



Big Ecommerce Survey 2019

Survey background and themes

- Attitudes: brick-and-mortar vs. online stores
- Finding the product vs. buying it
- Frequency of online shopping
- Product categories
- What is important in online shopping
- Preferred online stores
- Preferred payment methods
- Online purchases during campaigns or seasons
- Which delivery options would increase online shopping
- Preferred shipping options and shipping companies
- Country of origin and delivery times
- Returns
- Growing your shopping cart to get free shipping
- Peer-to-peer marketplaces
- Best online stores

Target group

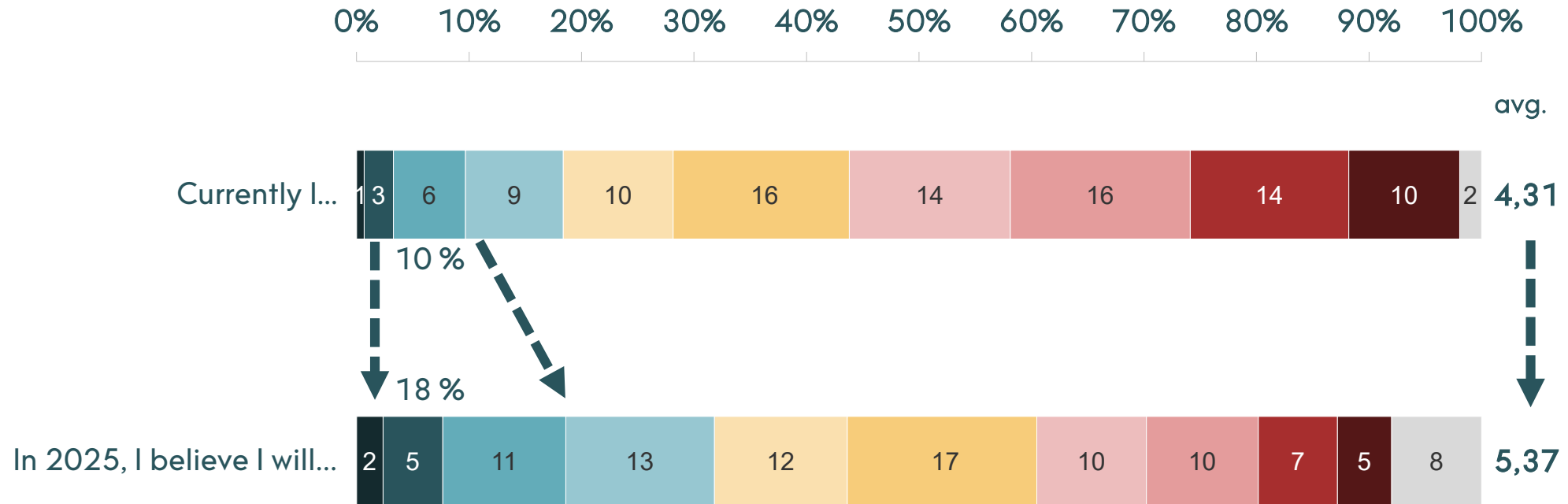
Finnish, Estonian, Latvian and Lithuanian internet users aged 18-79

Covers well the active population.

Number of respondents

2,140 in Finland, 539 in Estonia, 620 in Latvia and 614 in Lithuania

On a scale from 1 to 10, describe your attitude towards buying goods in retail shops and online shops

