Article

Exploring Consumer Preferences, Issues, and Factors in New Zealand's E-commerce Landscape

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Abstract: The rapid growth of digital technology and the spread of e-commerce have made online shopping a popular choice, particularly accelerated by COVID-19, which has prompted more people to experience its benefits. This study explores the factors influencing online shopping behaviour in New Zealand from three perspectives: challenges in online shopping, drivers motivating online shopping, and shopping preference behaviours. The research adopted a positivist research philosophy and a structured questionnaire to collect responses. The results of the research indicated that price and convenience are the key reasons that attract consumers to make online purchases, while payment security, product quality, inaccurate product descriptions and shipping issues are the main challenges affecting consumer satisfaction. This study recommends that e-commerce platforms enhance consumer experience and that retailers explore hybrid strategies to integrate online and offline sales better.

Keywords: online shopping; technology acceptance model (TAM); purchasing motivation; online shopping challenges; online shopping platform

1. Introduction

In the context of the current digital age, the rapid development of e-commerce has changed the world's business models and retail landscape (Iseal & Michael, 2025). The internet is transforming how consumers shop for goods and services, quickly becoming a global phenomenon (Shergill & Chen, 2005). E-commerce, or online shopping, is defined as the buying and selling of products and services between sellers and consumers over the Internet (Jain et al., 2021; Jusoh & Ling, 2012; Li & Zhang, 2002; Visser et al., 2014). Based on the advantages of online shopping, enterprises can reduce the prices of products and services to maintain their advantages in the competitive market (Shergill & Chen, 2005; Zhou et al., 2024). For consumers, it is often easier to find the products they need at reasonable prices online compared to shopping in physical stores (Kedia et al., 2017). These unique advantages have accelerated the growth of online shopping on a global scale (Hwang, 2025). In 2014 and 2018, global retail e-commerce sales reached \$1.47 trillion and \$2.356 trillion, respectively (Chevalier, 2024; Networld Media Group, 2014). However, by 2023, this figure had surged to \$5.8 trillion (Chevalier, 2024). These numbers clearly highlight the growing significance of e-commerce and its future trends, particularly in the context of globalisation.

The trend and popularity of online shopping are becoming increasingly common in New Zealand. As of January 2021, approximately 88% of New Zealanders aged 16 to 64 had recently searched for products or services to purchase online (Statista, 2023). The share of online shoppers in the country is expected to rise to 83% by 2026. Moreover, COVID-19 has acted as a catalyst for e-commerce worldwide, and New Zealand is no exception (Figueiredo et al., 2025; Ma et al., 2022). Before COVID-19, online sales in New Zealand grew from 6% in 2013 to 7.4% in 2016 (Kedia et al., 2017). During these three years, sales growth reached as high as 23%. In just two years, from 2019 to 2021, sales increased by 70% compared to pre-COVID-19 levels (NZPOST, 2023). Therefore, the rapid growth of the online shopping market in New Zealand, the changing consumer behaviours, and the profound effects of globalisation highlight the importance of researching this area.

Although e-commerce has grown rapidly in New Zealand, its penetration rate still lags behind that of the top ten countries with the highest penetration rates. In 2023, e-commerce penetration rates were 47% in China, 31.9% in Indonesia, 30.6% in the UK, and 30% in South Korea (Buck, 2024). In comparison, New Zealand's e-commerce penetration rate was only 11% in 2022 (NZPOST, 2023). It is lower than Canada, which ranked tenth with a penetration rate of 11.7% (Buck, 2024). However, with over 90% of New Zealand's population being active Internet users, this forms a crucial foundation for the growth of online shopping channels. (Statista, 2024). Thus, this leads to the research gap of why a high percentage of active internet users has not resulted in higher e-commerce penetration rates. This study aims to fill this gap by identifying the challenges and motivations that influence New Zealand consumers' willingness to shop online. Although there have been many previous studies on the difficulties and drivers of online shopping, they have all been conducted in the context of other countries (Jafar et al., 2025). There is less research about online shopping that was conducted in the New Zealand context. Thus, their difficulties and drivers could be different. In addition, the New Zealand government also attaches importance to the development of e-commerce. This is reflected in the New Zealand government's participation in the World Trade Organization's e-commerce negotiations and the recognition that e-commerce is helpful to New Zealand (New Zealand Foreign Affairs & Trade, 2019). On the regulatory front, the New Zealand government is committed to creating an environment conducive to the development of e-commerce (Swain, 2000). This is also enough to prove the importance of the development of e-commerce in New Zealand. This also highlights the importance of this study exploring the difficulties and drivers of online shopping in the New Zealand context. It is essential to e-commerce’s long-term development and performance.

This study is important because it helps businesses in New Zealand understand what influences their customers' online shopping behaviour. Firstly, understanding these factors allows businesses to adjust their marketing strategies, product offerings, and website designs to better meet customer needs. Research indicates that when businesses address key consumer motivators, they can significantly increase their online sales and customer satisfaction (Al Karim, 2013; Teo at al., 2025). Additionally, consumers will benefit from improved online shopping platforms that address their needs and concerns. This enables consumers to get better customer service, more relevant products, and a smoother shopping experience and ultimately makes online shopping more attractive and accessible. Based on the considerations outlined above, this study aims to achieve the following three objectives:

1. To investigate people's preferences for online product categories and how often they shop online.
2. To discover the most common issues people, face when shopping online in New Zealand.
3. To explore the factors that drive people to shop online.

2. Literature Review

Convenience plays a crucial role in consumers' decision to shop online because it avoids trips to physical stores and makes shopping easy (Shilpa, 2025). Convenience is one of the main reasons people choose online shopping (Beauchamp & Ponder, 2010). As society develops quickly, consumers spend less time shopping in stores (Jiang et al., 2013). For consumers, using online shopping helps save time and makes things more convenient (Jiang et al., 2013; Rafli, 2025). Especially for consumers who want to save time and effort, online shopping is undoubtedly the best choice right now (Duarte et al., 2018; Taher, 2021).

Consumers are more likely to shop online when the convenience offered meets their expectations, indicating a strong link between convenience and shopping intention (Meradi et al., 2025). According to Pham et al. (2018) convenience from different dimensions can increase perceived value and boost customers' repurchase intention. In addition. The research findings of

Kollmann et al. (2012) indicated that higher convenience will lead more in-store shoppers to switch to online shopping. However, the result that convenience has a direct impact on purchasing trends has been confirmed in other studies (Jiang et al., 2013; Mpinganjira, 2015). The popularity of e-commerce sites is shaped by the convenience they provide and the practical value they offer to consumers (Ghayas et al., 2025; Sarkar & Khare, 2017).

