E-commerce Belgium 2014

comeos
for commerce and services

InSites Consulting
taking research forward

Introduction

Online customers are here to stay.

For the first time since we introduced this study on e-commerce, we notice the profile of online consumers is settling. We don't have major shifts in why, how or when people make their online purchases – or don't make them. The advantages, the payment methods or demands on delivery or service levels are clear now.

This doesn't mean that e-commerce is a mature market. Volumes are still growing, and we see no reason why they won't continue to grow. Even a 'minor' 3 percent growth of new Belgian online consumers in the last year, means 330.000 extra customers.

Our fourth survey might well be the most important one up to now for retailers. Because it demonstrates a clear profile of their online consumers, it could be easier to reach out to those customers. It should help retailers to further define their online offering, incorporate e-commerce in their offline stores, fine-tune their logistics and after sales-services.

It is clear to all that the online customers are here to stay. That their spending will become more and more important. Our retailers can now focus on the best ways to serve those clients – in both worlds, offline and online.

Dominique Michel,
Ceo Comeos

Table of content

Download the full survey on www.comeos.be

Colophon

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Objectives & methodology

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Objectives & methodology

Background

Comeos represents **Belgian commerce & services.**
Our members are active in 18 sectors and sell to companies or directly to consumers. Together they account for 11,2% of the gnp and employ 400.000 people, making them the biggest employer in the private sector. Comeos provides tailor-made services for its members and wants to encourage dynamic businesses as a knowledge and networking platform.

Research questions

- What is the online buyer's profile?
- Which products are bought online?
- Which sectors have the highest potential?

Method

Online questionnaire via Talktochange research community
Fieldwork: april 3rd 2014 - april 18th 2014
Scope: Belgium

Sample

N = 996

Sample screening

Age: 18-70
Online purchases experience in last 12 months

Sample quota

Region: 60% Dutch , 40% French
Gender: 50% Men, 50% Women
Age: Representative for Belgian population

Used symbols

★ Sig. Higher compared to other group (95%)

Sig. Higher/lower than average (95%)

Comparisons with Comeos 'E-commerce in Belgium 2011, 2012 & 2013'

Same period of field (April 2011, April 2012 & April 2013) and sample composition to optimize comparability

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Objectives & methodology

Used logo’s for sectors

comeos electro

comeos telecom

comeos sports

comeos books

comeos interior

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comeos DIY & garden

comeos fashion

comeos toys

comeos health & beauty

comeos entertainment

comeos food

E-commerce experience

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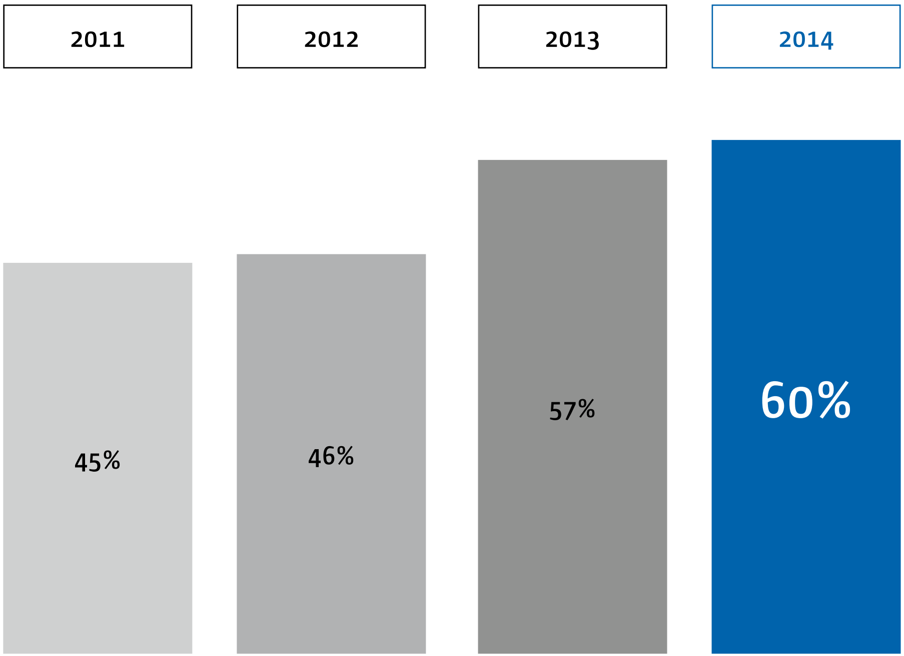
75% of online population makes online purchases

3% of Belgians made first online purchases last year. That’s 330,000 new customers



LAST YEAR

3% of Belgian population
=
330,000 new customers
last year

... of the Belgian population has made an online purchase in the last year

E-commerce experience

Penetration

Q: Have you ever bought new products or services via the Internet for personal purposes? We refer to ordering new, not second-hand, products or services via an e-commerce website of a company (not via e-mail)?
Q: Did you buy new products or services via the Internet for personal purposes in the past 12 months? We refer to ordering new, not second-hand, products or services via an e-commerce website of a company (not via e-mail)?

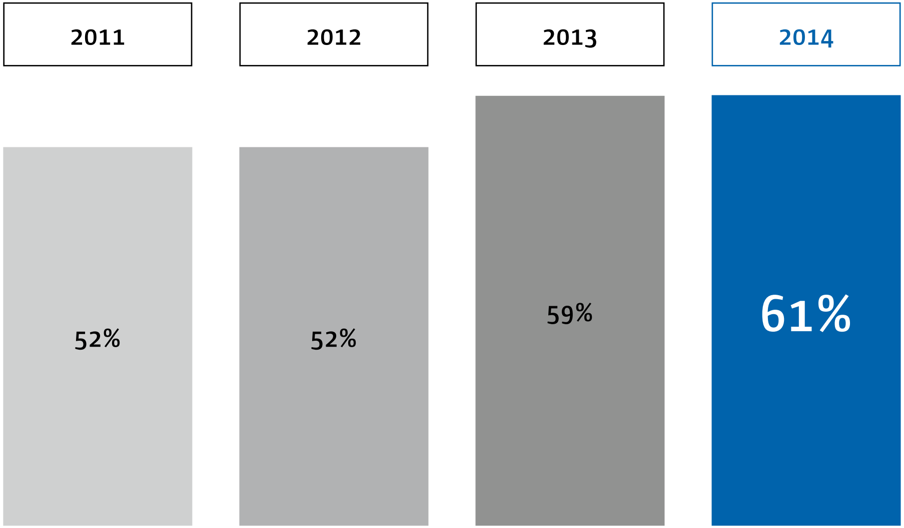
4% of Belgian surfers made their first online purchase last year

PURCHASED ONLINE LAST YEAR	2014	2013	2012	2011
ONLINE POPULATION	74%	70%	59%	58%
BELGIAN POPULATION*	60%	57%	46%	45%

* Extrapolated to the Belgian population regarding the current internet-population (81%)

Q: Did you buy new products or services via the Internet for personal purposes in the past 12 months? We refer to ordering new, not second-hand, products or services via an e-commerce website of a company (not via e-mail)?

EVER



... of the Belgian population has ever made an online purchase

E-commerce experience

Penetration

Q: Have you ever bought new products or services via the Internet for personal purposes? We refer to ordering new, not second-hand, products or services via an e-commerce website of a company (not via e-mail)?
Q: Did you buy new products or services via the Internet for personal purposes in the past 12 months? We refer to ordering new, not second-hand, products or services via an e-commerce website of a company (not via e-mail)?

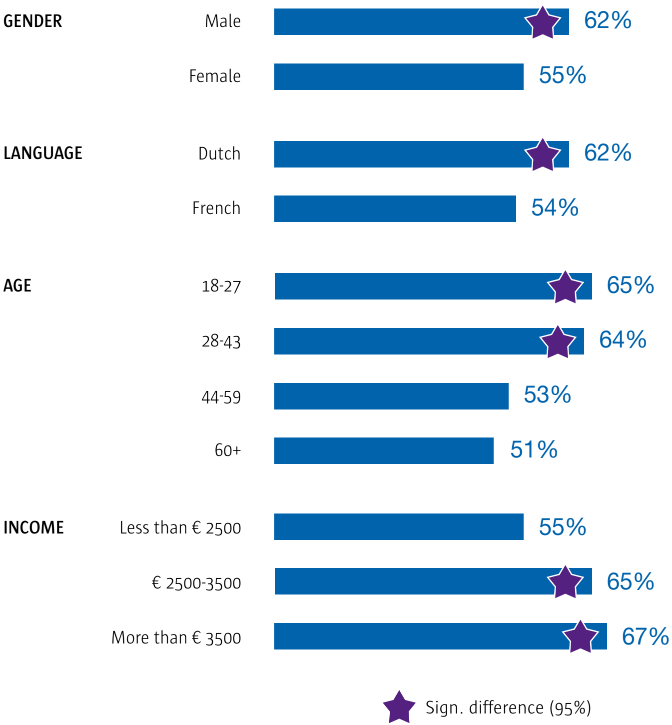
	EVER PURCHASED ONLINE				PURCHASED ONLINE LAST YEAR			
	2014	2013	2012	2011	2014	2013	2012	2011
ONLINE POPULATION	75%	75%	67%	66%	74%	70%	59%	58%
BELGIAN POPULATION*	61%	59%	52%	52%	60%	57%	46%	45%

* Extrapolated to the Belgian population regarding the current internet-population (81%)

E-commerce experience

Penetration (profile)

Q: Have you ever bought new products or services via the Internet for personal purposes? We refer to ordering new, not second-hand, products or services via an e-commerce website of a company (not via e-mail)?



		2013	2012	2011
GENDER	Male	62%	55%	56%
	Female	56%	50%	48%
LANGUAGE	Dutch	61%	56%	53%
	French	55%	48%	46%
AGE	18-27	60%	57%	59%
	28-43	62%	59%	58%
	44-59	56%	49%	45%
	60+	55%	42%	43%
INCOME	Less than € 2500	58%	50%	48%
	€ 2500-3500	66%	57%	57%
	More than € 3500	72%	60%	73%

E-commerce experience

Barriers

Q: What are the 3 main reasons why you did not purchase products or services online?

	2014	2013	2012	2011
Because I want to see it/try it before deciding to buy and that is not possible with e-commerce	31%	37%	41%	37%
Because I don't like to give my personal data on the Internet	25%	22%	32%	31%
Because I have serious doubts concerning the security level of online purchases/orders	25%	31%	30%	36%
Because I don't have or don't want to use a credit card	24%	24%	29%	27%
Because I have access to all the products/services I need in physical shops	19%	17%	23%	23%
Because I want to talk to a shop assistant/dealer when I want more information on a product or service	19%	20%	23%	22%
Because I want to see whether items are in stock in a physical shop	17%	19%	15%	15%
Because I have to be home when the products are delivered	14%	29%	16%	16%
Because I don't have sufficient Internet experience yet	11%	11%	11%	8%
Because I have a wider selection of products/services in the real world	11%	10%	9%	7%
Because prices aren't lower on the Internet	10%	8%	7%	7%
Because there is more product information available in the real world	6%	6%	9%	7%
Because I have experienced too many failed attempts to order/purchase something online	5%	5%	3%	5%
Because purchasing/ordering online is something I prefer to do at home and I don't have a computer at home	2%	02%	0%	2%
Other reason	5%	3%	3%	4%

N = 402 / F = Only if never purchased online before

Current online shopping behaviour

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More monthly purchases

+4% increase

50% of customers spent more than 100 euros online last month

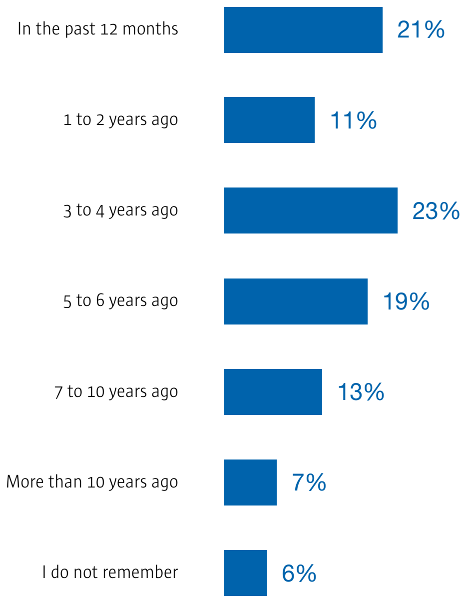
On average, we spend

161 euros a month online

E-commerce experience

Experience

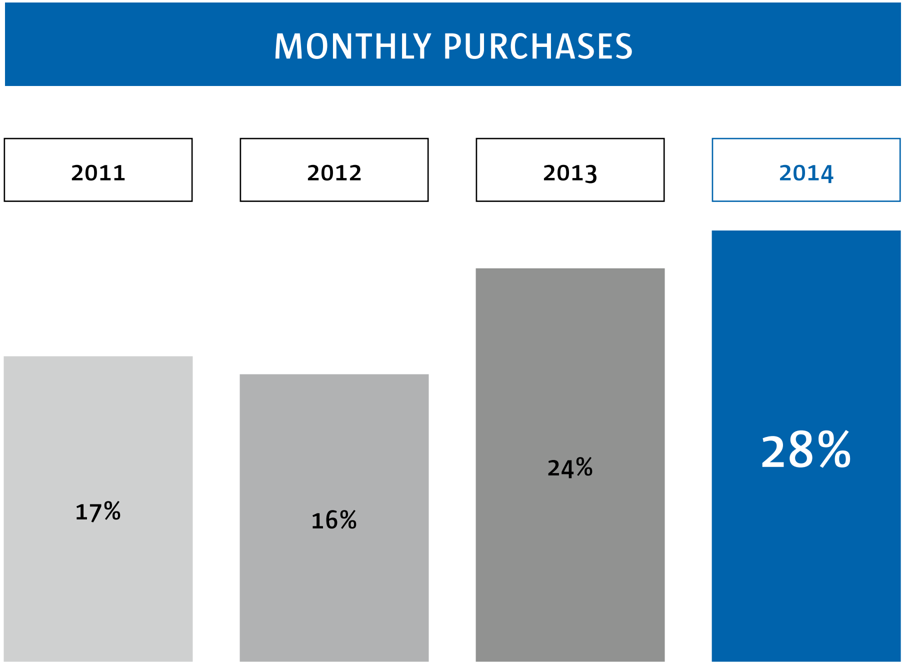
Q: When did you first buy something via the Internet (for personal purposes)?