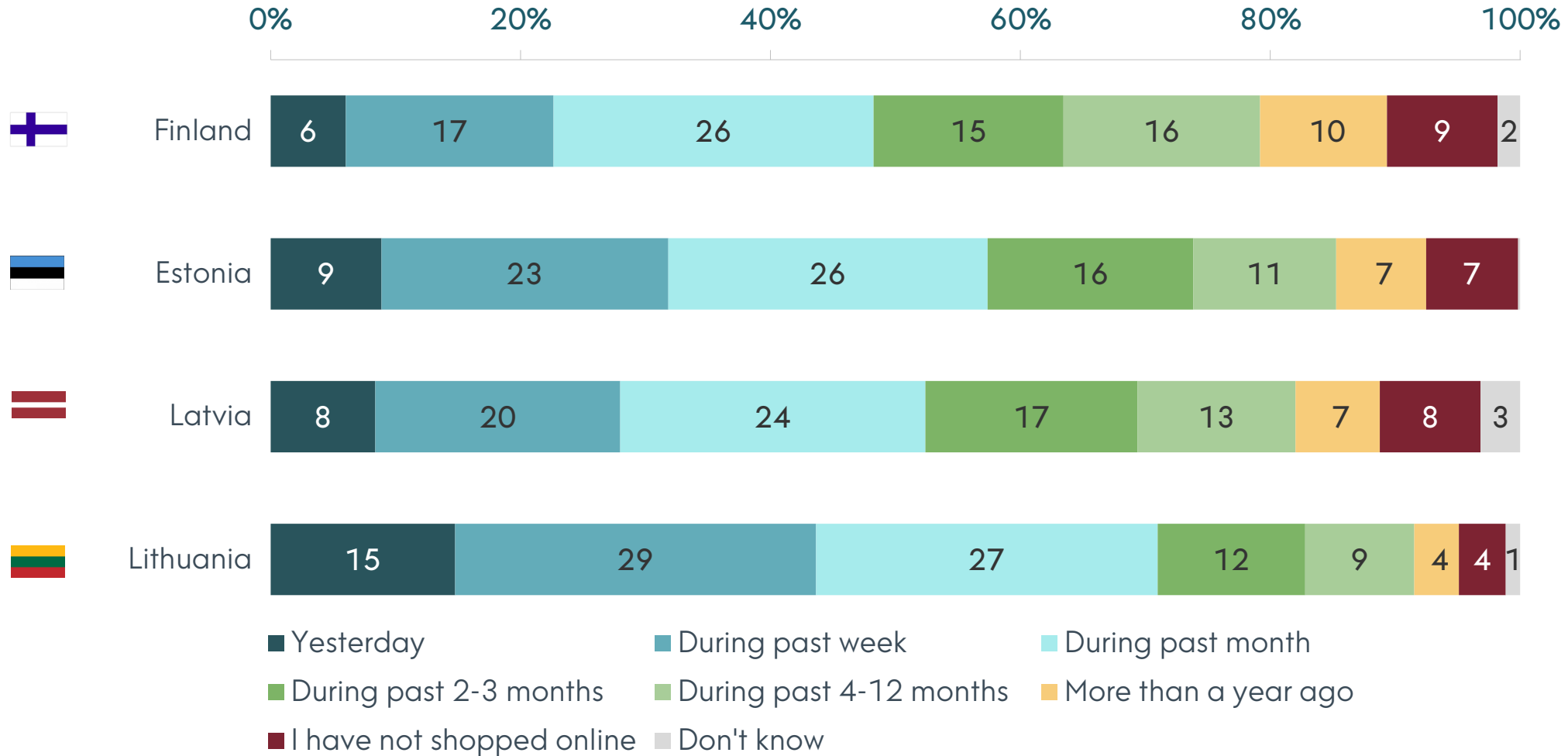


■ 10 = Buy everything online ■ 9 ■ 8 ■ 7 ■ 6 ■ 5 ■ 4 ■ 3 ■ 2 ■ 1 = Buy everything from a retail store ■ Dont know (n=2140)