Recent studies indicate that the COVID-19 pandemic has significantly accelerated the adoption and growth of online shopping worldwide, including in New Zealand (Figueiredo et al., 2025). In New Zealand, online sales increased significantly between 2019 and 2021 compared to pre-pandemic levels (NZPOST, 2023), highlighting a substantial shift in consumer behaviour. Despite this surge in activity, driven by both necessity and changing consumer expectations, the country's e-commerce penetration rate remains relatively low compared to other leading markets (Buck, 2024). This observation suggests that, while the pandemic catalysed rapid growth, unique challenges such as concerns over product quality, shipping reliability, and perceived risk continue to shape New Zealanders' online shopping decisions. Consequently, there is a pressing need to examine these specific factors and motivations in the post-COVID context to better understand the dynamics of consumer preferences and inform ongoing e-commerce development in New Zealand.

2.1 Advantages in Price and Promotions

Generally, online sales prices are usually lower than in-store prices, and promotional discounts are often greater online (Margery & Lusiah, 2025). Because the operating costs of online stores are much lower than those of traditional stores, and they face intense competition (Bach et al., 2025; Becerril-Arreola et al., 2013; Taher, 2021). Due to lower operating costs, online stores are able to offer larger discounts and lower prices (Sarkar & Das, 2017). Furthermore, Due to the characteristics of e-commerce, online shoppers can more easily compare and select products based on price and performance than offline (Elida et al., 2019; Taher, 2021). Thus online pricing and promotions are especially important for both businesses and consumers (Becerril-Arreola et al., 2013; Elida et al., 2019). Overall, discounts and offers can make prices more attractive, and consumers can compare prices with other competitors when shopping online (Elida et al., 2019).

The competitive prices and promotions of online shopping often serve as a compelling reason for consumers to choose online shopping over traditional retail. This shows that attractive prices can drive more consumers' purchasing intentions. The view is supported by Skaržauskienė et al. (2018), who argued that in addition to a fast and convenient shopping experience, competitive prices are also a major reason consumers choose online shopping. However, Hiransomboon (2012) believed that price promotions play a very important role in consumers' intentions and decisions when shopping. The reason behind is the consumers always care about the price of a product before shopping (Hiransomboon, 2012; Oktandani & Sholahuddin, 2023). Huang and Sarigöllü (2012) found that price is a key factor in attracting consumers during the initial stage of purchasing and plays a significant role in driving purchases during the decision-making stage. The findings from the research of Elida et al. (2019) also confirmed that price has a significant impact on online shopping decisions.

2.2 Diverse Products, Personalised Experience, and Entertainment Value

Online shopping is attractive to consumers because it offers a level of product diversity that traditional stores usually cannot provide (Ke et al., 2025). As online stores aren't restricted by the space of physical store shelves, most online stores provide a wider variety of products to consumers (Wu & Chen, 2019). According to Al Togar and Al Hakim (2022), product variety has a significant positive impact on consumers' willingness to buy. However, Oktandani and Sholahuddin (2023) indicated that while product variety doesn't affect consumers' buying intentions or spending, it does have a big impact on their interest in buying. The diversity of products gives consumers more options and satisfies their different preferences (Nasution et al., 2024).

Personalisation can make life better for customers by tailoring information to their needs and predicting what they like, which helps improve their experience and satisfaction (Chakraborty, 2025). Online personalisation is a strategy that can help persuade customers to choose a product or service (Ho & Bodoff, 2014; Pappas et al., 2016). Customised marketing messages based on customer traits are more convincing (Hirsh et al., 2012), because online shopping behaviour is often influenced by attitudes, which are shaped by personality traits (Anaza, 2014). Online retailers use customer data analysis to offer personalised services (Pappas et al., 2017). Pappas et al. (2016) found that personalisation has a motivating effect on purchase intentions.

2.3 Online Shopping Behaviours

This section highlights key factors influencing online shopping behaviour, including product diversity, personalised experiences, entertainment value, impulse buying triggers, and the role of trust and customer satisfaction in driving repeat purchases.

2.3.1 Purchasing Intention

Intention is an indicator of how much people are willing to engage in certain behaviours (Ajzen, 1991). In the context of online shopping, purchase intention refers to the strength of a consumer's willingness to shop online (Pavlou, 2003; Salisbury et al., 2001). However, lacking online purchase intention is the main barrier to online shopping development (He et al., 2008), because purchase intention is an important factor that influences the behaviour of consumers (Bhatti & Rehman, 2019). It is also an important indicator for predicting online shopping behaviour (He et al., 2008; Pavlou & Fygenson, 2006; Roca et al., 2009). The online shopping intention motivates customers to shop online, which can increase online orders (Yang, 2024). Numerous studies have argued that online purchase intention has a positive effect on online purchase behaviours (He et al., 2008; Kim et al., 2008; Pavlou et al., 2007).

The purchase intention of online shopping is shaped by the interaction of various complex factors, such as quality, perceived usefulness, ease of use, and reviews. Good products and services make consumers feel positive, and these positive feelings and attitudes toward the store can influence their decision to buy (Golalizadeh et al., 2024). Golalizadeh et al. (2024) indicated that the quality dimension has a significant influence on customers' online purchase intention. The research findings of Hasan et al. (2021) showed that there is a strong link between Perceived Usefulness (PU) and online shopping intention, but the impact of Perceived Ease of Use (PEOU) on online shopping intention is minimal. Additionally, online reviews are also a factor that affects online purchase intention (Misra et al., 2024), because during online shopping, reviews give consumers a first impression of the product (Zhang et al., 2020). The result of a study by Nampoothiri (2021) showed that young people often check online reviews before making a purchase. However, engaging with and referring to reviews is not influenced by gender (Nampoothiri, 2021).

2.3.2 Impulse Buying

Impulse buying is a unique shopping behaviour of consumers (Rook, 1987) and it is a sudden shopping desire, where the decision is made with little or no thought (Bayley & Nancarrow, 1998; Block & Morwitz, 1999). This is why many retailers encourage impulse buying to maximise their own profits, especially in the digital age (Dharta et al., 2021). This is a complex buying behaviour influenced by numerous factors which are divided into external and internal. External triggers relate to the shopping and marketing environment, including store size, atmosphere, design, layout, and various sales and advertising activities (Muruganantham & Bhakat, 2013). Applebaum (1951) was the first to propose this idea. For example, product information, images, videos, and other visual appeals can stimulate consumer shopping behaviour (Wu et al., 2020). Internal factors refer to non-environmental elements that lead to impulse buying behaviour, such as personality traits (Muruganantham & Bhakat, 2013). Weinberg and Gottwald (1982) indicated that impulse buyers are more emotional and tend to seek feelings of entertainment, joy, excitement, and pleasure. Additionally, online shopping can provide a better user experience by increasing the enjoyment value for users (Gabriel et al., 2023).