	2013	2012	2011
In the past 12 months	26%	21%	26%
1 to 2 years ago	13%	12%	14%
3 to 4 years ago	23%	22%	24%
5 to 6 years ago	16%	18%	19%
7 to 10 years ago	10%	11%	8%
More than 10 years ago	5%	6%	4%
I do not remember	7%	9%	6%

N = 996 / F = None

Q: How frequently do you buy something via the Internet (for personal purposes)?



4% more monthly purchases

E-commerce experience
Frequence

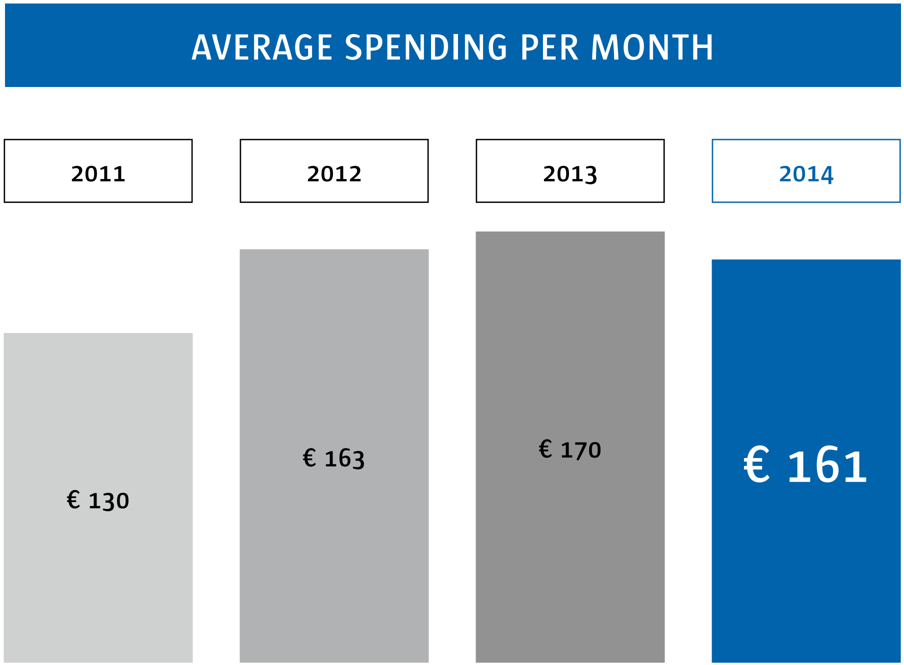
Q: How frequently do you buy something via the Internet (for personal purposes)?

		2013	2012	2011
Weekly	5%	4%	2%	2%
Monthly	23%	20%	14%	15%
Every 1 to 3 months	33%	30%	30%	31%
Every 3 to 6 months	20%	23%	24%	22%
Every 6 to 12 months	15%	18%	23%	20%
Less than once a year	4%	6%	7%	10%

More people buy more frequently

N = 996 / F = None

Q: How much did you spend online in the past month?

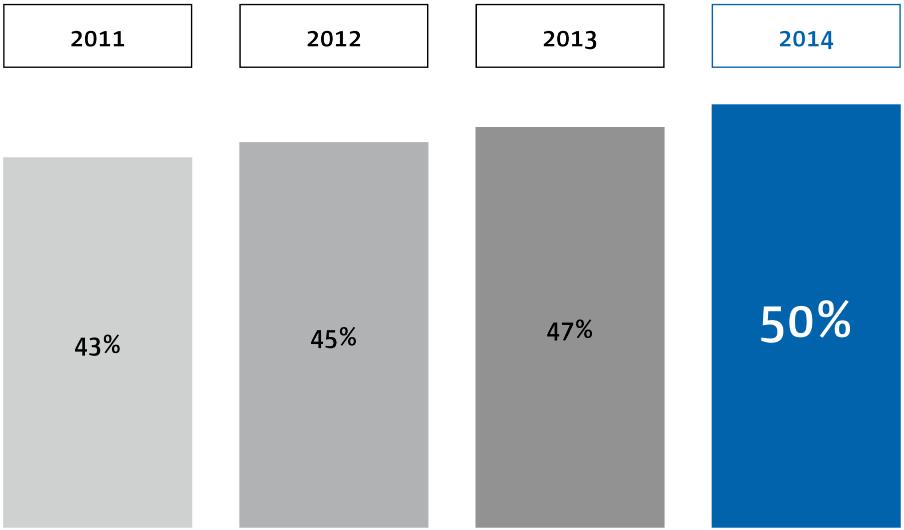


The average spending has decreased – we now spend 1,932 euros a year

*Filter: No // datacleaning applied by removing extreme outliers

Q: How much did you spend online in the past month?

MORE THAN € 100 PAST MONTH



7% increase since 2011 of people who spent more than 100 euro last month

*Filter: No // datacleaning applied by removing extreme outliers

E-commerce experience

Current online shopping behaviour

Q: How much did you spend online in the past month?

Average 2014
€ 161 / month
(€ 1,932 / year)

Average 2013
€ 170 / month
(€ 2,040 / year)

Average 2012
€ 163 / month
(€ 1,944 / year)

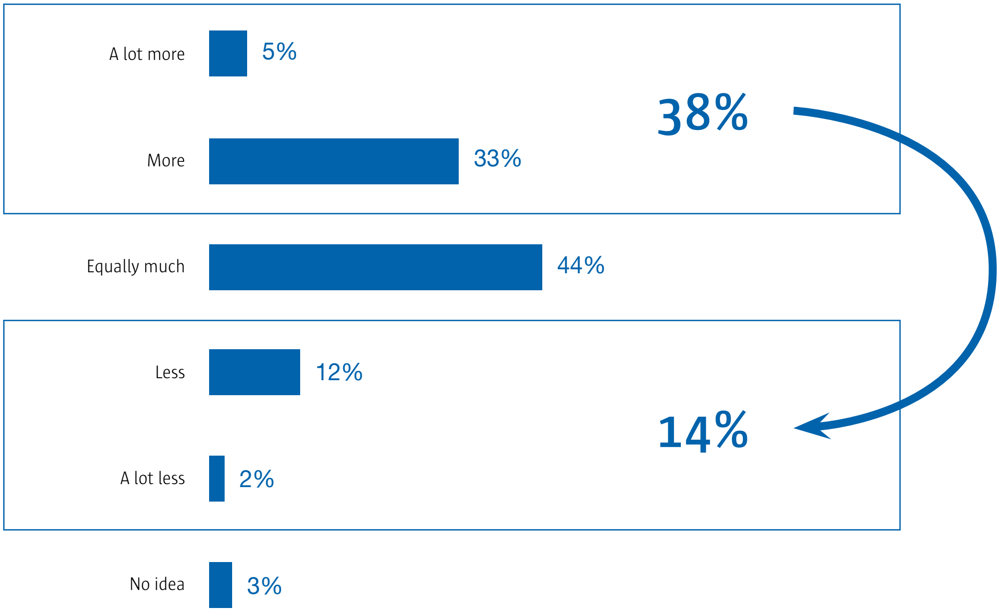
Average 2011
€ 130 / month
(€ 1,560 / year)

	2014	2013	2012	2011
Less than € 20	13%	16%	26%	19%
Between € 20 and € 49	16%	17%	10%	16%
Between € 50 and € 99	21%	20%	19%	22%
Between € 100 and € 149	17%	12%	13%	13%
More than € 150	33%	35%	32%	30%

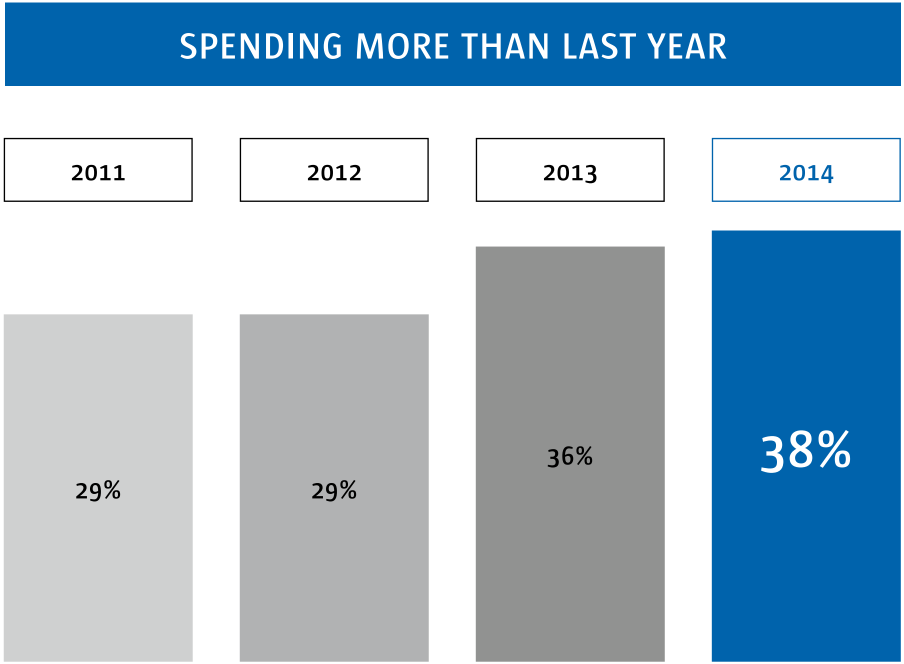
N = 996 / F = None // datacleaning applied by removing extreme outliers

Q: Do you spend less or more now than you did 1 year ago?

SPENDING BEHAVIOUR COMPARED TO LAST YEAR



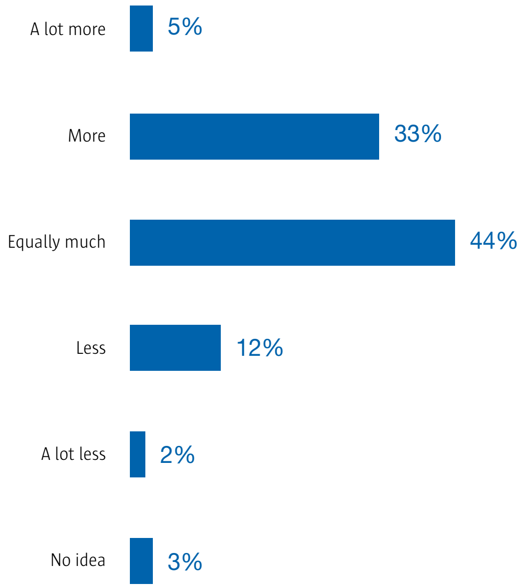
Q: Do you spend less or more now than you did 1 year ago?



Even though the average spending decreased, 38% of customers spent more than the year before. That's +2%

E-commerce experience
Evolution budget

Q: Do you spend less or more now than you did 1 year ago?



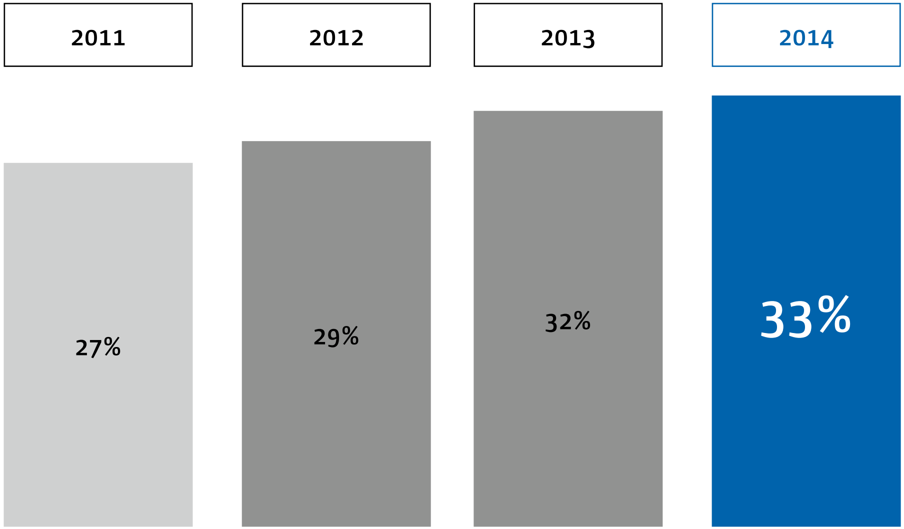
	2013	2012	2011
A lot more	4%	2%	3%
More	32%	27%	26%
Equally much	45%	49%	48%
Less	11%	13%	13%
A lot less	3%	3%	2%
No idea	5%	7%	8%

Only 14% spends less than a year ago

N = 996 / F = None

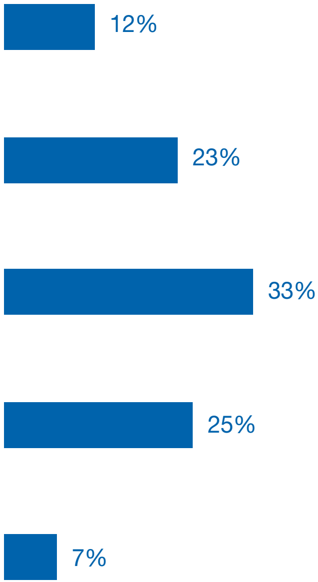
Q: To what extent do these purchases via the Internet replace offline purchases?

BUYING BEHAVIOUR - EQUALLY NEW AS REPLACEMENT



E-commerce experience
Substitution offline purchases

Q: To what extent do these purchases via the Internet replace offline purchases?



