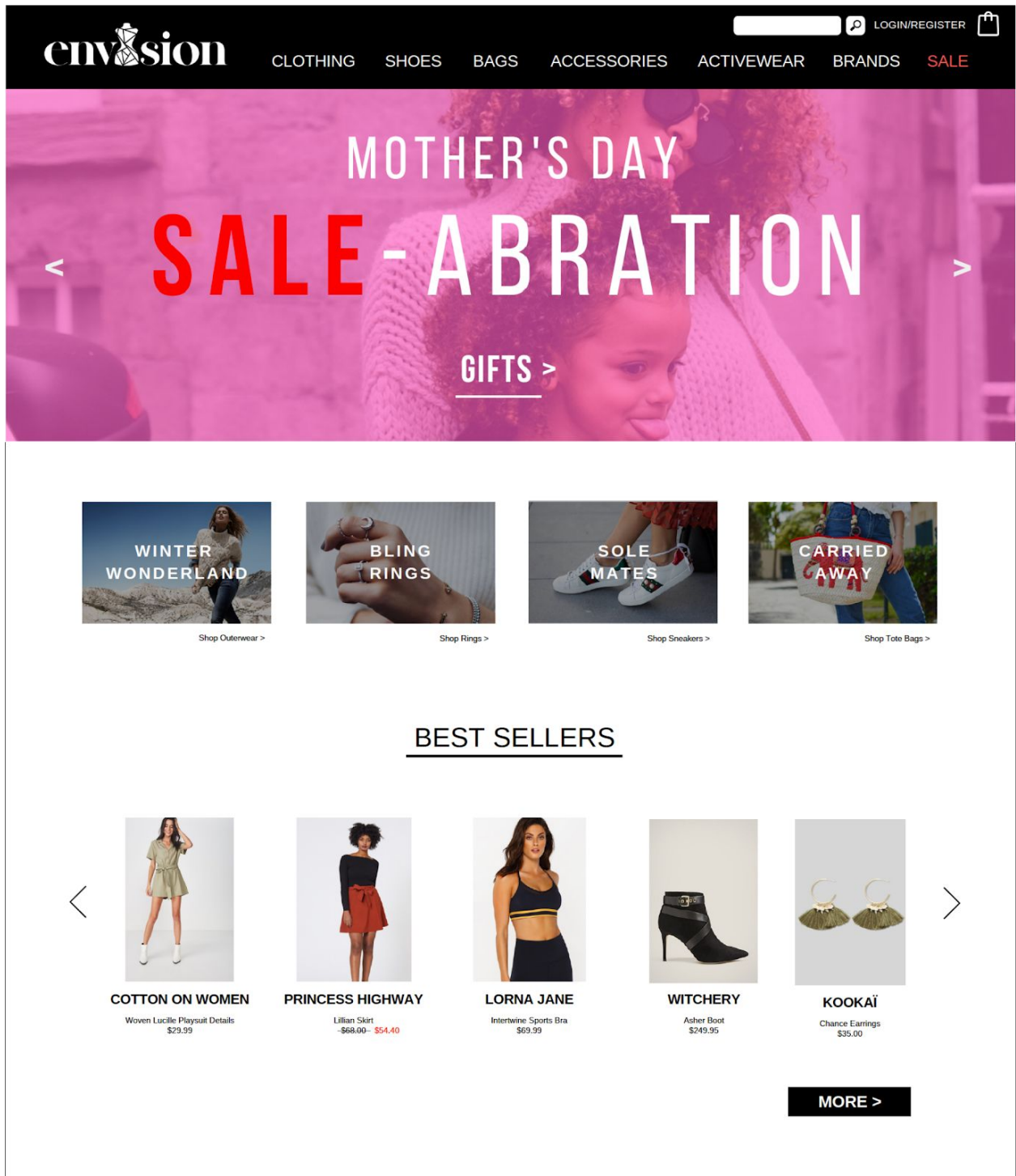


Figure 6: Envision sample homepage

Brand meaning

When Australian women are shopping online, we want them to have Envision top of mind. The goal is to be the number one online fashion shopping destination in Australia. Our website/app includes high-quality

fashion brands in a one-stop online shop. Moreover, Envision is solving a major problem of online shopping, in terms of wrong clothing sizing/fit. Envision is also a brand that will be associated with the added features of a “virtual wardrobe” and “social e-commerce.”