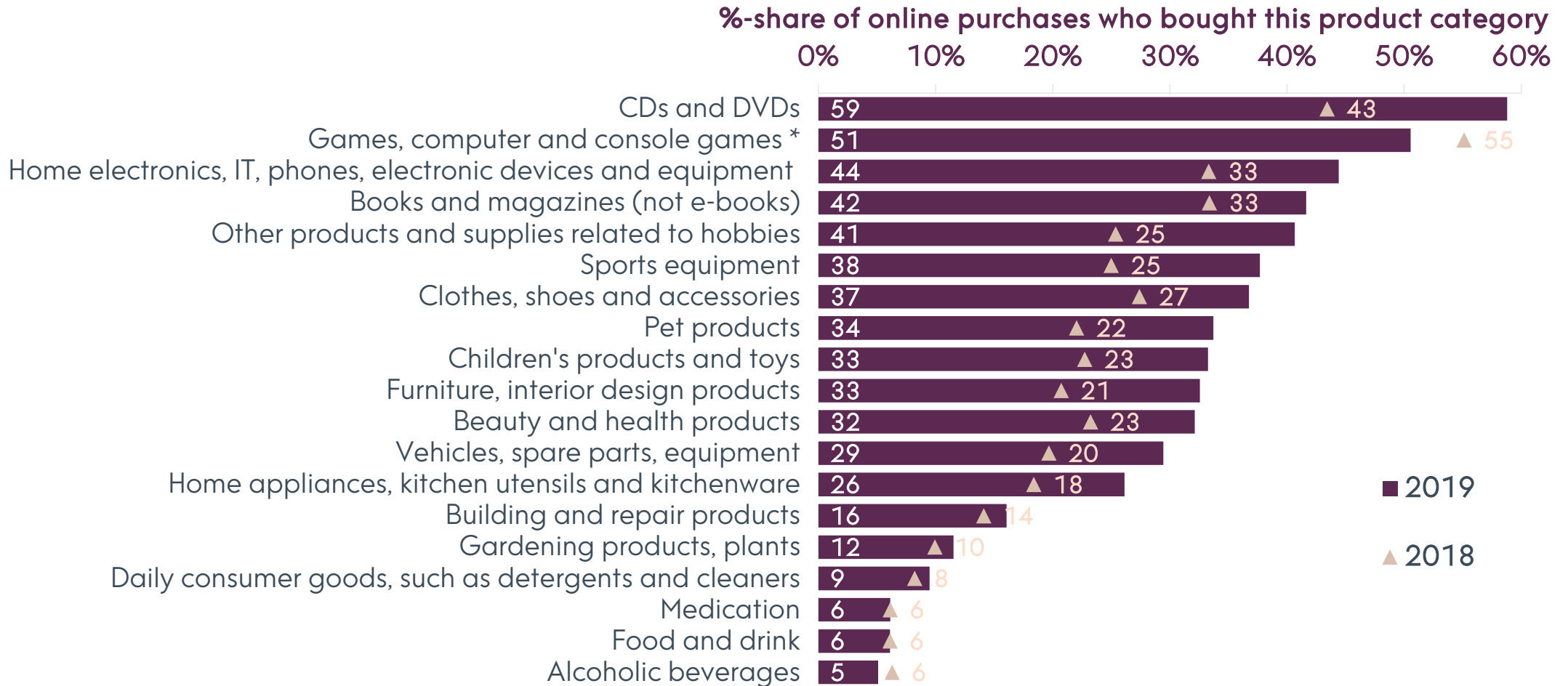
In the last six months, how often have you...?



When did you last buy goods from an online shop?