2.3.3 Repeat Buying

Repeat buying and repurchasing intention in online shopping are driven by factors such as trust, and customer satisfaction. Trust plays a crucial role in any business activity, and it is especially important in e-commerce (Koh & Sundar, 2010; Safa & Von Solms, 2016). Trust is one of the key factors in the development of e-commerce because it is closely related to purchasing intentions and behaviours (McKnight & Chervany, 2001; Tan & Sutherland, 2004). According to Safa and Von Solms (2016) trust and satisfaction both play key roles in shaping customers' intentions to repurchase. Repeat buying behaviours or intentions reflect customers' loyalty to a brand or store (Akıl & Ungan, 2022). Satisfaction helps build customer loyalty, and in turn, loyalty reinforces satisfaction (Shankar et al., 2003). Satisfied customers are likely to make repeat purchases, offering lasting benefits for companies (Auh & Johnson, 2005; Tsai & Huang, 2007).

2.4 Issues in Online Shopping

This section identifies common issues in online shopping, including problems related to product quality, delivery, and perceived risks, and how these challenges affect consumer behaviours.

2.4.1 Common Issues of Online Products

The rapid growth of e-commerce allows products to be sold online without regional or time limits, but it also brings many product issues. The consumers can't touch or check the products, and therefore, the risk of buying them goes up (Dharmesti et al., 2021; Reimers et al., 2016). For example, products like cosmetics, clothing, and shoes need to be physically inspected to confirm if the material, appearance, colour, texture, and scent meet expectations (Jain & Kulhar, 2019). However, the risk of low-quality products, inaccurate sizing information, inability to try on clothes, and fabric issues are some of the reasons why some consumers are reluctant to shop online (Kim et al., 2011; Lee & Johnson, 2002). Thus, this indicates that risks associated with product uncertainty might negatively impact the intention to purchase online.

2.4.2 Delivery Issues

Delivery services are a key feature of online shopping, often leading to additional costs, delivery time concerns, and various logistical challenges. Firstly, delivery services exist in online shopping because there is usually a distance between buyers and sellers (Jain & Kulhar, 2019). For some products, when shipping fees increase the total shopping cost, consumers prefer to shop at local stores (Jain & Kulhar, 2019). Secondly, there is the risk of delivery, which means the seller might not deliver the product successfully or might deliver it late, causing losses (Chiu et al., 2014). One of the reasons for delivery failures is the lack of someone to sign for the package (Kedia et al., 2017). Therefore, delivery failures also mean delays in delivery time. Receiving ordered products quickly, accurately, and in good condition is what consumers expect from online shopping (Vasić et al., 2019). If there are delivery delays, damage, or loss, it can lower consumers' expectations and significantly affect their online shopping experience (Vasić et al., 2019). This view was supported by (Vasić et al., 2021), who argued that logistics services affect online customers' satisfaction primarily through three aspects: service quality, delivery performance, and the management of information and complaints.

2.4.3 Perceived Risks of Online Shopping

According to Lee and Tan (2003) compared to offline shopping, online shopping presents higher perceived risks for consumers. First, privacy risks related to personal information during online shopping are one of the sources of perceived internet risks (Jain & Kulhar, 2019). Consumers worry about privacy breaches when shopping online, and they don't want their personal information to be shared (Aggarwal & Rahul, 2018; D'Adamo et al., 2021). The results of the study by Miyazaki and Fernandez (2001) showed that perceived risks from internet privacy and security can affect consumers' online shopping behaviour and experience. Additionally, payment risk is another important factor of perceived risk (D'Adamo et al., 2021). This is because online shopping mainly relies on credit cards or bank cards for payment (Lim & Dubinsky, 2004). Aggarwal and Rahul (2018) indicated that some consumers hesitate at the final step by clicking the button to pay due to concerns about payment security. This view was supported by Kedia et al. (2017), who argued that many consumers are reluctant to enter their contact information and credit card details when making payments online. Maignan and Lukas (1997) argued that although online shopping is appealing, some consumers avoid it due to concerns about credit card payments. As a result, payment security, privacy protection, and information safety are the key factors that build trust in online shopping (Aggarwal & Rahul, 2018).

2.5 Theoretical Framework

Shopping intention is one of the key factors that influence customers' shopping behaviours, and the Technology Acceptance Model (TAM) is one of the models that can be applied to study shopping intention (Gefen et al., 2003; Pavlou, 2003). According to Ajzen (1991), intentions are supposed to capture motivational factors that influence behaviour, and they indicate how much effort people are willing to put in and how much effort they plan to put in to accomplish that behaviour. Generally, the intention of engaging in a behaviour is the stronger the higher the chance of performance (Ajzen, 1991). Thus, Online purchase intention is defined as the intensity of the consumer's intention to make a specific purchase through the Internet (Delafrooz et al., 2011). However, Davis (1989) indicated that PU and PEOU can influence intention directly as determinants of user behaviours. The finding of Gefen et al. (2003) showed that consumers' online shopping intentions are influenced by PU and PEOU.

In the context of this study, TAM provides a powerful framework for understanding the factors that influence consumers' intentions to adopt and use technology. Especially TAM's constructs of PU and PEOU are particularly important. Shih (2004) confirmed that consumers' attitude towards online shopping largely determines whether they are willing to shop online. They also confirmed that both PU and PEOU can influence the attitudes of customers toward online shopping directly (Shih, 2004). This finding was also confirmed in the research of Gefen et al. (2003). In the context of this study, PU is related to how consumers perceive the benefits of online shopping, such as convenience, time savings, access to a wider range of products, as well as price advantages (Barkhi et al., 2008; McCloskey, 2004). Thus, it helps to better understand consumers' motivations for online shopping. However, PEOU helps identify barriers to ease of use regarding common problems encountered when shopping online, including the ease of use or ease of an online shopping site (Lim & Ting, 2012). Thus, Utilising TAM in this research enables a detailed analysis of consumer behaviour, providing strategic direction for businesses to enhance their online shopping platforms and better meet consumer needs. This alignment with the research aims and objectives ensures a thorough and insightful exploration of the factors driving online shopping intentions in New Zealand. A theoretical framework (Figure 1) was developed for this study based on the TAM model proposed by Davis et al. (1989).

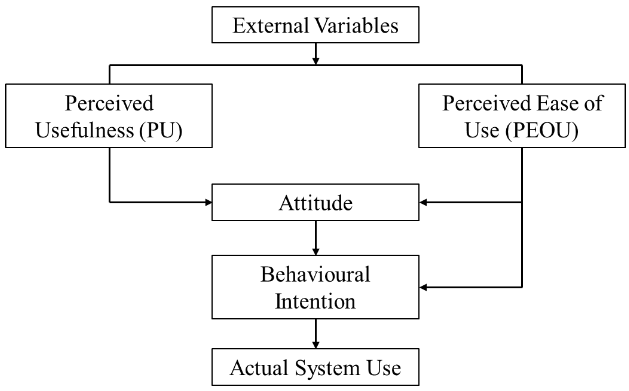

Figure 1. Theoretical Framework

3. Methodology

This study collected data using a questionnaire approach and aligned with the research objectives, focusing on consumer preferences, common challenges, and drivers of online shopping. The questionnaire was composed of close-ended questions, including single choice, multiple choice and Likert scale.