	2013	2012	2011
Not at all, these are new / extra purchases	16%	15%	20%
Not really, these are mainly new / extra purchases	21%	21%	22%
These are often new / extra purchases as replacement of previous offline purchases	32%	29%	27%
Rather, these are mainly replacements of previous offline purchases	25%	26%	23%
Totally, these are replacements of previous offline purchases	6%	9%	8%

35% of purchases are extra purchases

N = 996 / F = None

Online purchases

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Fashion is a volume generator

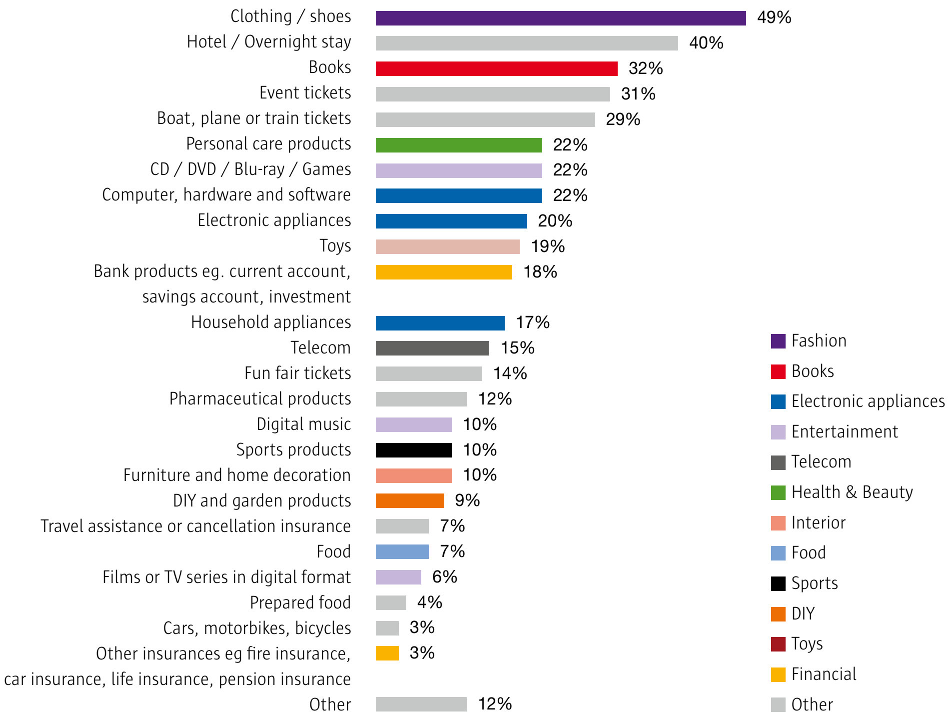
Food and Films/TV are highest potentials

Only **1%** of today's online customers will 'certainly NOT' buy again

Online purchases

Current purchase new products

Q: Which new products or services did you buy via the Internet (for personal purposes) in the past 12 months?



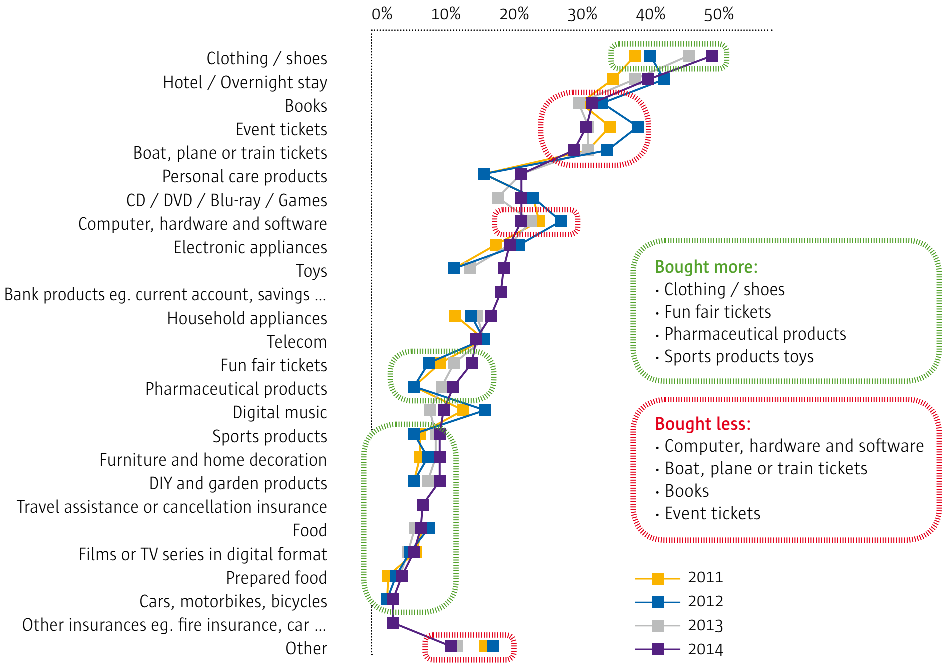
N = 996 / F = None

Fashion remains most popular item

Online purchases

Current purchase new products - Evolution

Q: Which new products or services did you buy via the Internet (for personal purposes) in the past 12 months?



No major shifts

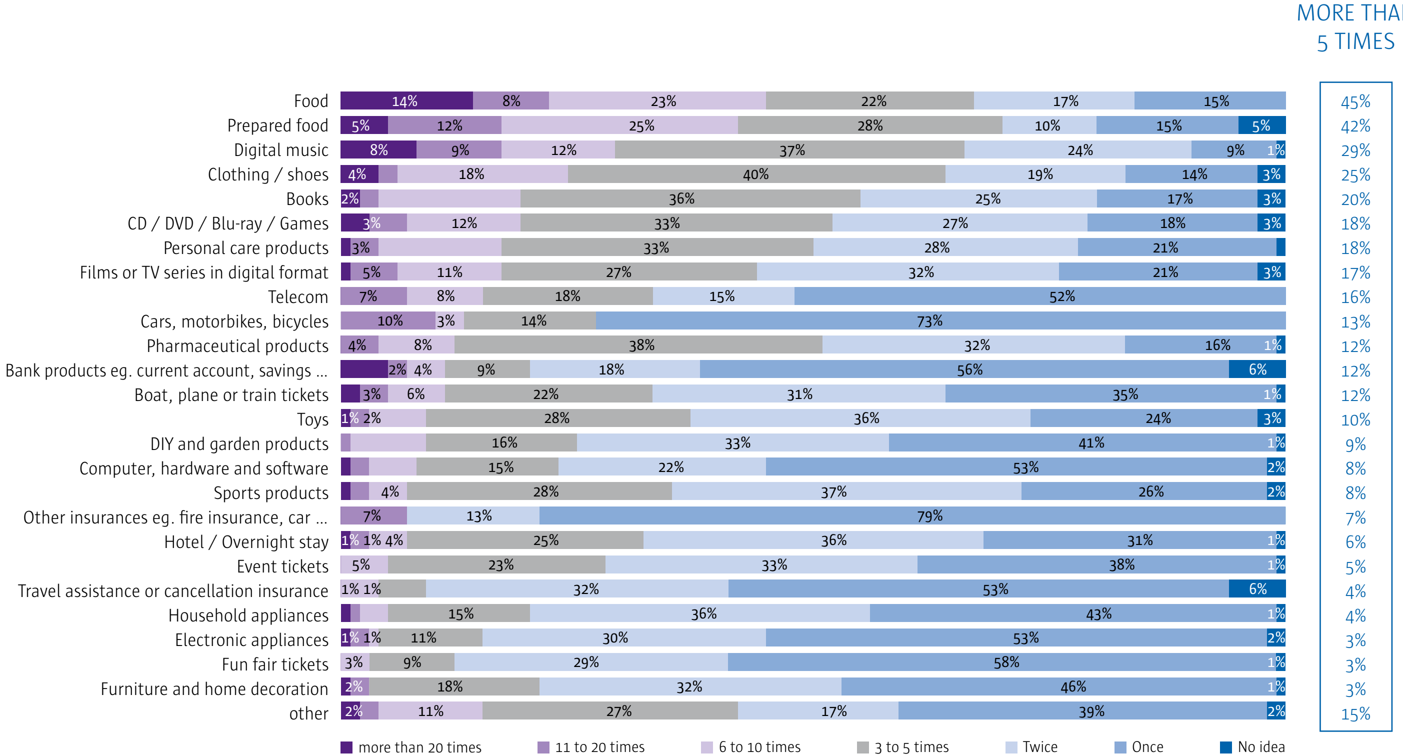
N = 996 / F = None

Online purchases

Frequence current online purchases

Q: Please indicate how often you bought the following new products via the Internet (for personal purposes) in the past 12 months.

Food remains most important recurrent purchase

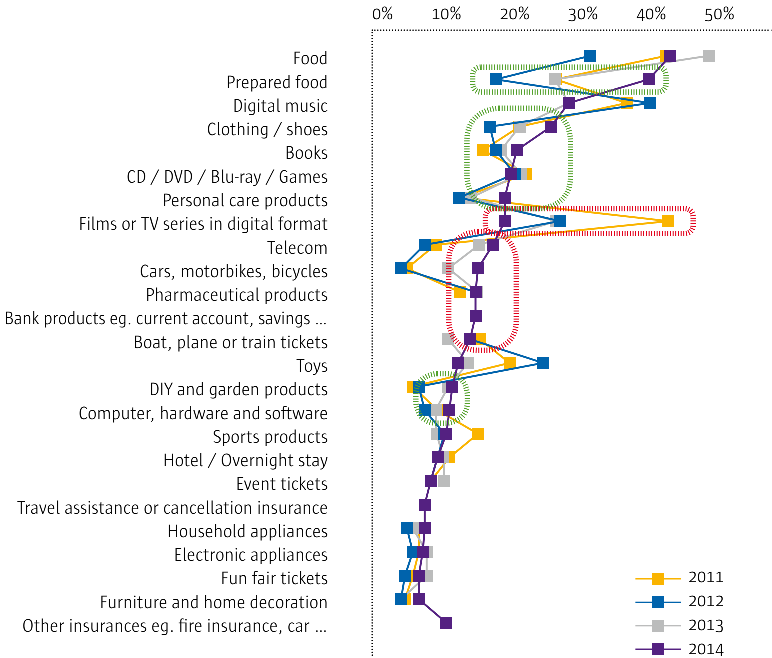


N = min 26 (Other insurances) / F = if purchased online

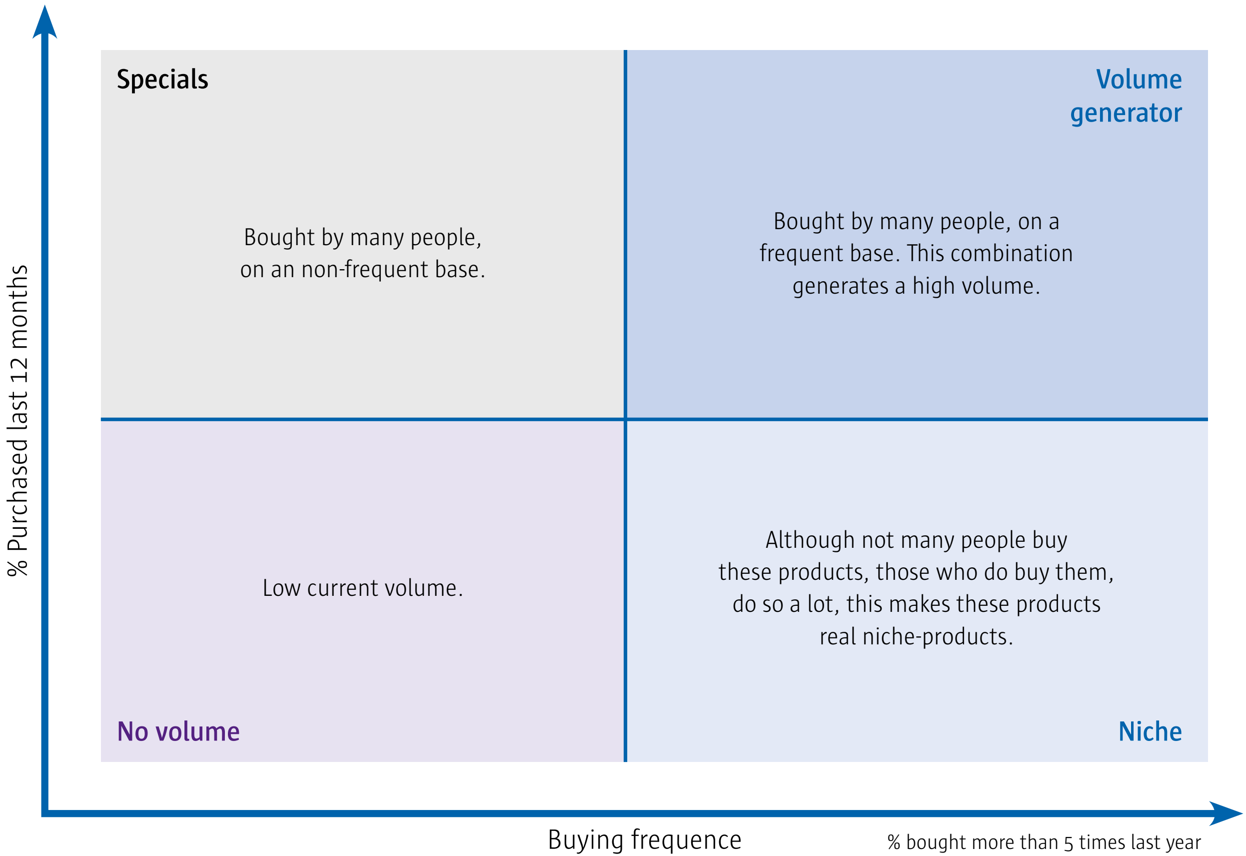
Online purchases

Frequence current online purchases - Evolution

Q: Please indicate how often you bought the following new products via the Internet (for personal purposes) in the past 12 months (more than 5 times).



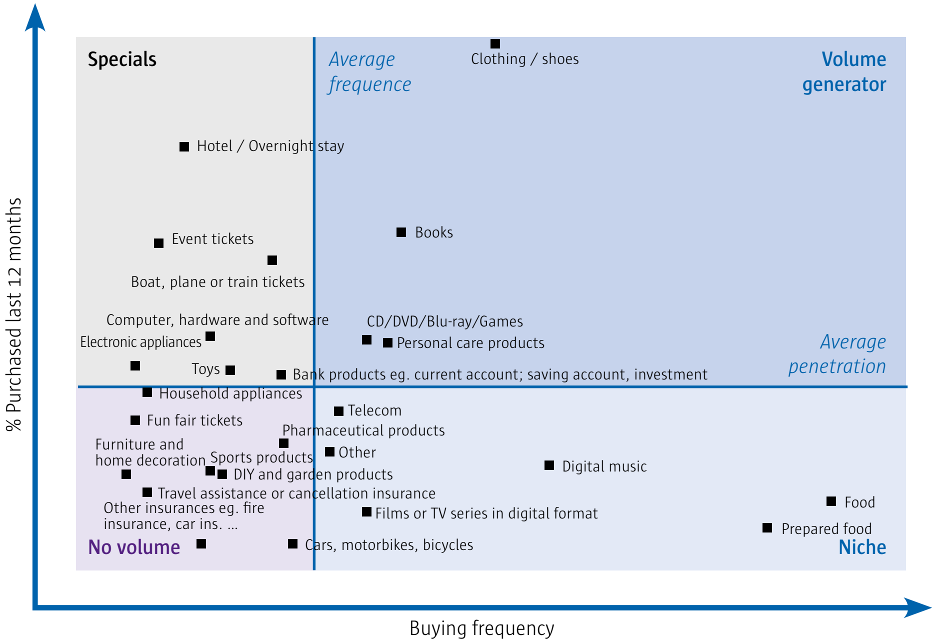
N = 996 / F = None


Specials
Bought by many people,
on an non-frequent base.
Volume generator
Bought by many people, on a frequent base. This combination generates a high volume.
Low current volume.
No volume
Although not many people buy these products, those who do buy them, do so a lot, this makes these products real niche-products.
Niche
% Purchased last 12 months
Buying frequence
% bought more than 5 times last year

Online purchases
Quadrant

Q: Which new products or services did you buy via the Internet (for personal purposes) in the past 12 months?
Q: Please indicate how often you bought the following new products via the Internet (for personal purposes) in the past 12 months.