Brand responses

Brand responses is what customers think or feel about a brand (Keller, 2013). Envision aims to carry only fashion brands that are authentic and branded. We want to ensure that our customers feel secure and safe in purchasing from our website. In addition, Envision makes online shopping easier with our 3D modelling technology by helping customers get the right size/fit for their fashion items. This also reduces the chances of returns during online shopping, resulting in an increase in customer satisfaction as well.

Brand relationships

Envision users can also share their outfits and purchases on their social media accounts.. Keller (2013) says that customer engagement is the “strongest affirmation of brand loyalty.” Customers can maximize our social features in engaging their followers to use or purchase from our website.

6. DISTRIBUTION STRATEGY

With distribution, it is imperative that proper and efficient processing which reduces delivery time and stock loss, while reducing costs and increasing customer satisfaction are taken into account (Miller, 2018).

While most online retailers tend to utilise direct distribution, for maximum efficiency, Envision will serve as an intermediary instead.

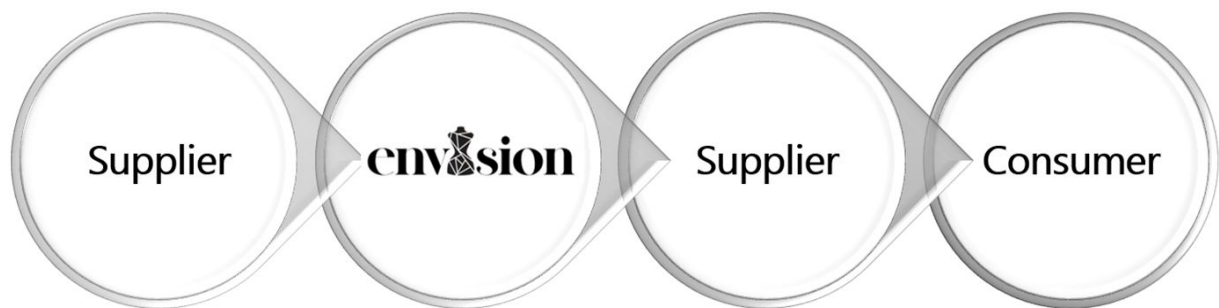


Figure 7: Distribution process

As per Figure 7, the distribution process starts with Australian-branded stores selling their clothes on Envision's website. Thereafter, customers can then purchase their clothing directly from Envision website's purchase portal instead of being redirected to the supplier's clothing website to make their purchase. In doing so, it helps reduce the number of clicks it takes for the customer to buy their products, which would help in improving the customer journey, and heightening their user experience.

Envision will then forward these orders to the corresponding stores, who will be in charge of shipping items out to the customers. While Envision would need to hire staff to keep track of this process, overall cost would be minimized as there would be no need to rent a warehouse, or hire individuals to monitor the shipping process. A thorough return policy handled by the corresponding stores will also be implemented as almost two thirds of shoppers who bought clothes online in the last six months sent at least one item back (Clancy, 2016). Return rates are expected to be lower however, with the incorporation of Envision's 3D modelling technology as clothes not fitting properly were an integral reason for returns (Clancy, 2016).

Envision will be a strictly online business as purchases made by Australians online were up 19.2% in 2017, and is expected that by 2020, one in 10 items will be bought online (Australia Post, 2018). Overall perception of online shopping is also generally positive with 35% of people anticipating that they will buy more online in the future, with women's fashion being the

driving force in the category – growing 43.8% across the country (Australia Post, 2018).

Multichannel retailing has also become more prevalent. Purchases from mobile devices grew 58% in 2017, and one in five online purchases are now made from a mobile device (Australia Post, 2018). Hence, Envision will also enable online transactions to be conducted through computers, as well as tablets and smartphones by developing mobile-optimized sites along with an application.