3.1 Structure of the Questionnaire

The structure of the questionnaire was divided into five parts. The first part is to filter the participants that match the target population of the research. The second part is demography information. By analysing demographic data, researchers segmented consumers to better understand which specific groups of consumers are more likely to be affected by the drivers of online shopping and which groups are more likely to face shopping challenges. In the third part, all of the questions surround the first objective of the research, which is to investigate people's preferences for online product categories, and shopping frequency. In part four, the questions were designed to achieve the second objective of exploring the common issues in online shopping. The questions in part five were designed to achieve the last objective of this research, which is to explore the factors that drive people to shop online.

3.2 Participants and Sampling

The target population for this study is people over 18 years of age with online shopping experience in New Zealand. This research adopted convenience sampling and the researchers approached participants through shopping groups on social media like Facebook and Instagram and shoppers at offline retail stores. These participants from the selling and buying group of Facebook, who normally had experience shopping online, could provide reliable information for the study.

3.3 Data Analysis

This research employed SPSS and Excel softwares to analyse data. General quantitative analysis techniques, such as graphs, charts, and statistical data were used in daya analysis. The T-test, ANOVA and KMO test were used to examine the mean differences between variables. The significance of the difference is determined by the P-value, with $P<0.05$ indicating a significant difference (Mishra et al., 2019, p. 70). In addition, frequency analysis in this study not only makes an intuitive proportion analysis of demographic statistics but also makes an accurate proportion analysis of differences after the T-test or ANOVA.

This research employed widely accepted analytical tools and methods to ensure reliability. An anonymous survey was used not only to protect participants' privacy but also because anonymity encourages more honest responses. Honest responses were essential to ensuring the reliability of the findings. To further enhance validity, the first question of the questionnaire screened out participants without online shopping experience in New Zealand, thereby improving data quality and reducing potential bias. In addition, a small pilot study was conducted to test the clarity and accuracy of the questionnaire. Data were analysed using SPSS, a professional statistical software, which supports the reliability of the results. Descriptive statistics, t-tests, ANOVA, and validity analysis were applied to ensure the consistency and robustness of the findings. The use of a structured questionnaire also helped minimise researcher subjectivity and bias.

4. Results and Discussion

The researchers gathered a total of 131 pieces of data from both online and offline. Among the 131 questionnaires collected, 10 participants selected "no shopping experience in New Zealand," which did not meet the criteria for this research, so they were excluded. A total of 121 valid questionnaires were used in the analysis stage.

4.1 Profile of the Respondents

The second part of the questionnaire consists of five questions related to demographic information, including age, gender, location, employment status, and income. In this survey, the largest age group of participants is 35-44 years old, accounting for 34.7% of the total. It was followed by 25-34 years old and 18-24 years old accounting for 28.9% and 16.5% respectively. From the age distribution, the participants were more concentrated in the young and middle-aged groups. In terms of gender, except for one participant who chose not to disclose, there were 74 female respondents (61.2%), significantly higher than the 46 male respondents (38.0%). Most of the respondents live in urban areas (58.7%), with fewer in suburban (24.8%) and rural (16.5%) areas. The majority of respondents were full-time employees with a proportion of 55.4%, followed by part-time employees (19.8%) and students (10.7%). The most concentrated after-tax annual income distribution is the group that earns less than NZ$45,000 (35.5%), followed by those earning between NZ$45,001 and NZ$50,000 (11.6%) and NZ$60,001 and NZ$65,000 (11.6%).

4.2 Online Shopping Preferences of Consumers in New Zealand

4.2.1 Choice of Shopping Platforms

The results reveal that the top three popular online shopping platforms in New Zealand are Temu, Trade Me and Facebook Marketplace. The survey data revealed that 56.2% (n=68) of participants frequently buy products from Temu, making it at the top of rank. Additionally, 47.9% (n=58) of participants often shop on Trade Me, placing it second. This ranking is exactly in line with the NZPOST's eCommerce Market Sentiments Report 2024 (NZPOST, 2024). However, in NZPOST's report, Amazon ranked third, but Facebook and The Warehouse were not included in the ranking (NZPOST, 2024). Therefore, after Facebook and The Warehouse were excluded from the questionnaire data in this study, Amazon also ranked third. It is quite close to the ranking in NZPOST's report. From the perspective of online shopping platforms, Temu, Trade Me and Facebook Marketplace primarily provide a trading platform for online sellers rather than engaging in direct sales of products. As well as Amazon allows third-party merchants to join their platform. Thus, it highlights a shopping preference for this platform type among New Zealand online consumers.

As mentioned in the Introduction, this research adopts two hypotheses to better achieve the aim and objectives. Based on the viewpoints discussed in the Literature Review section, product price and promotions are significant factors in shopping intention. Therefore, the first hypothesis proposed is: *H_1: Lower prices influence consumers' choice of shopping platforms.*

4.2.2 Shopping Habits

Table 1 illustrates that most respondents prefer to use a smartphone or tablet for online shopping (78.5%), with only 19.8% choosing a computer or laptop. Mobile devices dominate the way of online shopping with flexibility and convenience. meanwhile, it highlights the importance of mobile-optimised websites and applications. In terms of the shopping habits of participants, weekly browsing of shopping apps or websites accounted for the highest proportion (38.8%), followed by daily browsing (30.6%). However, when it comes to actual shopping frequency, although 30.6% of people browse daily, only 3.3% actually make a purchase every day. This suggests that most users, even if they visit shopping sites daily, do not necessarily buy something each time. Instead, they may browse for entertainment, compare products, or for other reasons. In terms of weekly and monthly activity, the proportion of weekly browsing and weekly shopping is relatively close, at 38.8% and 27.3% respectively. This indicated that some users make purchases after browsing multiple times throughout the week. The comparison of the shopping frequency and browsing frequency of the other three groups found that the shopping frequency of fortnightly (19.0% with 9.1%), monthly (28.1% with 11.6%) and rarely groups (22.3% with 9.9%) was much higher than browsing frequency.

From Table 2, the cross-distribution of shopping frequency and browsing frequency can be observed. In the daily browsing frequency group, 54.1% of people chose to shop weekly, accounting for 60.6% of the total number of weekly shoppers. A similar situation was observed in other groups, where 69.6% of participants who chose a fortnightly shopping frequency came from the weekly browsing frequency group. Similarly, in the monthly shopping frequency group and the rarely group, the proportion coming from the same browsing frequency group is 29.4% and 44.4%, respectively. This means that 70.6% of participants in the monthly shopping group and 55.6% of participants in the rarely shopping group come from the daily, weekly, or fortnightly browsing frequency groups. The high frequency of browsing and low shopping frequency show that most users visit shopping platforms often but do not make immediate purchases. This indicates that browsing is mainly for looking at products, comparing items, and building up needs. Users tend to collect their shopping needs over time and then make multiple purchases at once.