Fashion is main volume generator

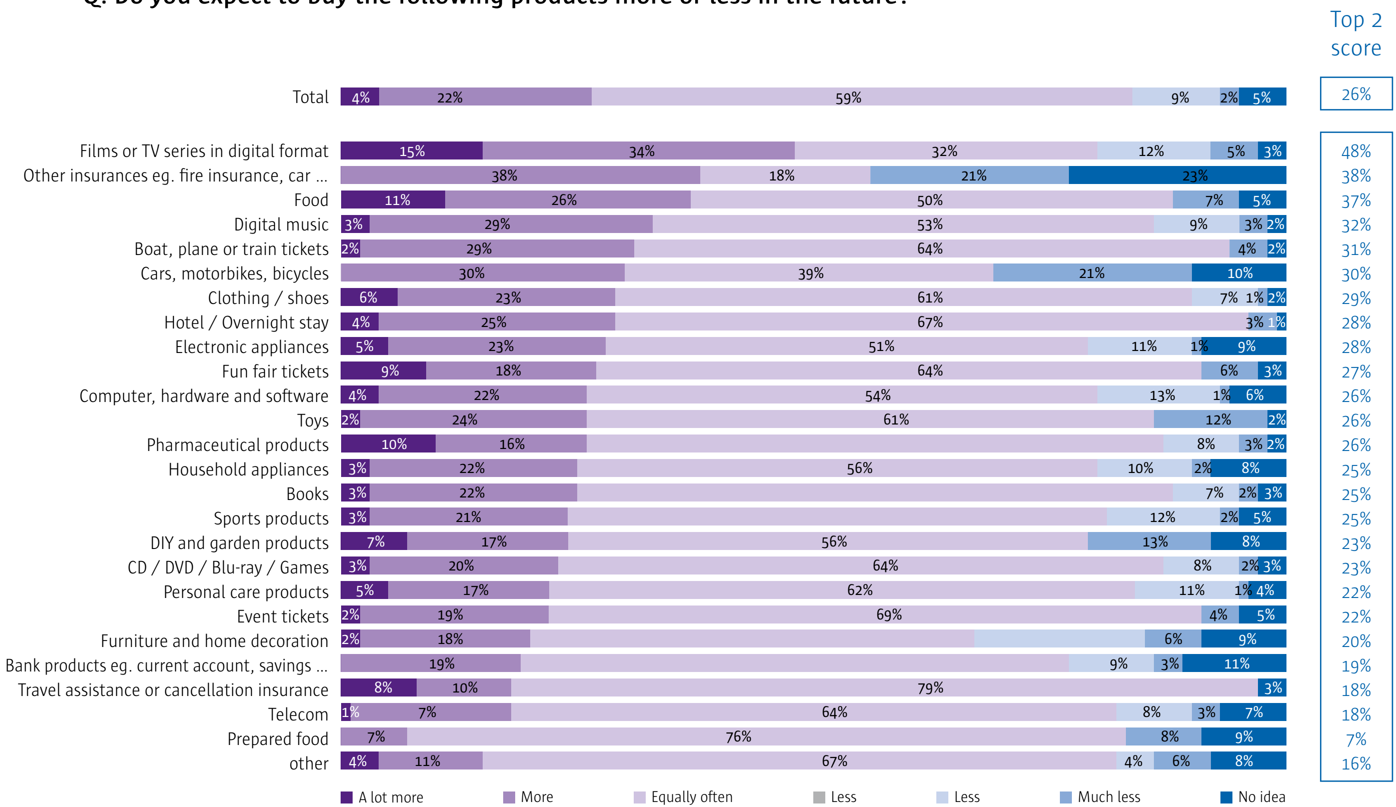


N = min 26 (Other insurances) / F = if purchased online

Online purchases

Future intention to buy

Q: Do you expect to buy the following products more or less in the future?

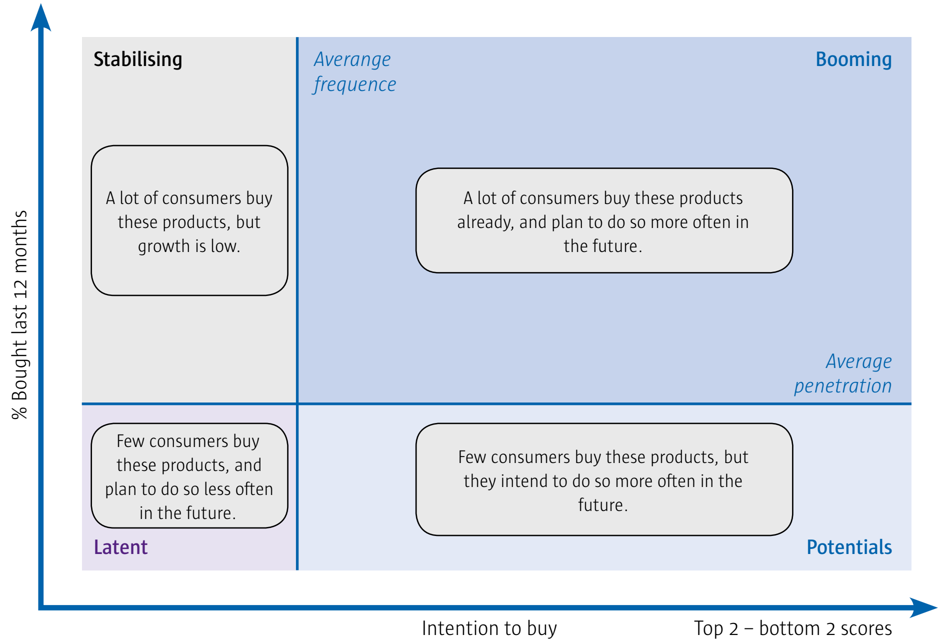


N = min 44 (Toys) / F = if purchased online

Online purchases

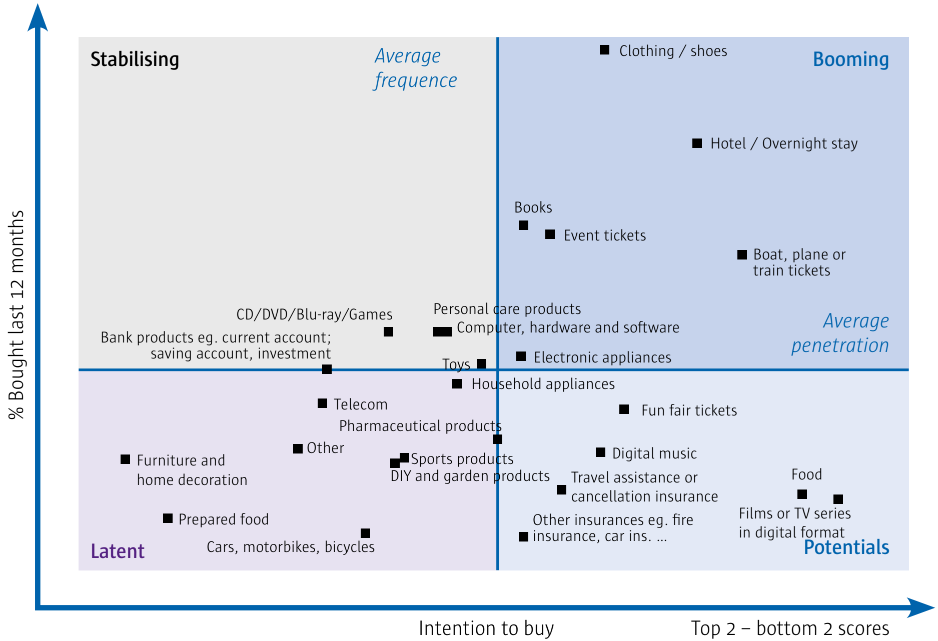
Quadrant methodology

Q: Which new products or services did you buy via the Internet (for personal purposes) in the past 12 months?
Q: Do you expect to buy the following products more or less in the future?



Online purchases
Quadrant methodology

Q: Which new products or services did you buy via the Internet (for personal purposes) in the past 12 months?
Q: Do you expect to buy the following products more or less in the future?



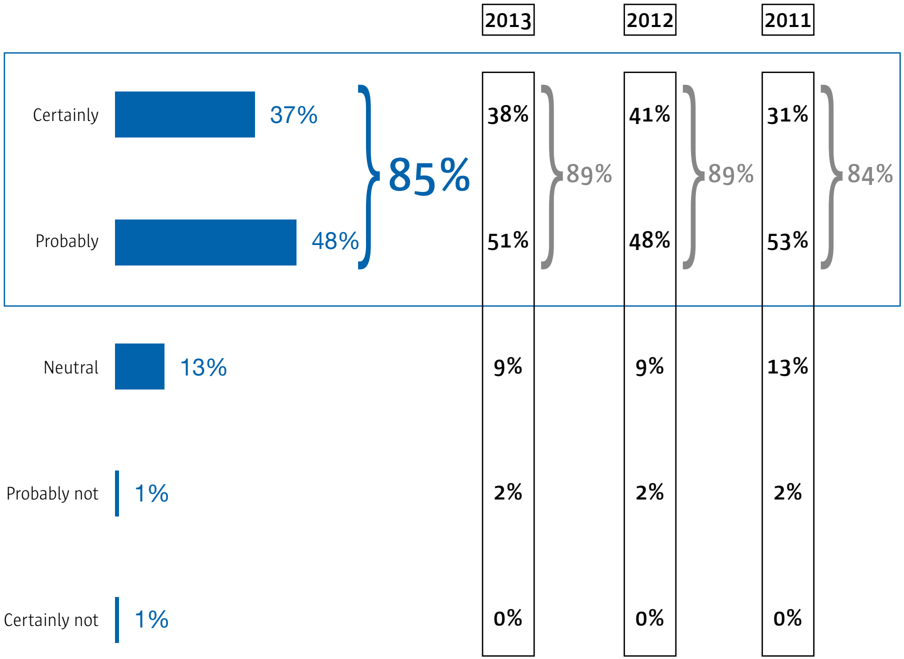
Fashion is booming, food is high potential

N = min 26 (Other insurances) / F = if purchased online

Online purchases

Future intention to buy

Q: How likely are you to purchase other new products or services on the Internet in the future?



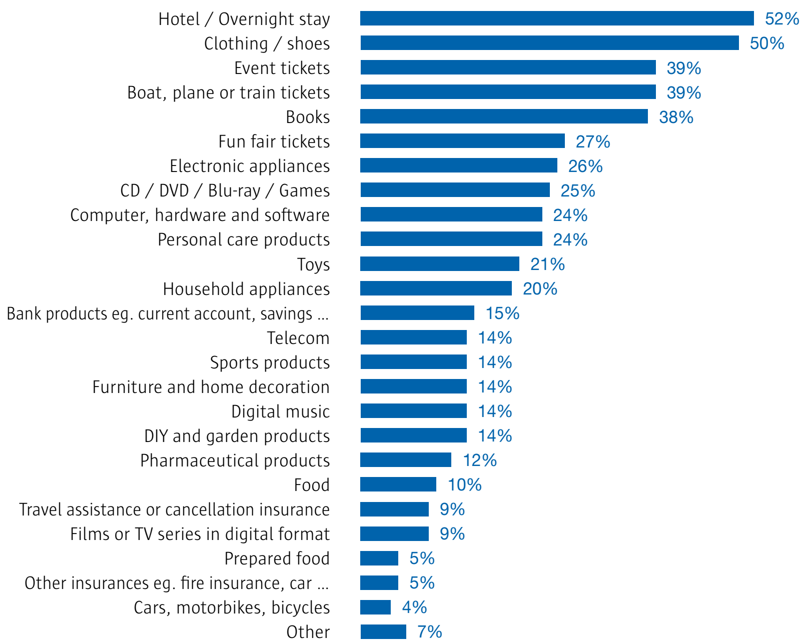
Only 1% of today's customers will certainly not buy again.

N = 1062 / F = None

Online purchases

Intention to buy next 12 months

Q: Which of the following products would you consider purchasing online in the coming 12 months?



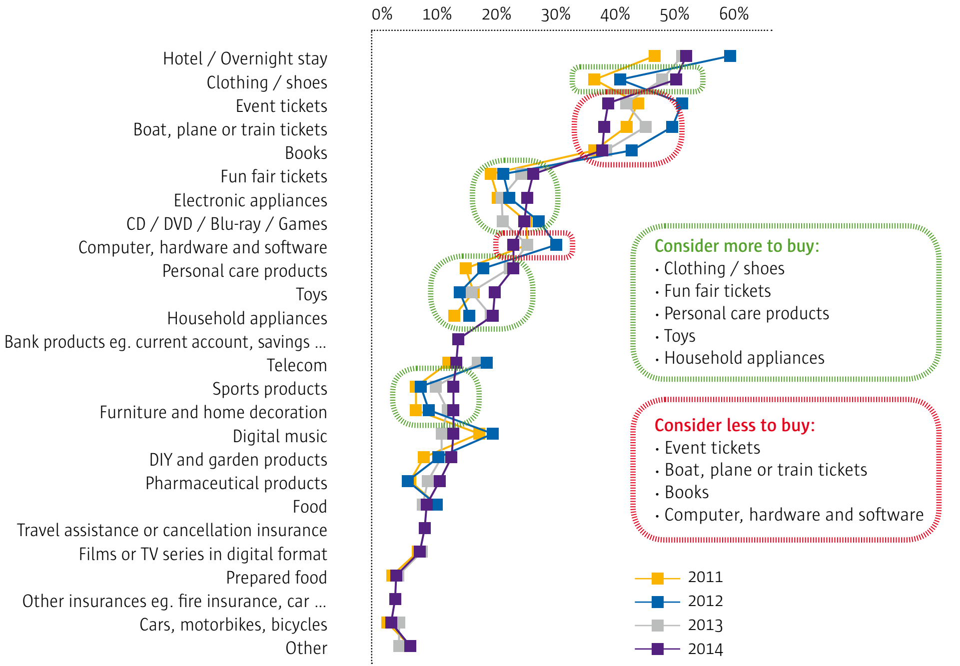
N = 852 / F = Only if probably or certainly buy online in the future

No major shifts to be expected in next years' edition

Online purchases

Intention to buy next 12 months - Evolution

Q: Which of the following products would you consider purchasing online in the coming 12 months?