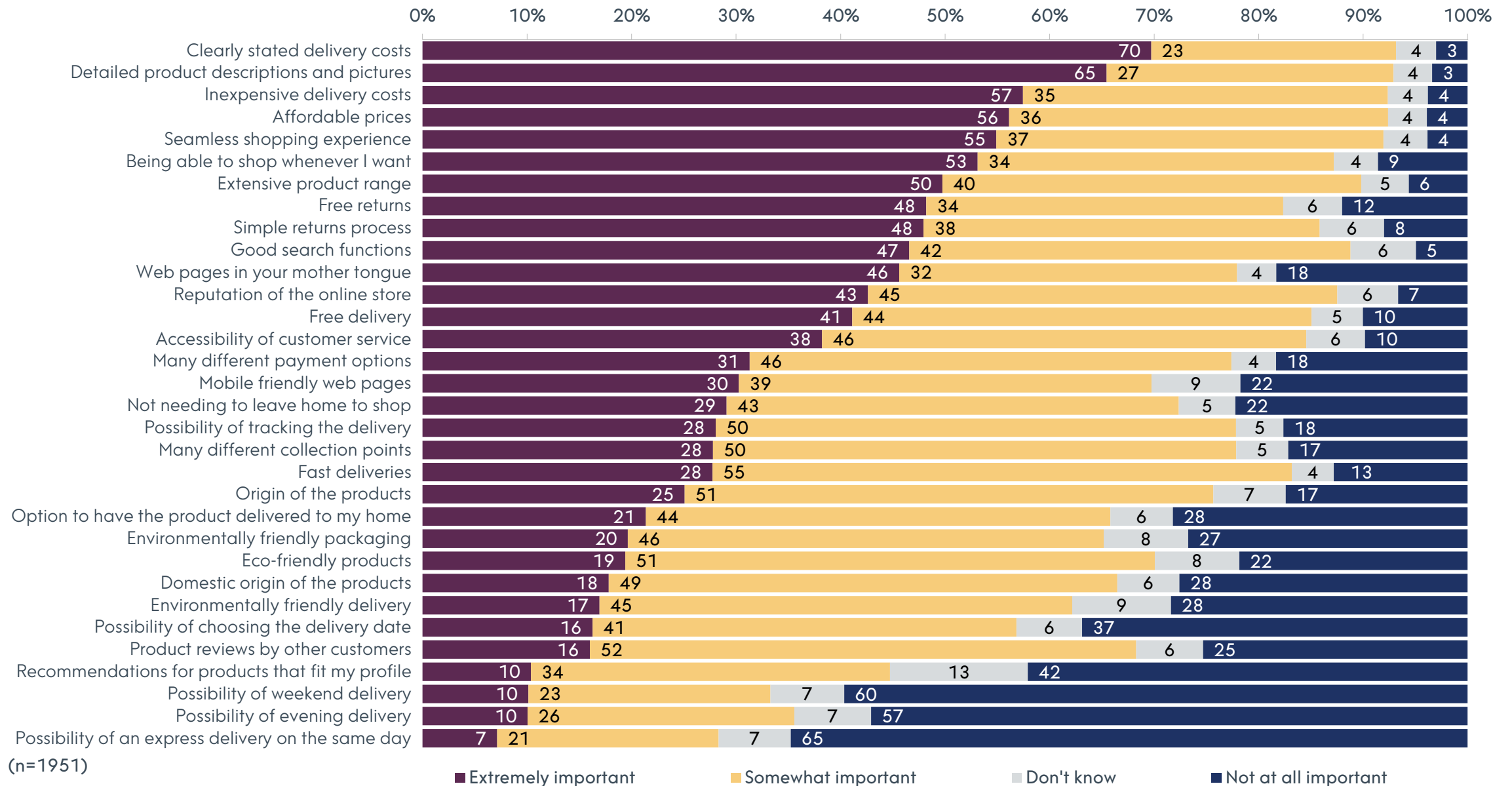


How much of your shopping has been done online in the last six months?



* 2019: Stated separately "non-digital download"
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Which of the following is important when shopping online?