Table 1. Preferred Devices and Frequency of Online Shopping in New Zealand

Description	Preferred Device	Count	Percentage
Preferred devices for online shopping	Smart Phone/Tablet	95	78.5%
	Computer/Laptop	24	19.8%
Frequency of browsing	Daily	37	30.6%
	Weekly	47	38.8%
	Fortnightly	11	9.1%
	Monthly	14	11.6%
	Rarely	12	9.9%
Online shopping frequency	Daily	4	3.3%
	Weekly	33	27.3%
	Fortnightly	23	19.0%
	Monthly	34	28.1%
	Rarely	27	22.3%

Table 2. Cross-tabulation of Browsing and Shopping Frequency

Frequency	Details	Count and Percentage					
		Daily	Weekly	Fortnightly	Monthly	Rarely	Total
Daily	Count	4	20	2	5	6	37
	Browsing	10.8%	54.1%	5.4%	13.5%	16.2%	100.0%
	Shopping	100.0%	60.6%	8.7%	14.7%	22.2%	30.6%
Weekly	Count	0	12	16	13	6	47
	Browsing	0.0%	25.5%	34.0%	27.7%	12.8%	100.0%
	Shopping	0.0%	36.4%	69.6%	38.2%	22.2%	38.8%
Fortnightly	Count	0	0	5	6	0	11
	Browsing	0.0%	0.0%	45.5%	54.5%	0.0%	100.0%
	Shopping	0.0%	0.0%	21.7%	17.6%	0.0%	9.1%
Monthly	Count	0	1	0	10	3	14
	Browsing	0.0%	7.1%	0.0%	71.4%	21.4%	100.0%
	Shopping	0.0%	3.0%	0.0%	29.4%	11.1%	11.6%
Rarely	Count	0	0	0	0	12	12
	Browsing	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
	Shopping	0.0%	0.0%	0.0%	0.0%	44.4%	9.9%
Total	Count	4	33	23	34	27	121

4.2.3 Product Categories

Figure 2 illustrates the product categories most preferred by New Zealand online shoppers. Among New Zealand online consumers, without distinguishing by age, gender, or other demographic factors, the most preferred online shopping category is clothing, which accounts for 56.2%. The second-ranked category, electronics, accounts for 52.1%, just below clothing in first place. In the remaining categories, participants preferred Health & Beauty (42.1%), followed by Homewares (29.8%) and Food, Liquor, and Groceries (28.1%). Consumer preferences for products reflect not only their basic needs but also deeper lifestyles, values, and sociocultural influences. The dominance of clothing and electronics indicates that consumers not only have basic needs but also express a desire for fashion and new technology. Health and beauty products show consumers' desire for a healthy lifestyle and a good appearance. The preference for online shopping for food, liquor, and groceries highlights the demand for convenience, especially in busy households. Home delivery services greatly enhance this convenience.

Generally, there tends to be a difference in product preferences between men and women. Based on this logic, the following hypothesis is proposed: *H_2: Gender has a significant impact on product preferences.*

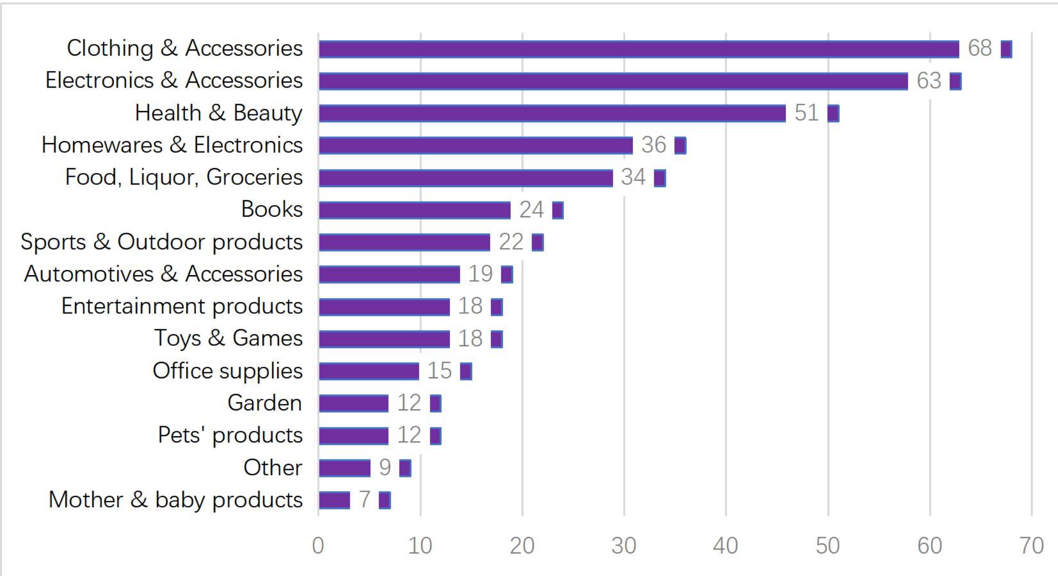

Figure 2. Preferred Online Shopping Product Categories for New Zealand Consumers

4.2.4 Expectations and Preferences

Figure 3 reveals consumers' expectations and preferences for online prices compared to offline prices. Only 14.9% of participants would choose to shop online if there were no price differences between online and offline options. This indicates that 85.1% of participants will only choose to shop online if they expect online prices to be lower than offline prices. This reflects consumers' price sensitivity when choosing online shopping, as well as their habit of comparing online prices with offline prices. In terms of proportional distribution, the highest percentages fall within the 5%-10% and 15%-20% price difference between online and offline, accounting for 38% and 27.3%, respectively. This reflects that consumers have a certain expected price range for online shopping, rather than simply preferring the lowest possible price.

4.2.5 Shipping Options

When selecting shipping options for online shopping with multiple choices available, it can be seen from Figure 4 that Most participants prefer shopping methods that offer free delivery in various forms, such as free shipping when a certain purchase amount is met or direct free delivery. Only 24% of participants accept payment for delivery costs. This means that 76% of participants are willing to choose the option of meeting a certain purchase amount for getting free shipping or receiving direct free shipping. 57.9% of participants were willing to accept free shipping when reaching a certain purchase amount. However, another 57% of participants prefer to receive free shipping directly. As a result, there was no significant difference in the percentages between the two options, with a difference of only 0.9%.

A detailed analysis of the groups that met a certain purchase amount to receive free shipping and direct free shipping found that only 30 people chose both options, accounting for 42.9% and 43.5% of the people in the two groups, respectively. Therefore, meeting a certain purchase amount for free shipping and direct free shipping are both the most popular delivery options in New Zealand.

Figure 3. Consumers' Expectations and Preferences for Online Pricing.