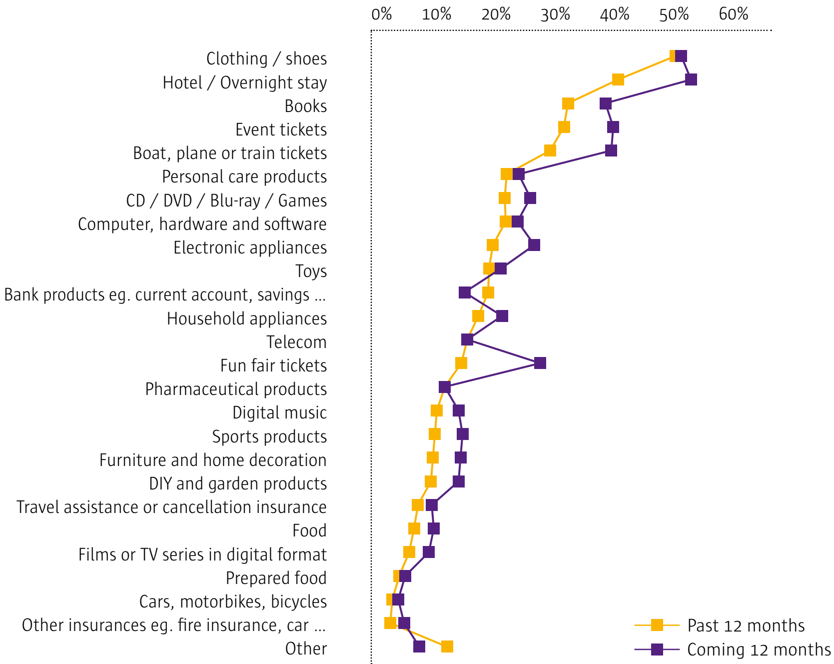


N = 852 / F = Only if probably or certainly buy online in the future

Online purchases

Evolution new products

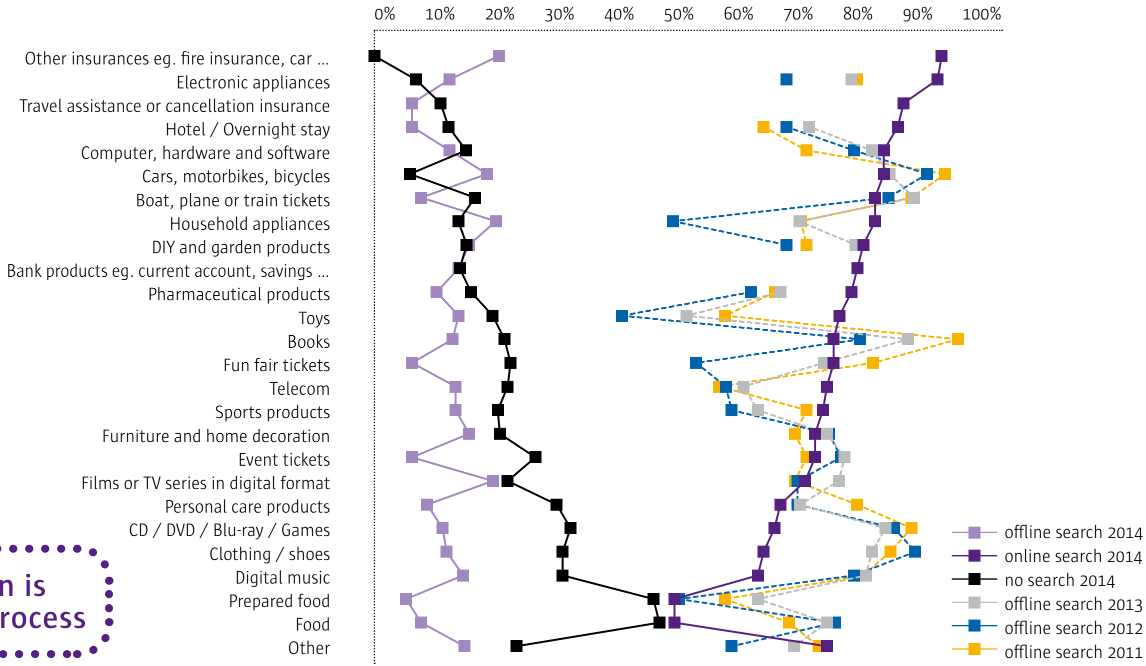
Q: Which new products or services did you buy via the Internet (for personal purposes) in the past 12 months?
Q: Which of the following products would you consider purchasing online in the coming 12 months?



N = Min 852 / F = Only if probably or certainly buy online in the future

Online purchases
Information search

Q: To what extent have you looked for information before buying the following products online?



Online information is crucial in purchase process

N = 996 / F = None

Sector focus

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Price and convenience

remain main drivers for e-commerce

Website satisfaction increases

Sector focus

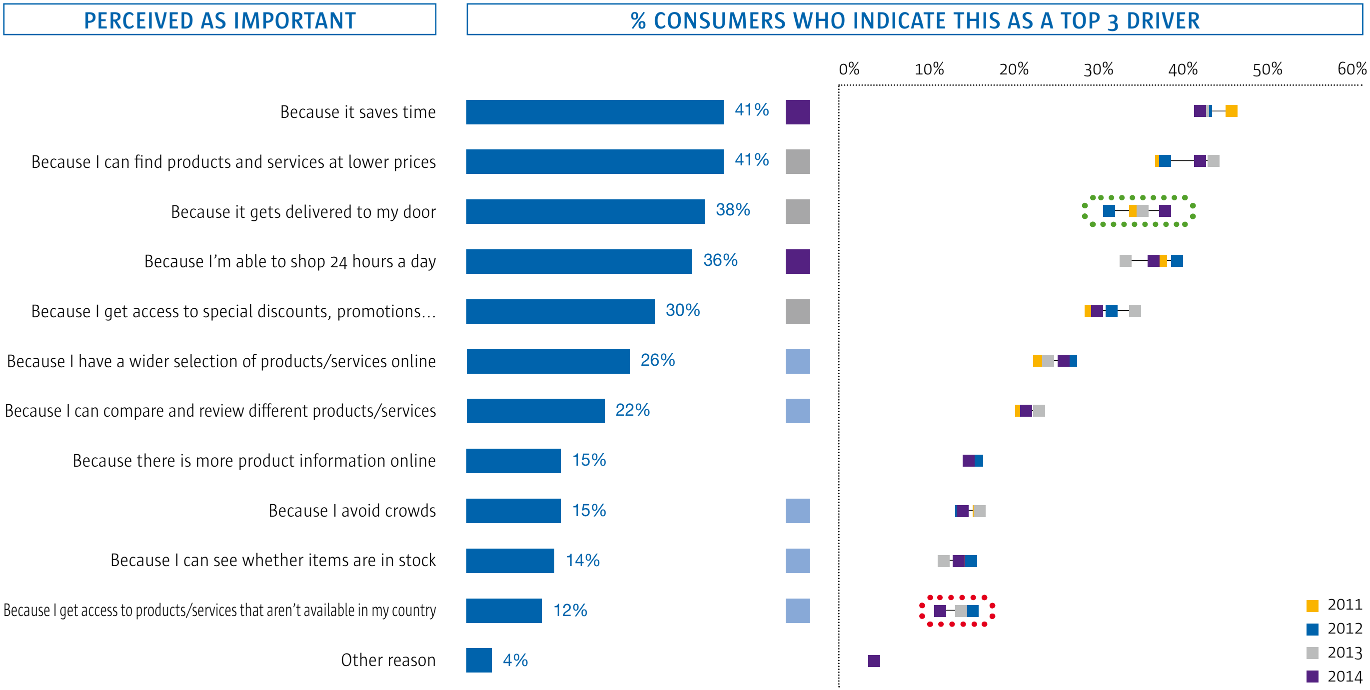
Drivers for E-commerce - Evolutions

Q: What are the 3 main reasons why you bought this product online?

Time & Convenience

Money

Purchase Management



F = Have bought before

Sector focus

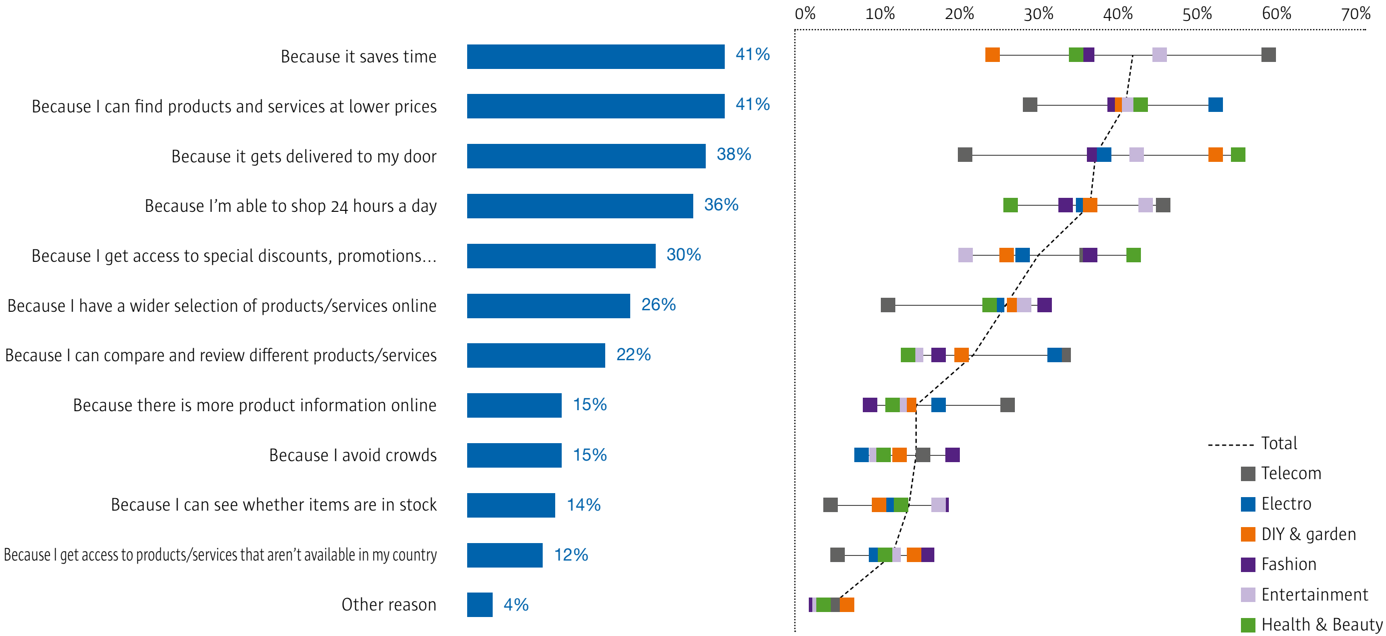
Drivers for E-commerce (details 1/2)

Q: What are the 3 main reasons why you bought this product online?

Not all sectors are equal!

PERCEIVED AS IMPORTANT

% CONSUMERS WHO INDICATE THIS AS A TOP 3 DRIVER

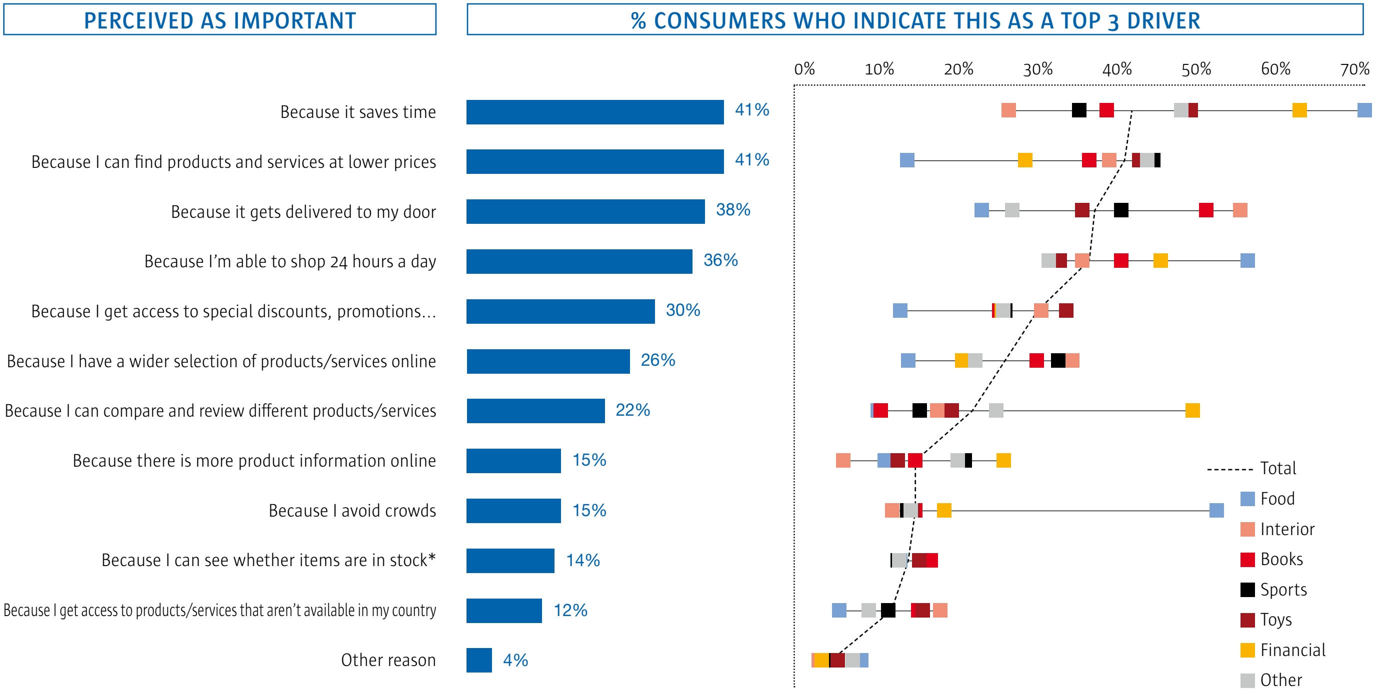


N = 54 up to 454 per sector / F = Have bought before

Sector focus

Drivers for E-commerce (details 2/2)

Q: What are the 3 main reasons why you bought this product online?