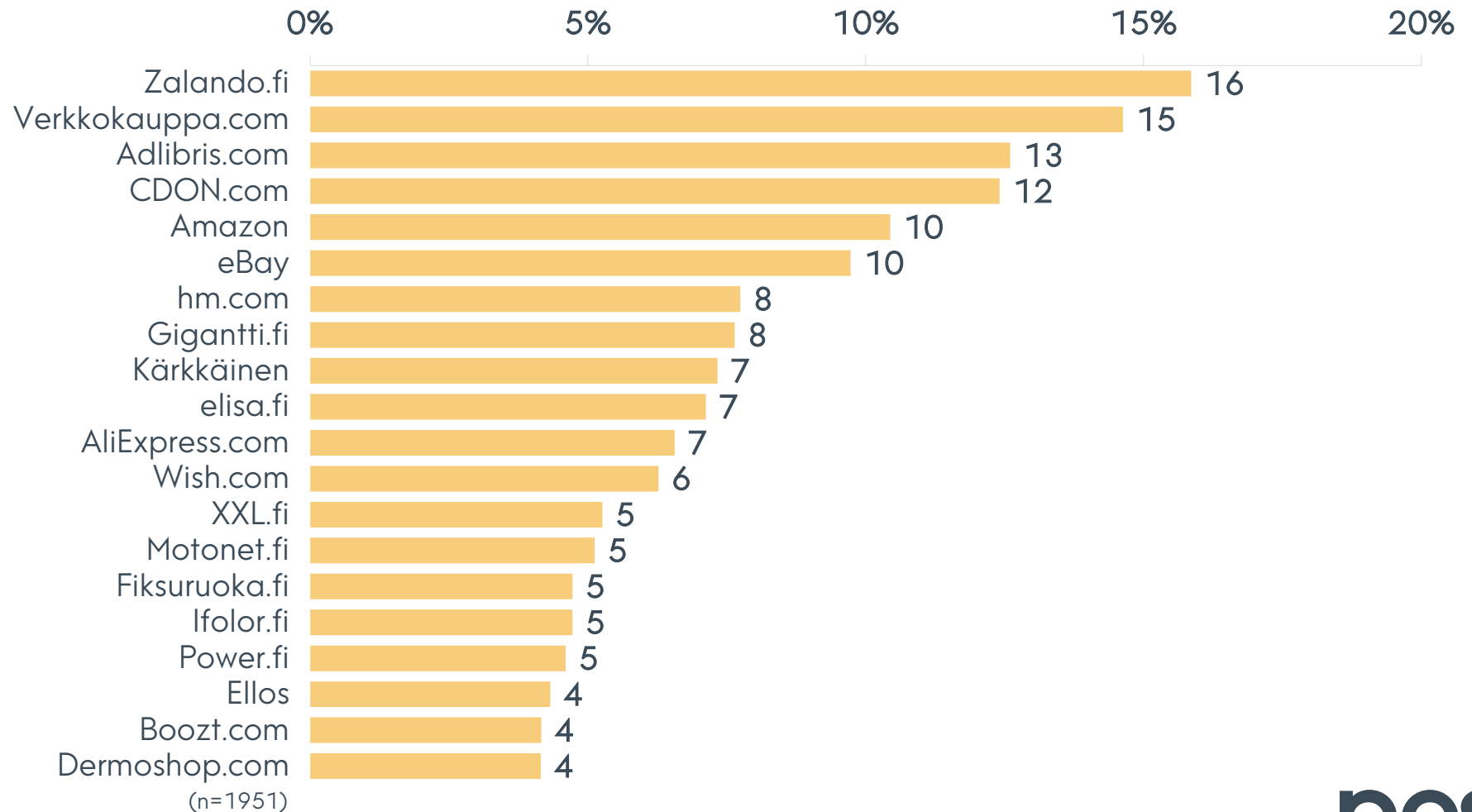


Extremely important

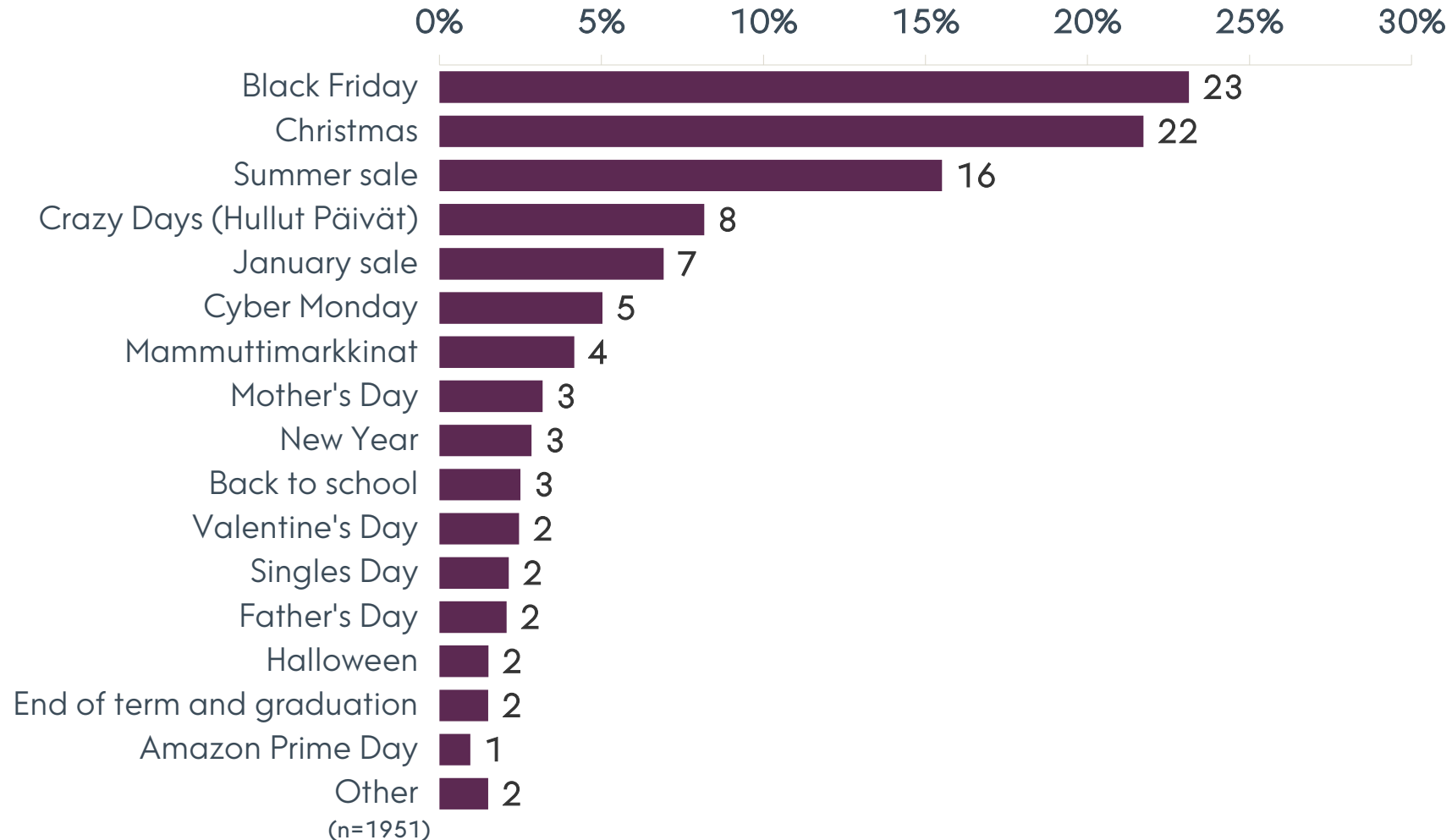
TOP 10

- Clearly stated delivery costs (70%)
- Detailed product descriptions and pictures (65%)
- Inexpensive delivery costs (57%)
- Affordable prices (56%)
- Seamless shopping experience (53%)
- Being able to shop when ever I want (53%)