Figure 4. Forms of free shipping

4.2.6 Purchasing Amount

Since free shipping upon meeting a certain purchase amount is one of the more popular options in New Zealand, determining the range of this purchase amount becomes crucial. Table 3 provides a clear answer, showing that only 12.4% (n=15) of participants selected a purchase amount below $20. The main purchase amount ranges are concentrated in NZ$40-NZ$59 and NZ$20-NZ$39, accounting for 36.4% (n=44) and 33.9% (n=41), respectively, together comprising 70.3% (n=85) of the total participants. Thus, the NZ$20 to NZ$59 range appears to be the most comfortable purchase amount for consumers for free shipping.

Table 3. The Minimum Purchase Amount Range to Qualify for Free Shipping

Amount Range	Count	Percentage
Less than NZ$20	15	12.4%
NZ$20-NZ$39	41	33.9%
NZ$40-NZ$59	44	36.4%
NZ$60-NZ$79	10	8.3%
More than NZ$80	11	9.1%
Total	121	100.0%

4.2.7 Shipping Cost

Figure 5 shows the perceived shipping cost range for online shopping among 121 participants. Each participant had varying perceptions of shipping costs, leading to relatively dispersed results. This could also be due to regional differences or differing perceptions of package size and weight affecting their view of shipping prices. The two most concentrated groups were NZ$3-NZ$5 and NZ$6-NZ$7, accounting for 27.3% (n=33) and 29.8% (n=36), respectively. They accounted for 57.1% (n=69) of the total participants (n=121). Therefore, NZ$3-NZ$7 is the most widely accepted starting range for reasonable shipping fees.

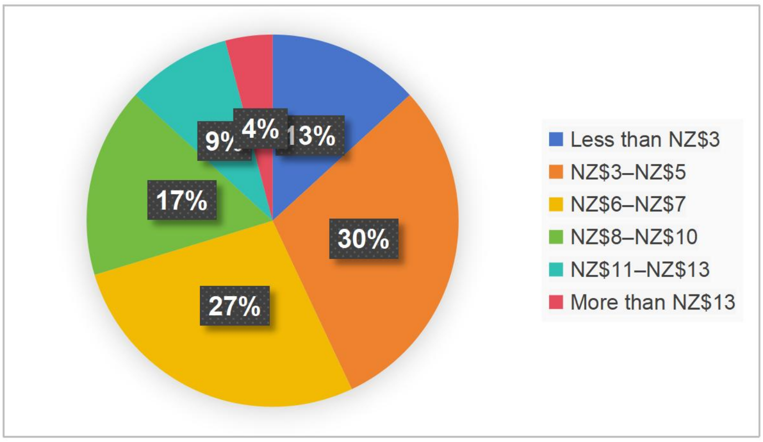

Figure 5. The Acceptable Shipping Cost Range for Consumers

4.2.8 Shipping Time

Among the 121 participants, the expectations for delivery time are fairly consistent, with the majority falling within the 2-3 business days and 4-5 business days categories, accounting for 45.5% (n=55) and 42.1% (n=51), respectively. Therefore, for New Zealand consumers, a reasonable delivery time frame falls within 2 to 5 business days.

4.3 Common Issues When Shopping Online

Figure 6 illustrates that the main issues participants encountered while shopping online were delayed deliveries (52.9%), high shipping costs (49.6%), payment security concerns (46.3%), and poor product quality (45.5%). Especially, over 50% of participants reported experiencing delays in delivery, making it the most common problem.

When considering the frequency of these issues, only 4.96% (n=6) and 12.4% (n=15) of participants reported always or frequently encountering such problems. Meanwhile, 58.68% (n=71) and 23.14% (n=28) said they occasionally or rarely faced these issues. Only one person indicated they had never experienced any problems. This indicates that 82.64% of participants believe these issues occur infrequently.

Table 4 presents a 5-point Likert scale (1-Not important to 5 - Very important) used to assess the importance of different factors perceived by participants in their online shopping experience. The factors with higher mean values are product quality, delivery issues, and inaccurate product descriptions, indicating that most participants consider these three factors crucial to their online shopping experience. For all factors minimum and maximum values are 1 and 5 respectively. Higher deviation indicates that some participants have differing views on this factor.

Figure 6. The Common Issues for Shopping Online

Table 4. Factors Affecting the Extent of the Shopping Experience

Factors	Mean	Std. Deviation
Product Quality	4.2	1.06
Shipping time	3.5	1.17
Shipping issues	4.1	1.13
Return Exchange processes	3.8	1.20
Inaccurate product description	4.0	1.11

Note. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.879 (p < .01), indicating good structural validity of the scale.

4.4 Motivates for Online Shopping

Figure 7 clearly shows the main factors that most participants consider as their top motivations for online shopping. The data is quite concentrated, with 77.7% (n=94) and 72.7% (n=88) of participants identifying price and convenience as the main driving factors. Apart from convenience factors like home delivery and time savings, a variety of products and customer reviews are also widely seen as important driving factors.

Table 5 shows the importance of factors driving consumers to shop online, measured using a 5-point Likert scale. Based on the mean values, factors with a mean greater than 4 include convenience, lower prices, variety of products, accurate product descriptions, home delivery, and promotions. In terms of categorisation, home delivery falls under convenience, while promotions are essentially a perception of price. Therefore, for consumers, convenience, price, a wide range of products, and accurate product descriptions are the most important drivers.