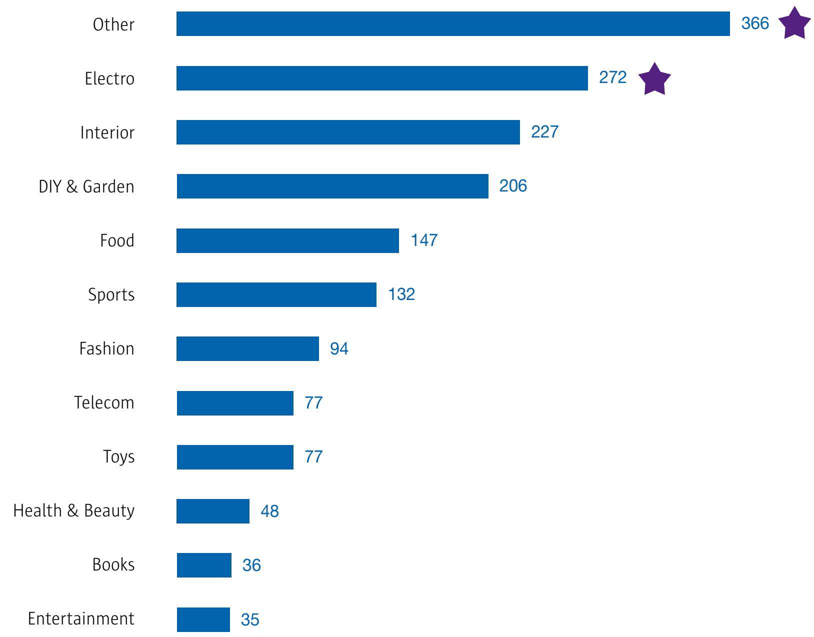


N = 54 up to 454 per sector / F = Have bought before / *Filter: Not if sector 'Financial'

Sector focus
Purchase amount

Q: How much money did you spend at your most recent online purchase?

ON AVERAGE ONLINE SHOPPERS SPEND **€ 170** (PREVIOUS WAVE = € 165)



Other
=
very often one-offs (travel)

N = 54 up to 454 per sector / F = Have bought before

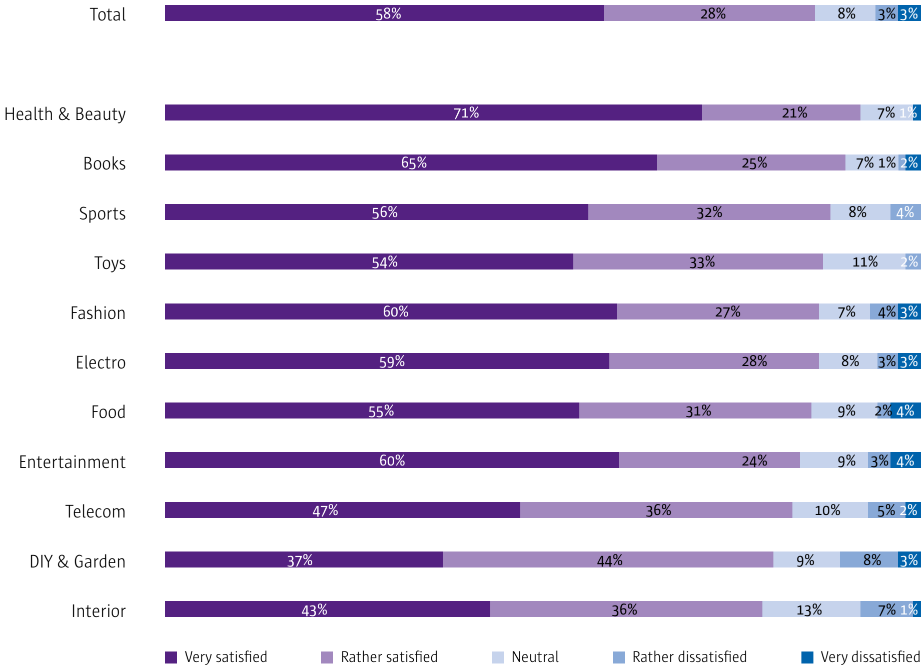
Sign. difference (95%)

Sector focus

Website satisfaction

Q: How satisfied were you with using the e-commerce website after your most recent online purchase?

Website satisfaction was never higher



	Top 2 score 2014	Top 2 score 2013	Top 2 score 2012	Top 2 score 2011
Total	**86%**	81%	85%	82%
Health & Beauty	**92%**	80%	83%	83%
Books	**90%**	84%	88%	88%
Sports	**88%**	83%	75%	72%
Toys	**87%**	93%	91%	Not measured
Fashion	**87%**	80%	84%	83%
Electro	**87%**	79%	87%	83%
Food	**86%**	71%	87%	84%
Entertainment	**84%**	82%	87%	81%
Telecom	**83%**	79%	71%	72%
DIY & Garden	**80%**	65%	82%	73%
Interior	**79%**	85%	80%	78%

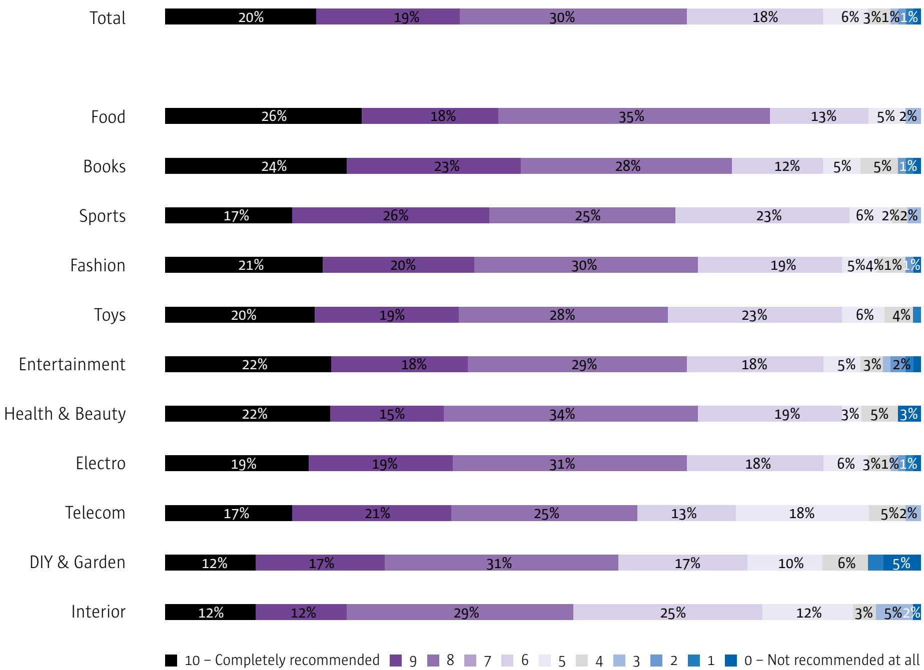
N = 54 up to 454 per sector / F = Have bought before

Sector focus

Website Recommendation

Highest NPS scores = highest frequency

Q: How likely are you to recommend 'website' to a friend, on a scale from 0 to 10?



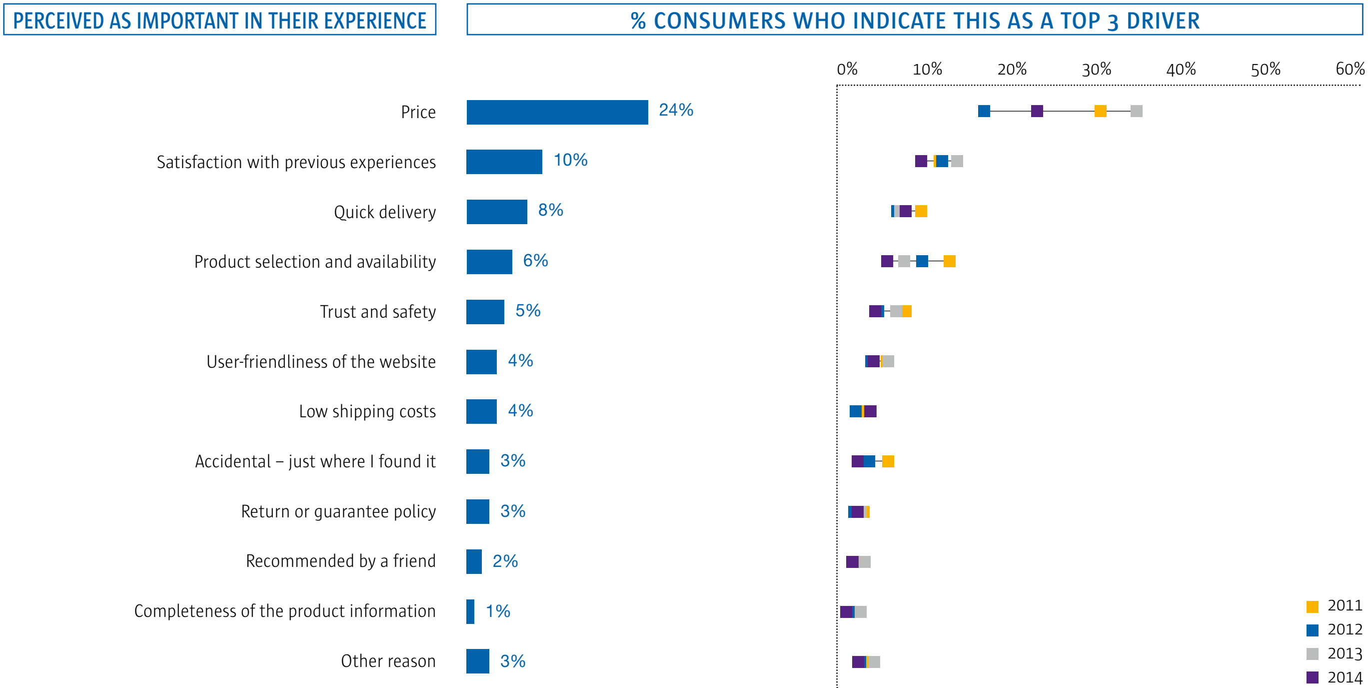
	NPS			
	2014	2013	2012	2011
Total	**27**	22	34	21
Food	**37**	42	40	41
Books	**34**	34	39	24
Sports	**32**	25	52	2
Fashion	**31**	18	25	18
Toys	**28**	30	40	Not measured
Entertainment	**27**	26	42	24
Health & Beauty	**26**	12	39	37
Electro	**26**	18	37	25
Telecom	**13**	11	9	3
DIY & Garden	**7**	0	41	9
Interior	**2**	10	5	6

N = 54 up to 454 per sector / F = Have bought before

Sector focus

Drivers website - Evolutions

Q: Why did you use ‘website’ for your online purchase?



N = 54 up to 454 per sector / F = Have bought before

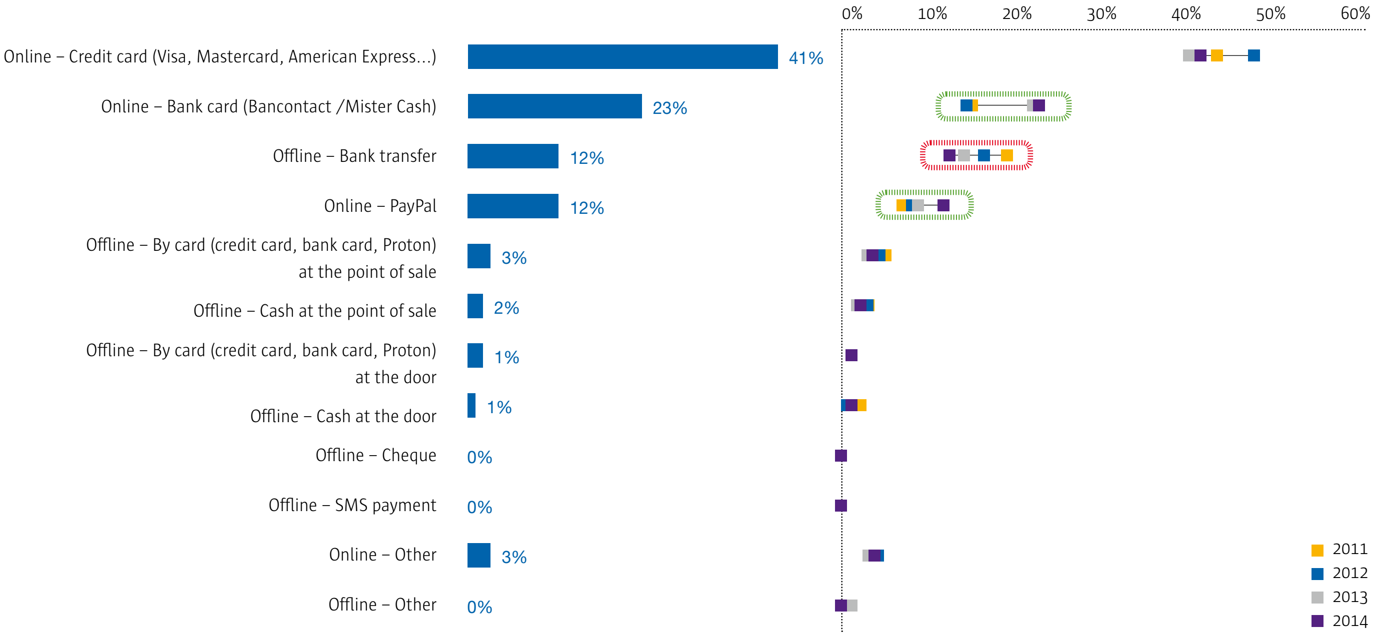
Sector focus

Payment method - Evolutions

Q: How did you pay for it?