- Extensive product range (50%)
- Free returns (48%)
- Simple returns process (48%)
- Good search functions (47%)

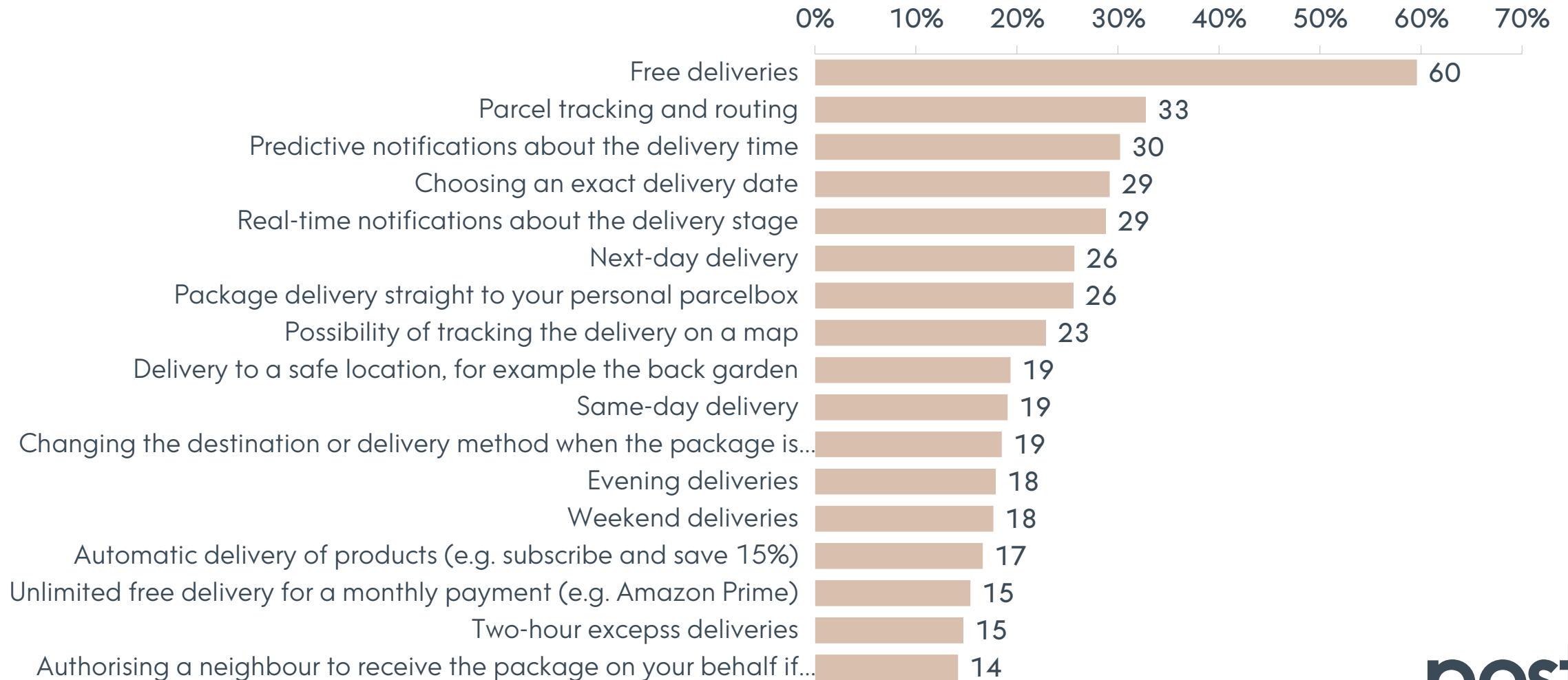
From which of the following online shops have you bought during past 6 months? TOP-20



During which of the following campaigns or other peak periods have you been shopping online?