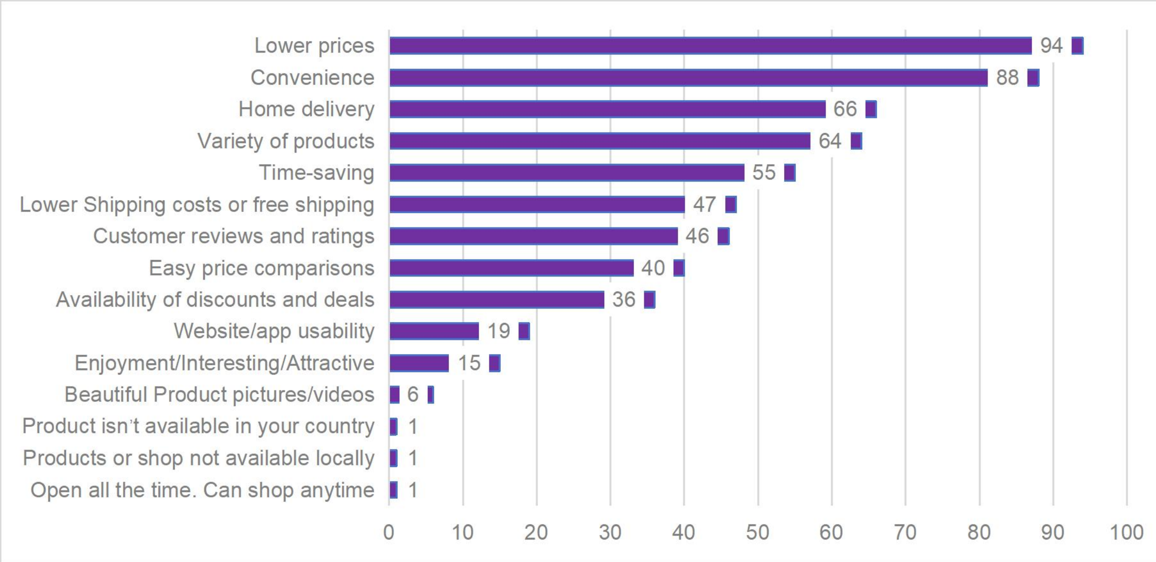

Figure 7. Online Shopping Motivations

Table 5. The Most Important Motivations for Online Shopping

Motivations Factors for Online Shopping	Mean	Std. Deviation
Convenience	4.0	1.10
Lower prices	4.1	1.09
Lower Shipping costs or free shipping	3.9	1.22
Variety of products	4.0	1.11
Timesaving	3.6	1.11
Easy price comparisons	3.7	1.02
Beautiful Product pictures/videos	3.0	1.07
Customer reviews and ratings	3.8	1.05
Accurate product specifications	4.0	1.027
Website/app usability	3.6	1.05
Enjoyment/Interesting/Attractive	3.1	1.07
Home delivery	4.0	1.07
Promotions	4.0	1.06

Note. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.854 ($p < .01$), indicating good structural validity of the scale.

Figure 8 shows the driving factors for repurchase, which are largely consistent with the shopping driving factors, primarily led by price and product quality. Based on the highest mean value for product quality in Table 4, it indicates that product quality is the most important factor for consumers' online shopping experience. Therefore, while price is the biggest incentive to attract consumers, product quality is the driving force that encourages them to continue shopping online.

4.5 Discussion

This research aims to explore the challenges and motivating factors that influence New Zealand consumers' willingness to shop online. First, the preferences of online shopping consumers were surveyed, and then the challenges and driving factors in online shopping were explored based on the consumer preferences. Combined with the TAM theoretical model, the results of analysis and hypothesis testing are compared with the views in Chapter 3 literature review. Some similar results were revealed, as well as some new insights.

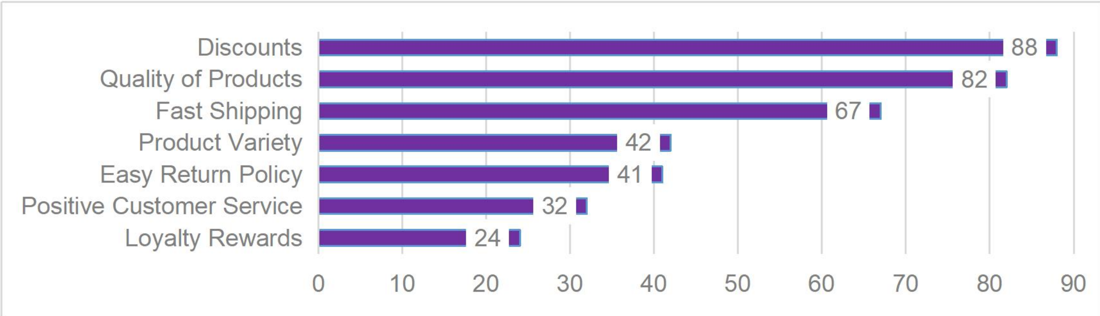

Figure 8. The Factors of Repurchase

4.5.1 Objective 1: People's preferences for online product categories and how often they shop online

As illustrated in Figure 2, the most purchased products in New Zealand are clothing, electronic products and health and beauty products. Purchasing these products reflects consumers' behaviour based on perceived usefulness, as they clearly know what they want to buy when shopping online. The dominance of clothing and electronics shows that consumers not only have basic needs but also express a desire for fashion and new technology. At the same time, product preferences also reflect deeper lifestyle, values, and sociocultural influences. Consumers usually choose products that match their gender attributes based on their perception of their own characteristics (Worth et al., 1992, p. 28).

The survey results indicate that consumer product preferences are influenced by gender. To statistically examine this, the following hypothesis was proposed: H1: Gender has a significant impact on product preferences. Product category and gender were used as variables. An independent samples t-test was conducted to evaluate this hypothesis, and all categories with $p < 0.05$ were considered significant. The results demonstrated a significant difference in product preferences between genders. The F values for Levene's test for equality of variances for each product category were as follows: clothing and accessories, 0.372; electronics and accessories, 5.930; automotive and accessories, 39.084; health and beauty, 82.976; mother and baby products, 23.572; sports and outdoor products, 19.580; homewares and electronics, 18.818; and pet products, 26.891. All the above results were significant at $p < 0.001$ level. The mean value of women in clothing ($m=0.74$) and health and beauty products ($m=0.64$) is much higher than that of men (clothing = 0.28 and health and beauty =0.09), which means that women have the strongest preference for these products. The mean value of men on electronic products is much higher than that of women, indicating that men prefer electronic products. This result is highly consistent with the research findings of Kaur and Banga (2017, p. 719), indicating significant differences in gender preferences for these types of products. This also reflects the difference in the perceived usefulness of products between men and women. Additionally, the comparative analysis of Q8 and Q9 data shows that the frequency of browsing shopping websites is much higher than the actual shopping frequency. Consumers' main consumption habits are weekly and monthly purchases.

4.5.2 Objective 2: The most common issues people face when shopping online in New Zealand

The results reflect that payment security risks, shipping issues, product quality and description issues are the most common challenges for New Zealand online consumers. This conclusion is highly similar to that of the previous literature. Many consumers have payment security concerns when shopping online (D'Adamo et al., 2021, p. 13). Thus, perceived risk is very important to consumers when shopping online, especially payment security (Aggarwal & Rahul, 2018; D'Adamo et al., 2021). Perceived risk usually refers to consumers' negative views on uncertainty when shopping online, including payment risk, product risk and logistics risk (Ha et al., 2020, p. 1262). In addition, the mean value of product quality and shipping issues is greater than 4, which also reflects the importance of these two factors to consumers. This may easily lead to a decrease in consumers' perception of the ease of use of online shopping. As demonstrated by Ha et al. (2020, p. 1264), perceived risk is the most important factor influencing the willingness to shop online.

4.5.3 Objective 3: The factors that drive people to shop online

Price advantage is a key factor for consumers choosing online shopping (Hiransomboon, 2012, p. 283; Huang & Sarigöllü, 2012, p. 98). According to Figure 7, convenience and lower prices are the most important motivations that drive consumers to shop online. Based on the analysis, 77.7% of the participants (n=94) and 72.7% of the participants (n=88) respectively thought lower prices and convenience as their main motivations for online shopping. Figure 3 shows that 85.1% of respondents prefer to buy online when online prices are lower than offline prices. Additionally, Table 5 shows the low price had the highest mean (M=4.14), followed by convenience (M=4.08). This means that these two drivers are the most useful and important in terms of perceived usefulness.