Growth of PayPal shows we need transparent online payment platform

TRANSACTION PAYMENT METHOD



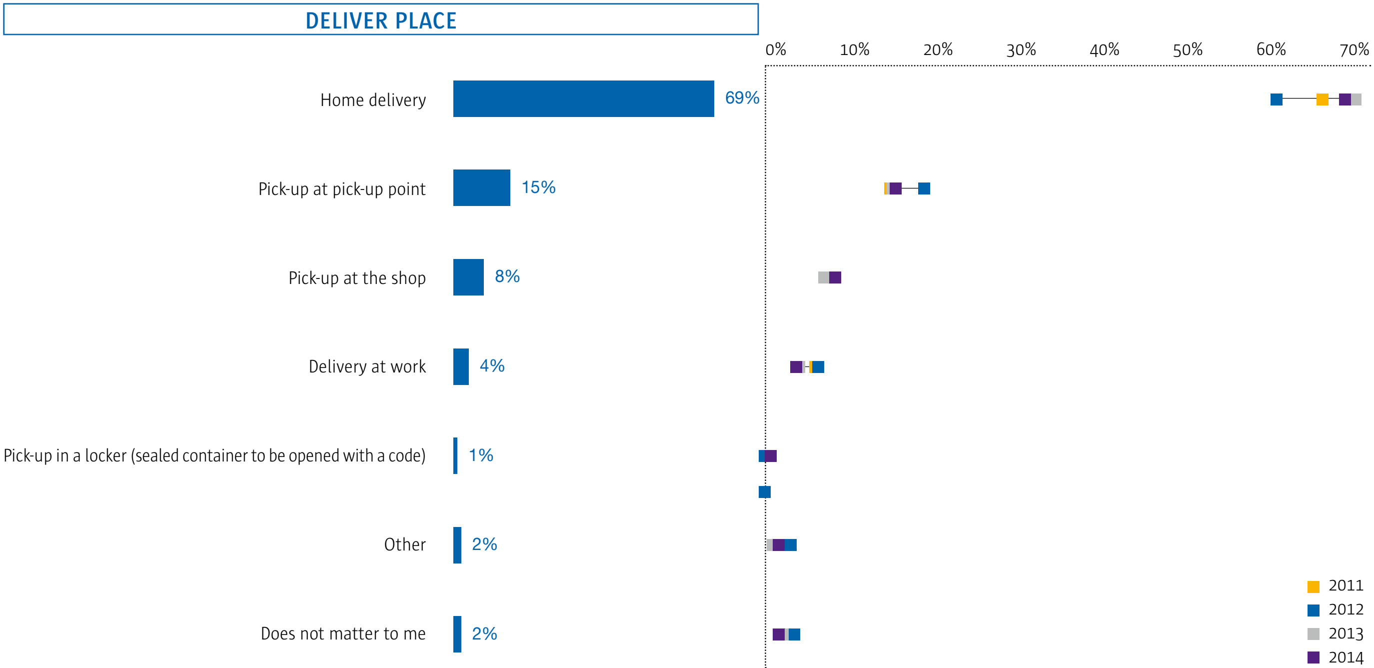
N = 54 up to 454 per sector / F = Have bought before

Sector focus

Delivery preference - Evolutions

Q: How do you prefer your online purchases 'product sector' to be delivered?

No major changes in delivery preferences

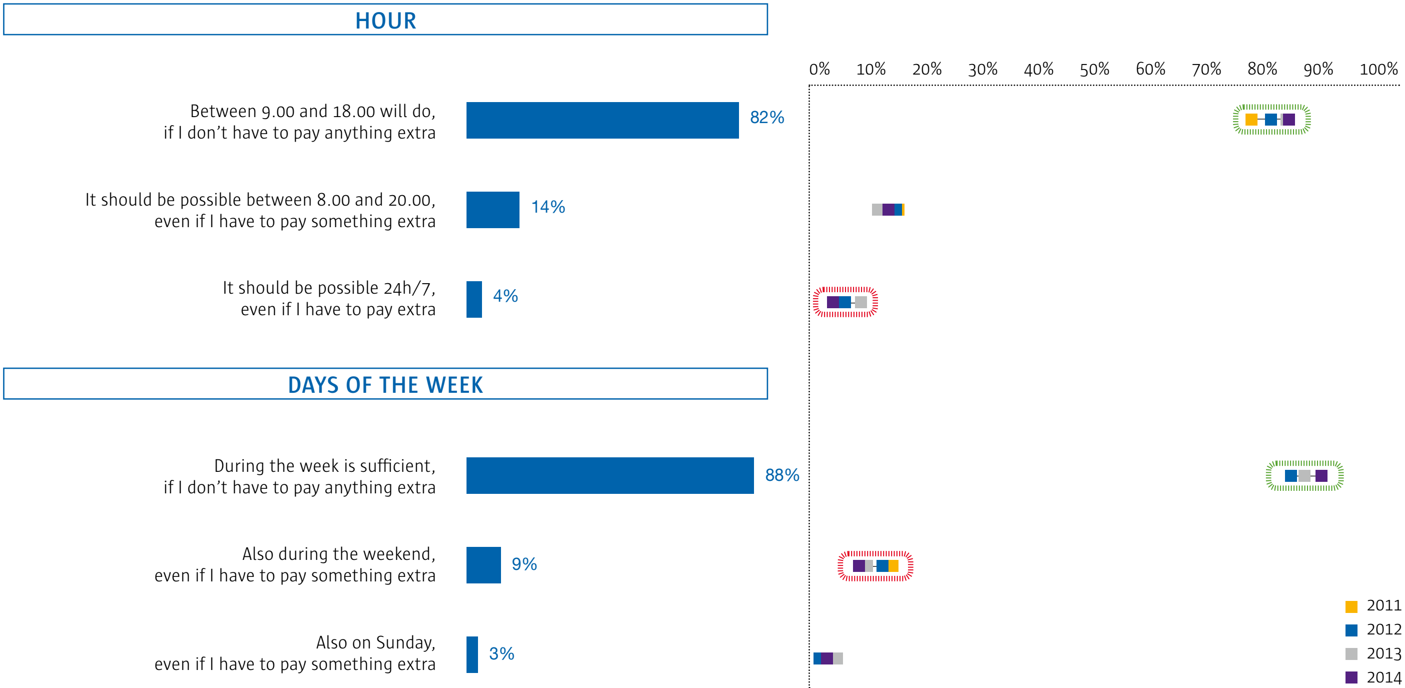


N = 54 up to 454 per sector / F = Have bought before

Sector focus

Delivery time - Evolutions

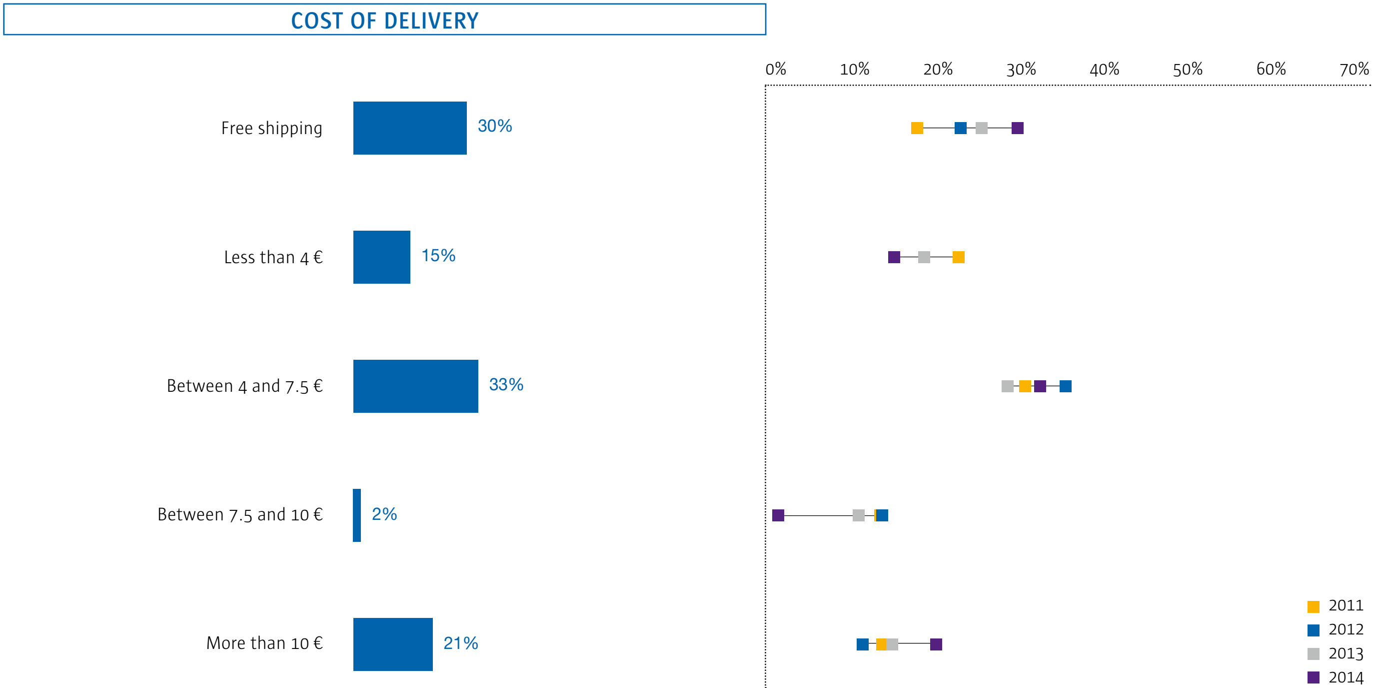
Q: When should it be possible to have ‘product’ delivered?



N = 54 up to 454 per sector/ F = Have bought before

Sector focus
Delivery price - Evolutions

Q: How much are you willing to pay for the delivery of the 'product' you buy online?



N = 54 up to 454 per sector/ F = Have bought before

E-commerce trust & attitude

comeos

for commerce and services

43% prefers a Belgian website -

that is a 7% drop

... but 80% still prefers websites with

offline counterpart

E-commerce trust

Faith in e-commerce remains at 60%

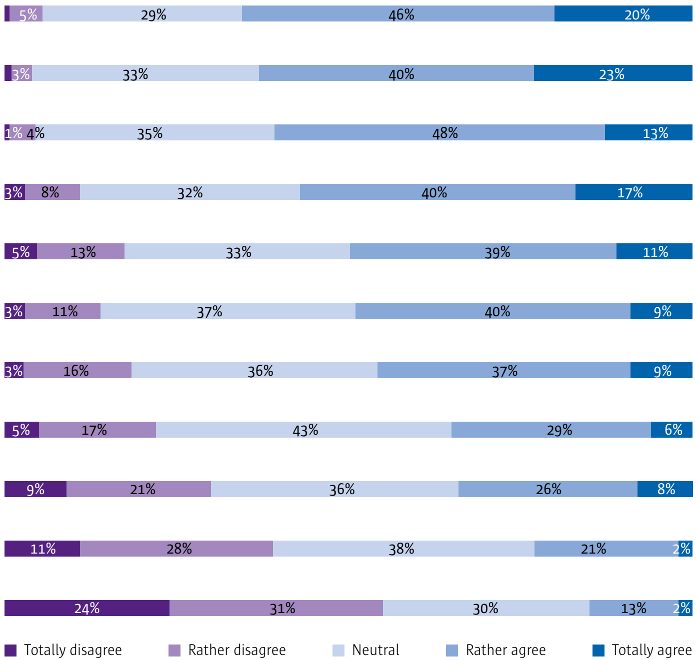
Q: To what extent do you agree with the following statements? (Top 2 scores)

		2013	2012	2011
I would only purchase products and/or services on familiar and reliable sites	66%	69%	77%	74%
I find it important for an e-commerce website to be certified by an independent body	63%	68%	74%	69%
I have faith in e-commerce	60%	60%	68%	62%
I find a transfer a reliable method of payment for an online purchase	57%	63%	66%	59%
I find it safe to pay for an online purchase with a credit card (VISA, MasterCard...)	50%	49%	57%	48%
I am open to purchasing a broad range of products and/or services online	49%	45%	52%	46%
I frequently purchase products and/or services online	46%	42%	39%	39%
I am open to purchasing products from other Internet users on the Internet (e.g. on classified websites...)	35%	35%	30%	29%
I have no inhibitions when it comes to buying products and/or services online	34%	34%	37%	31%
I would also buy products and/or services on websites I do not know	23%	21%	20%	19%
I would also buy expensive, risky products and/or services online	15%	14%	11%	13%

N = 996 / F = None

E-commerce trust
(detail)

Q: To what extent do you agree with the following statements? (Top 2 scores)



	2014	2013	Evolution 2013-2014
I would only purchase products and/or services on familiar and reliable sites	66%	69%	-3%
I find it important for an e-commerce website to be certified by an independent body	63%	68%	-5%
I have faith in e-commerce	60%	63%	0%
I find a transfer a reliable method of payment for an online purchase	57%	60%	-6%
I find it safe to pay for an online purchase with a credit card (VISA, MasterCard...)	50%	49%	1%
I am open to purchasing a broad range of products and/or services online	49%	45%	4%
I frequently purchase products and/or services online	46%	42%	4%
I am open to purchasing products from other Internet users on the Internet (e.g. on classified websites...)	35%	35%	0%
I have no inhibitions when it comes to buying products and/or services online	34%	34%	0%
I would also buy products and/or services on websites I do not know	23%	21%	2%
I would also buy expensive, risky products and/or services online	15%	14%	1%