7. PRICING STRATEGY

According to an IBISWorld Industry Report on Online Shopping in Australia (2019), setting up an online business can incur high costs with the operation and maintenance of the website, order processing, warehouse, and customer service. Furthermore, online retailers offer more products at a discounted price compared to traditional retailers (brick-and-mortar stores) due to intense competition, resulting in lower profit margins.

In regards to pricing strategy, Envision will adopt value-based pricing as it would be most effective for the business. Value-based pricing is simply setting a price of a product based on the benefits ('value') to its customers (Dolan and Gourville, 2014). This pricing strategy was based on the research and data of the following three factors:

7.1 Customer buying behavior

Roy Morgan published a report in March 2018 stating that 2.7 million Australians have purchased a fashion item within an average of four weeks in the last 12 months. It's crucial to look into the customer's willingness to pay, and present the value they can get from their purchases. Australians have an average basket size of \$113 for fashion retailers, with a rapid monthly sales growth of 41% (Neto, 2018).

7.2 Competitor price

Australian fashion online shopping websites such as The Iconic and Noni B have complimentary sign-up and don't offer monthly subscription services. While customers can register for a free account on Envision's website, there are subscription services available that have enhanced features such as customized 3D avatars, and a more personalized shopping experience.

Customers can become an ‘Envision Premium’ member for a monthly fee of \$20, or at a discounted price of \$225 if they choose the annual plan (12 months). This optional feature pricing that can provide more value to our Envision customers.

7.3 Product value

Envision Premium members can enjoy additional services, such as the precise customization of their 3D body model, unlimited style albums, early access to sales, invites to exclusive in store events, a dedicated fashion stylist, and more (Figure 8). For an affordable price of \$20/month, they are getting more value from our website, and their shopping experience feels more personalized and tailored to their needs and preferences.

Envision Features	Free	ENVISION PREMIUM (\$20/month or \$225/year) <i>*Save \$15 when you choose the annual plan</i>
Front and back customization of 3D avatar model (with exact body measurements)	X	✓
Style albums	Up to 8 albums only	Unlimited
\$5 welcome voucher upon registration	✓	✓
Earn rewards and points	\$10 = 1 point	\$1 = 1 point
Birthday gift	\$5 reward	\$20 reward
Free standard shipping within Australia	X	✓
Early access to sale previews and promotions	X	✓
Invitations to exclusive store events	X	✓
Styling by appointment	X	✓

Figure 8: Envision Premium membership features

Equally important, Envision is an extended channel for fashion retailers to sell their products, as well as a way to reduce marketing costs with our online presence. With that, we are charging Envision merchants a 7% commission fee for every transaction, which already includes surcharge fees for debit and credit cards.

8. PROMOTION STRATEGY

For its promotion strategy, Envision should focus on both Below-the-Line and digital media channels to grow its user base.

Envision will utilize a three-phase marketing plan to achieve awareness, hype its launch, and sustain its growth.