The survey results suggest that lower prices influence consumers' choice of shopping platforms. To test this, the following hypothesis was proposed: H2: Lower prices influence consumers' choice of shopping platforms. To test this hypothesis, a comparative analysis was conducted between the top three most popular online shopping platforms (refer to Choice of Shopping Platforms section) and participants who selected "lower prices" (Table 5). The results show that among participants who selected lower prices as a shopping motivator, 59.6% (n=68) chose Temu, the highest proportion. The ranking by proportion matches exactly with the top three most popular shopping platforms discussed in Choice of Shopping Platforms section. Therefore, hypothesis H2 is supported, confirming that lower prices are one of the factors influencing consumers' choice of shopping platforms.

The popularity ranking of online shopping platforms, the more popular the platforms, the higher the percentage of participants who believe that low prices are the main driver of online shopping. This aligns with the TAM theory's concept of Perceived Usefulness (PU), which reflects how consumers subjectively assess and measure the utility of a specific task (Gefen et al., 2003). The findings of this study reinforce the TAM by demonstrating that perceived usefulness, reflected in motivations such as convenience and lower prices, significantly influences online shopping behaviour among New Zealand consumers. Additionally, the results indicate that while perceived ease of use is important, factors such as product quality and delivery reliability can moderate the direct relationships proposed by TAM, suggesting context-specific extensions to the original model. Consumers believe that lower prices can help them save money, thus enhancing their intention to shop on cheaper platforms. This is consistent with previous research findings that price increases the frequency of purchases (Sinha & Batra, 1999). Therefore, consumers' perceived price has contributed to the popularity of online shopping platforms. Temu and Trade Me have become the most popular shopping platforms in New Zealand, largely because low prices attract consumers. The data show that product quality is the most important factor for consumers to re-purchase in addition to the promotional price. Therefore, low prices attract consumers to shop online, product quality is what makes consumers more loyal.

To summarise the discussion, first, the preferences of consumers in online shopping were analysed, revealing that clothing, electronic products, and health and beauty products are commonly purchased categories. There are significant differences in product preferences between different genders. In addition, from the perception of preferred shopping platforms, shopping frequency, shipping costs and delivery time to analyse consumers' online shopping preferences. Second, Payment security, product quality and shipping issues are the most common challenges for consumers, they are also the most important factors influencing consumers' experience perception and satisfaction. Finally, price is the primary motivation for consumers to shop online and it is also the key reason why Temu and Trade Me have become the most popular shopping platforms in New Zealand. Convenience is another key factor that drives consumers to shop online. Shipping makes online shopping convenient. This explains why consumers are so concerned about shipping issues.

5. Limitations, Recommendations and Conclusions

The results of this research may provide meaningful insights for New Zealand's e-commerce business management. Managers can adjust marketing or operational strategies by referring to the results and recommendations of this research. Solving consumer problems and understanding their preferences and shopping motivations can enhance the efficiency of management and Increase business revenue. Ultimately, it may result in helping companies and the industry grow and improve customer satisfaction.

5.1 Limitations

The data for this study is primarily collected through questionnaires, and the reliability of the results depends entirely on the respondents' answers. Thus, it has the possibility for appearing some unreliable responses, with participants potentially giving invalid or inaccurate answers. A convenient sampling method was used in this study. Collecting data from convenience samples has limitations, such as the potential for strong hidden biases in the results. Due to time constraints in this study, participation may be limited to a specific time period. It could potentially lead to overrepresentation or underrepresentation of certain groups in the sample, which could affect the objectivity of the results. The use of T-test and ANOVA in this study assumes that the sample data are normally distributed and that homogeneity of variances exists across groups, assumptions that can be difficult to fully satisfy with self-reported questionnaire responses from a convenience sample. Moreover, while these methods are effective for detecting mean differences between groups, they are limited in their ability to reveal more complex or interactive effects among variables, potentially constraining the depth of behavioural insights gained from the analysis.

From the aspects of methodology and questionnaire structure, exploratory methods are used in quantitative research, but only self-designed structured questionnaires are used. This structure may affect the depth of the research. The questionnaire was self-designed based on the experience and understanding of the researchers. This may cause the questionnaire not to cover all aspects well. Due to time limitations, a total of 121 valid questionnaires were collected by convenience sampling in this research. The small sample size and the accessibility of researchers may result in results that are not broadly representative. The use of non-random sampling techniques in this study may limit the generalisability of the findings. Employing random sampling in future research would enhance representativeness and allow for broader application of statistical tests.

5.2 Recommendations for Future Research and Practice

Future research can explore the future development prospects of online shopping in New Zealand from the perspective of industry development. It can be compared with countries that have the highest online shopping rates or the world's largest economies to explore the differences with New Zealand and how to close the gap. From the perspective of the excessive development of online shopping to explore whether it will bring side effects. For example, whether the development of online shopping will have an impact on the physical store and lead to an increase a higher unemployment rate. Additionally, researchers can explore new development models from the perspective of how to balance the development of online shopping and physical stores to achieve healthy and balanced development. For practitioners, first of all, management needs to understand the real needs of consumers, difficulties and shopping drivers to adjust the business operation strategy. Second, with the rapid growth of e-commerce, managers need to adjust their business strategies and transform their enterprises to fit the current development environment. Potentially, Managers can combine the strengths of both online and offline operations through practice and management methods to explore a new hybrid business model. This approach aims to make online and offline models complement each other, rather than compete or replace one another, to achieve healthy and balanced growth.

In terms of methodology, future research should improve the structure of methodology based on the limitations of this research. First, the sample size should be increased to ensure broader applicability and better representation of the general population. Second, using mixed research methods could increase the breadth and depth of the study. Through interviews, the difficulties and advantages of online shopping can be further discussed from the perspective of consumer and enterprise management. Meanwhile, the questionnaire can collect a wider range of opinions on online shopping from different groups. Additionally, In the questionnaire design, the validity and reliability of the questionnaire structure should be analysed to ensure the rationality of the questionnaire. A larger number of pilot studies should be conducted to ensure that the results between questions in the questionnaire are non-repetitive and meaningful. Future research should also consider employing multivariate analytical techniques, such as Structural Equation Modelling, to formally test mediating and moderating effects within the e-commerce consumer behaviour model.

5.3 Conclusion

TAM theory used to analyse the e-commerce industry from many angles in the research. Then the results of the literature review and their relevance to the aim and objectives of this study are summarised. The data analysis methods and results were reviewed, and the results were discussed based on the TAM theory. Additionally, a comparison with the literature review findings was provided, highlighting similarities and differences. The results of the research were connected to the aim and objectives of the research and confirm that they have been achieved. Second, the limitations of this study are discussed from the aspects of research method, questionnaire structure, data gathering process and results. Meanwhile, an explanation was provided on how these limitations may affect the aspect of breadth, depth, and accuracy of the results of this research. Finally, some recommendations about the direction of future studies were suggested for future research and practitioners. Future research can explore areas such as the prospects of online shopping, its impact on the industry, and the hybrid model of online and offline operations. This helps to integrate online and offline operations and promotes healthy and balanced growth, rather than competition and replacement.

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