N = 996 / F = None

E-commerce attitude

80% still prefers website with offline counterpart

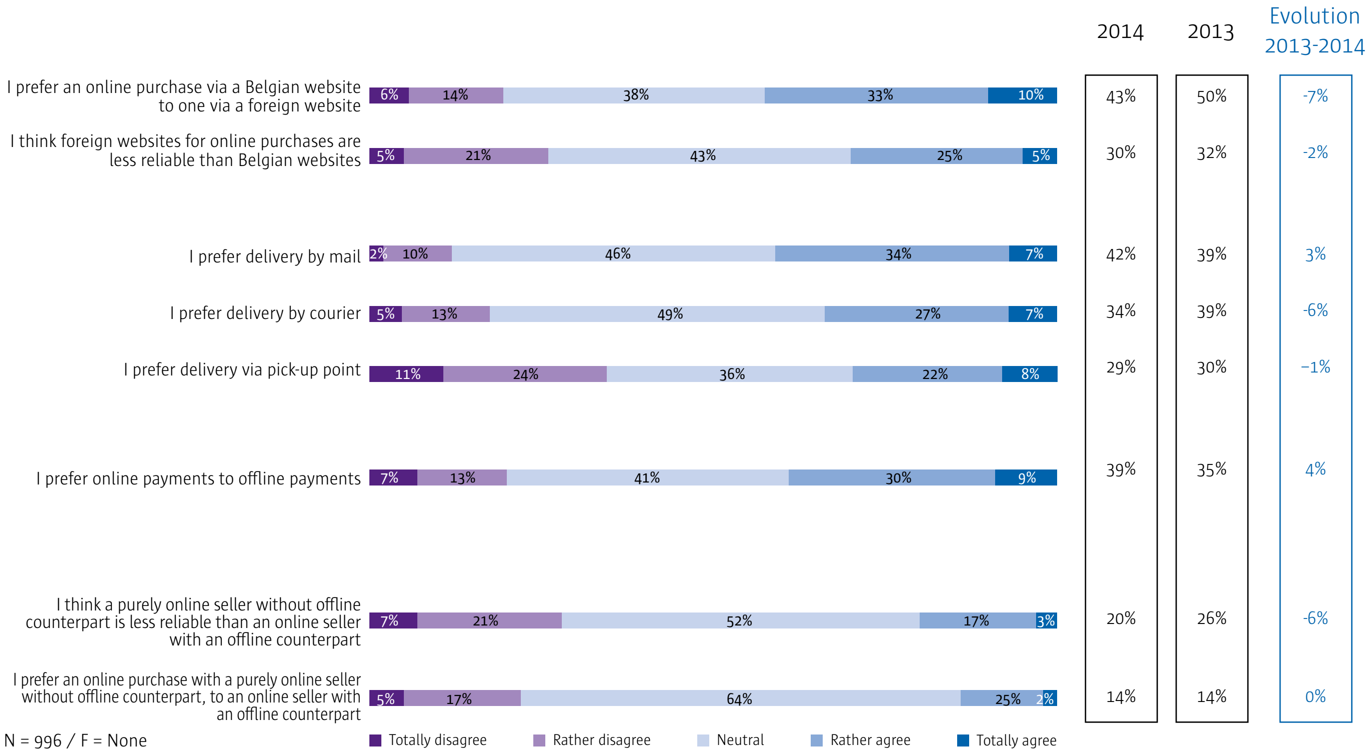
Q: To what extent do you agree with the following statements? (Top 2 scores)

		2013	2012	2011
I prefer an online purchase via a Belgian website to one via a foreign website	43%	50%	47%	46%
I think foreign websites for online purchases are less reliable than Belgian websites	30%	32%	29%	28%
I prefer delivery by mail	42%	39%	34%	39%
I prefer delivery by courier	34%	39%	38%	36%
I prefer delivery via pick-up point	29%	30%	31%	26%
I prefer online payments to offline payments	39%	35%	38%	34%
I think a purely online seller without offline counterpart is less reliable than an online seller with an offline counterpart	20%	26%	22%	21%
I prefer an online purchase with a purely online seller without offline counterpart, to an online seller with an offline counterpart	14%	14%	11%	13%

N = 996 / F = None

E-commerce attitude
(detail)

Q: To what extent do you agree with the following statements? (Top 2 scores)



N = 996 / F = None

Internet problems

comeos

for commerce and services

4 out of 10 cases of **internet problems**

concern **payment issues** ...

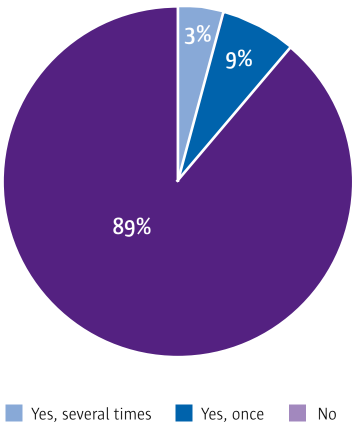
... and **1 out of 4** cases

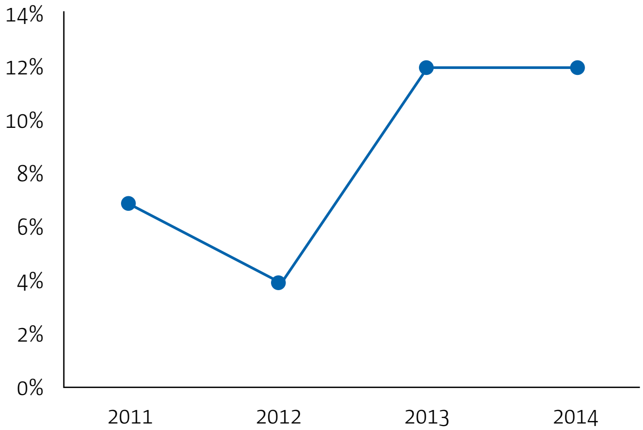
never gets solved

Internet problems
Exposure

Q: Have you been confronted with Internet problems related with your purchase of new products or services on the Internet in the past 12 months?

2014	EVOLUTION





N = 996 / F = None

Internet problems

Type of problems

Q: What is the best description of this internet problem?

		2013	2012	2011
Payment problems (e.g. hacked payment website)	39%	34%	49%	40%
Conscious faulty information on the website	26%	25%	17%	35%
Wrong / damaged / incomplete / missing delivery	21%	20%	25%	28%
Issues concerning return shipment	9%	20%	7%	11%
Other	16%	15%	24%	12%

Return shipment issues:
- 50%
This means retailers are improving their services

N = 111 / F = Confronted with internet problems in past 12 months

Internet problems

Issue handling

Q: Who solved these internet problems?

		2013	2012	2011
The bank	31%	26%	38%	17%
The company	20%	17%	18%	22%
The supplier	20%	15%	11%	22%
Other	4%	17%	13%	19%
The internet problem has not been solved	26%	26%	29%	32%

N = 111 / F = Confronted with internet problems in past 12 months

E-commerce trends & attitude

comeos

for commerce and services

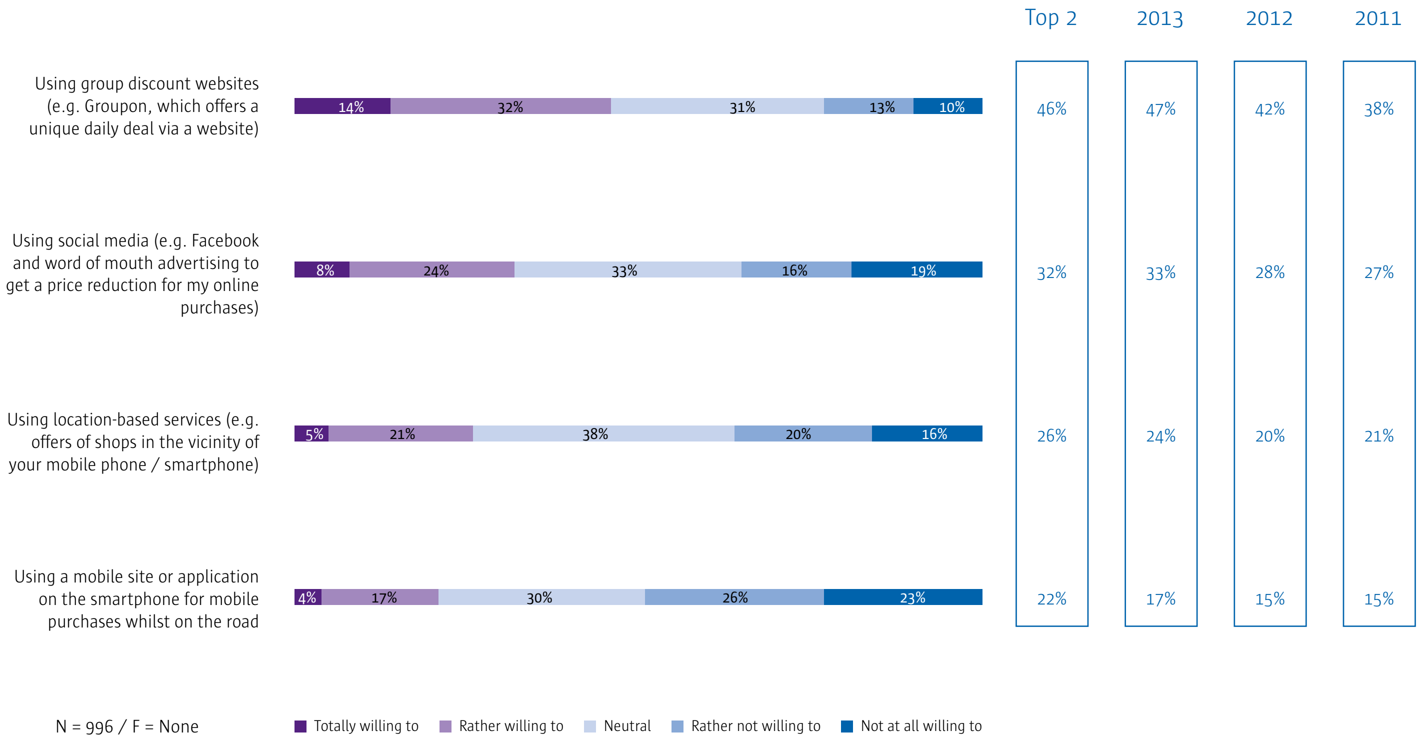
1 out of 3 is willing to promote on
Social Media to get a reduction ...

22% is ready for m-commerce ...
But payment safety and screen size are barriers

E-commerce trends & attitude

Q: To what extent are you willing to use the following new technologies in the coming 12 months?

49% is not willing to use m-commerce

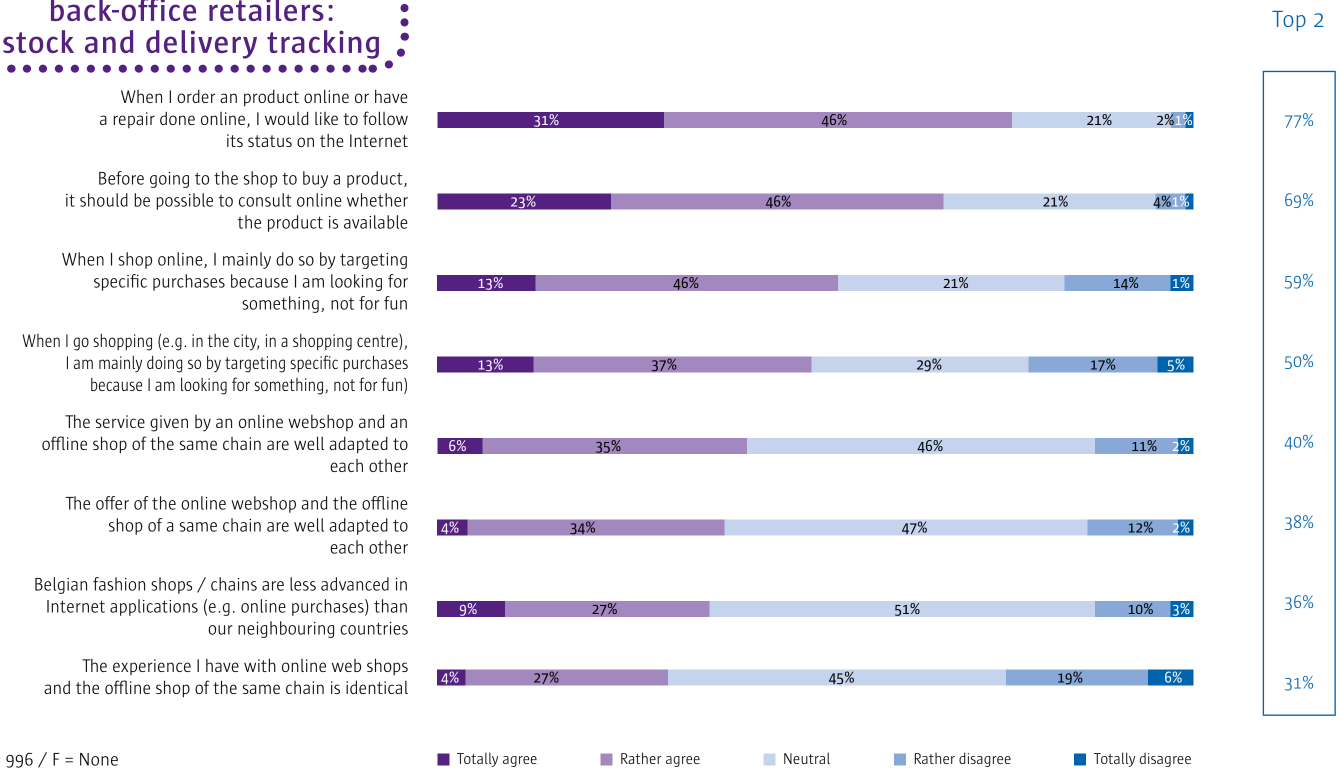


N = 996 / F = None

E-commerce trends & attitude

Consumers want access to back-office retailers: stock and delivery tracking

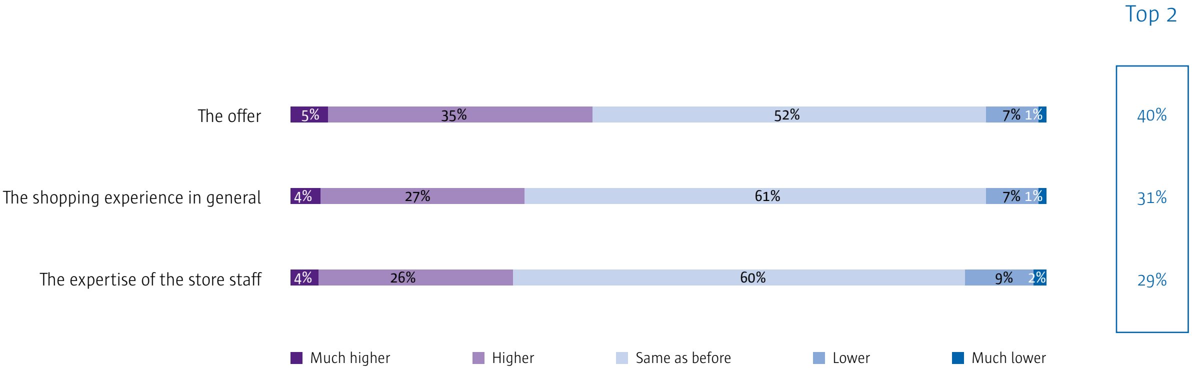
Q: To what extent do you agree with each of the following statements?



N = 996 / F = None

E-commerce trends & attitude

Q: To what extent have your expectations been lower / higher compared to the offline store, compared to 5 years ago?



N = 996 / F = None

www.comeos.be