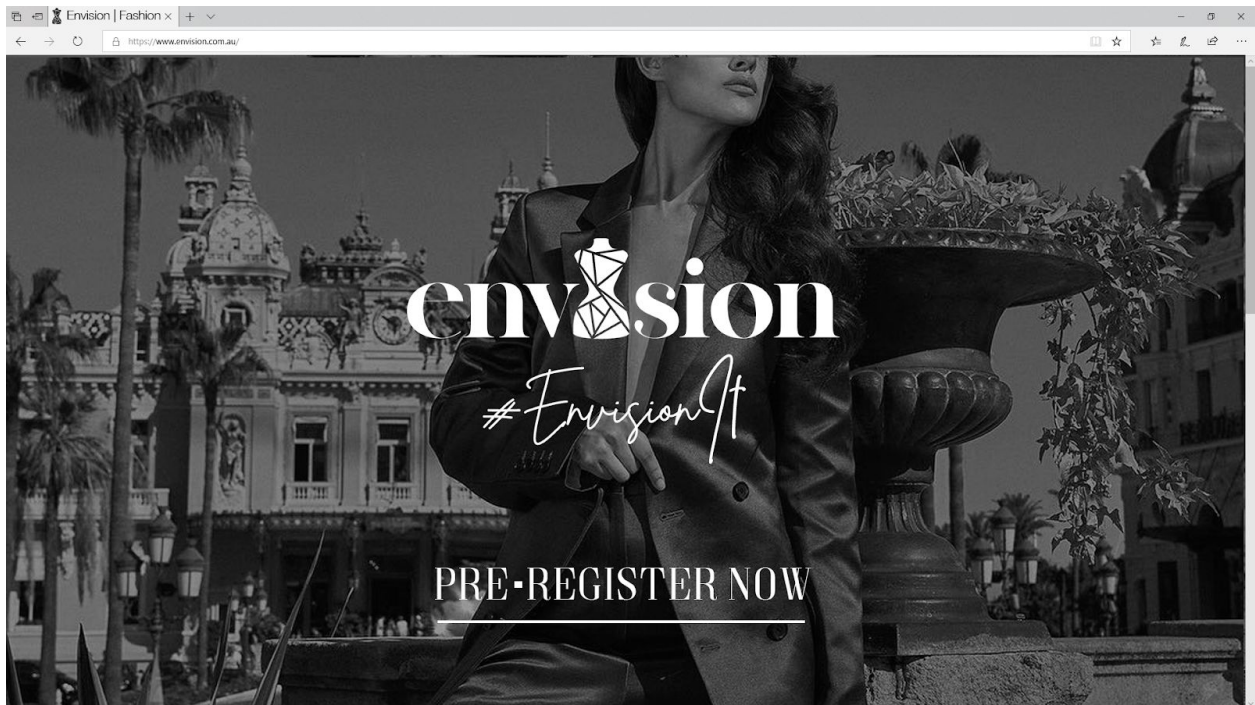
*1st Phase: Boosting Awareness through **#EnvisionIt***

For the first phase, the promotions will utilize the hashtag *#EnvisionIt* to introduce a new way to shop online (as well as highlight the technology's ability to let customers "reimagine their style" through 3D modelling). The service will be launched, but exclusive towards a select group of celebrities, influencers, and bloggers, all of whom will be compensated to generate excitement for the product through their respective platforms with the accompanying hashtag. Interested users can then pre-register to be on the mailing list and to be able to use the service on the official launch day. A closed introduction will incite hype for both possible customers and brand partners and give time to clear out any last-minute bugs in the technology.

Instagram posts promoting the platform will persist even when the second phase starts.

KPIs: Hits for the website and social media pages, engagement (i.e. likes, comments, shares) to posts made with the *#EnvisionIt* tag,
Number of pre-registered accounts, inquiries from interested brands

Pre-Register Mailing List Sample:

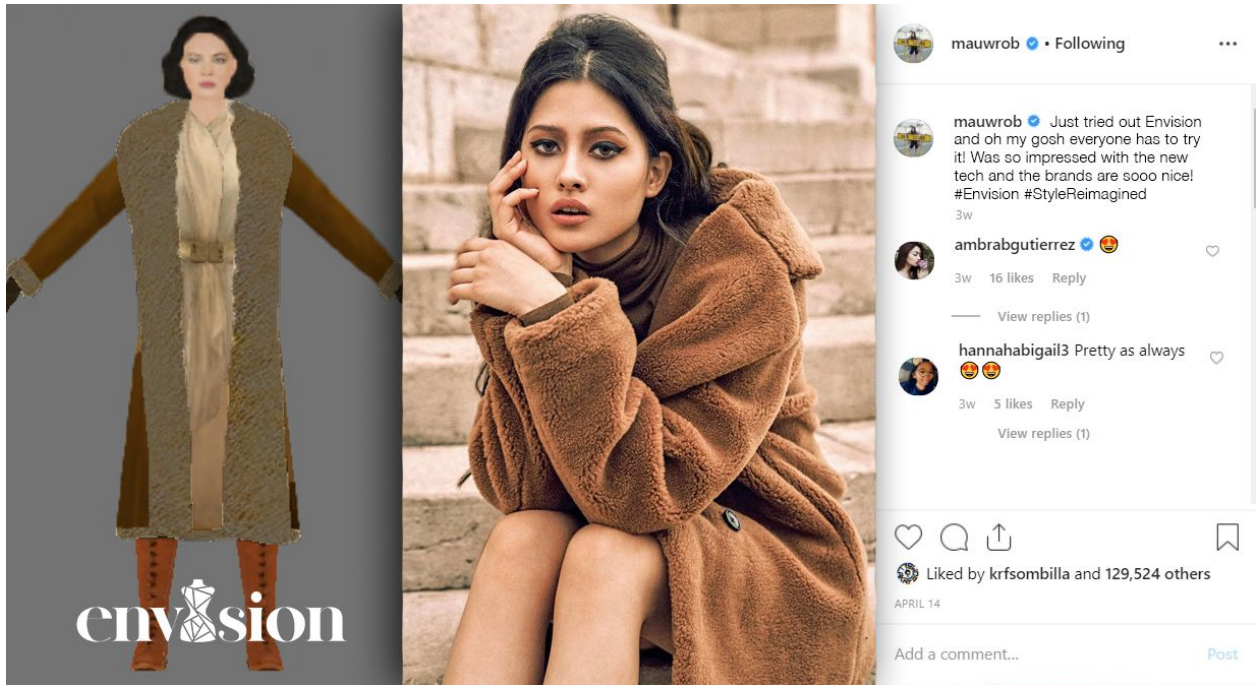


*2nd Phase: Launching through **#StyleReimagined***

For the second phase, the product will be launched to the general public. There will be a *#StyleReimagined* party, open to more influencers, brand executives, and media entities. The party will have specifically designed touch-screen kiosks that allow the user to experience the product and its capabilities firsthand. These kiosks include cameras that will automatically take the user's measurements and create a 3D model out of the figures. The Instagram hashtag will also shift to *#StyleReimagined*.

KPIs: Posts about the party (and engagement with such posts), number of registrations, hits for the website and social media pages, positive initial feedback regarding the service

Instagram Post Sample:



3rd Phase: The promotional goals would be to retain its customer base and sustain its consumer growth. This phase will be accompanied with the hashtag **#FashionFulfilled**. Envision will launch its kiosks in key areas in Melbourne with high foot traffic (e.g. shopping centers, train stations). This phase will also focus on boosting official social media presence and other two way communication channels.

KPIs: Engagement towards posts with the *#FashionFulfilled* hashtag, physical engagement with pop-ups, organic likes, shares and reach of social media posts

9. CONCLUSION

Envision recognizes the dissatisfaction of consumers in regards to the fit of their garments and the expensive, tedious returns process that they experience post-purchase. Envision anticipates the desire in contemporary consumers for more technologically sophisticated e-commerce websites. Consequently, Envision has the opportunity to penetrate a market with an innovative, technologically differentiated ecommerce website which allows users to visualise garments on their own customizable 3D model. This innovative platform which will act as a virtual change-room will not only help consumers navigate the dilemmas of sizing, but will minimize the need for returns and subsequently eliminate the current prevailing

sentiment of dissatisfaction with online shopping. Envision will allow consumers to have a truly empowered, satisfactory online shopping experience.

The conditions and trends in the marketing environment have shown increasing growth in technology and trust in online purchases in Australia. Furthermore, the socio-cultural climate is such that fashion dominates the online shopping industry in Australia, and is underpinned by the influence of social media on our tech-savvy, and stylishly conscious target segment. It is precisely this macro element which is incorporated in our business model, as Envision invites users to create and share their outfits on social media platforms. As highlighted in the promotion strategy, Envision will also harness the influence of social media to create awareness in our three-phase marketing plan.

Envision also acknowledges that suppliers, namely quality Australian clothing brands, are an integral part of our business model and will endeavour to strengthen and expand these relationships in the future. Exciting future supply prospects could lead to the incorporation of menswear on the Envision platform, thus providing the opportunity for further growth.

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