Would the following delivery-related options increase your online shopping in the future?

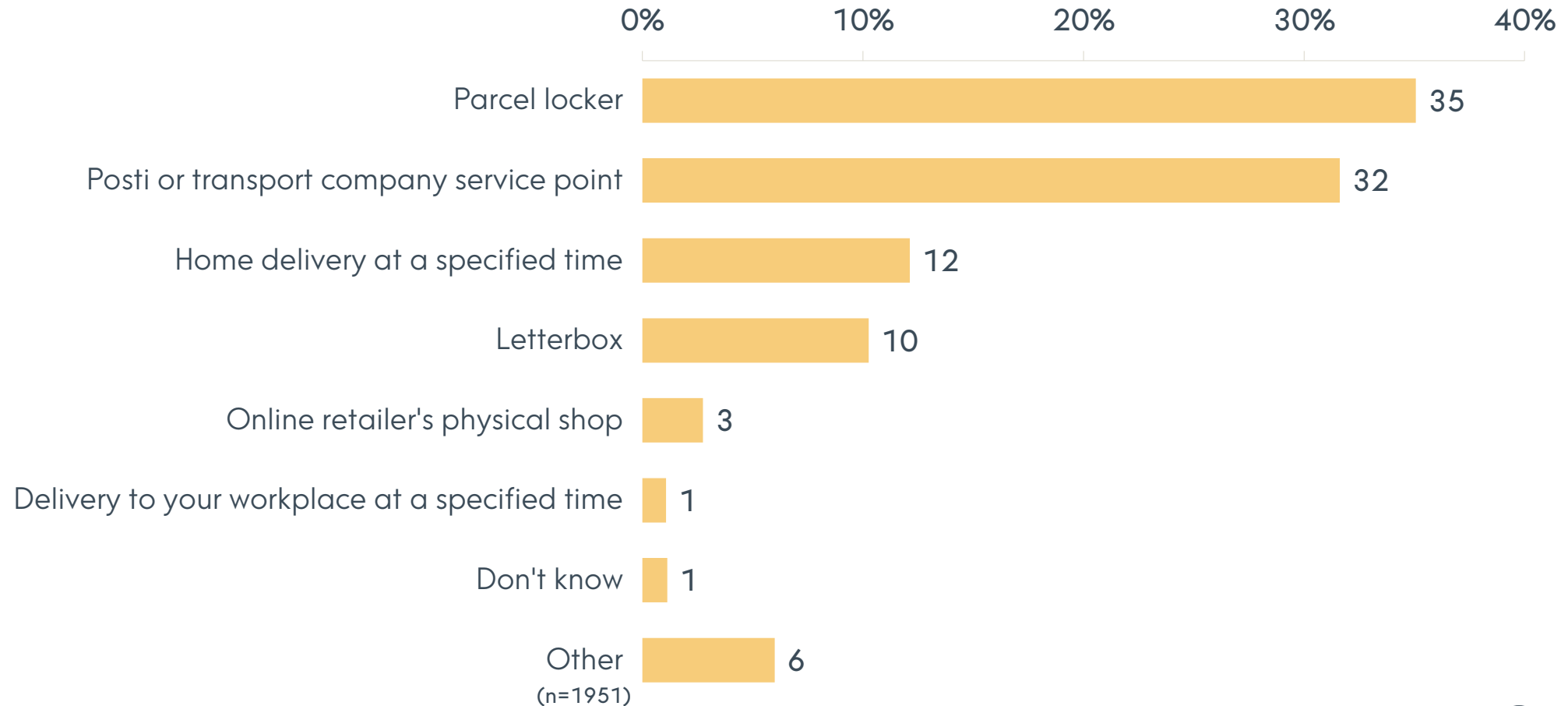


Kantar TNS internet board june-july 2019

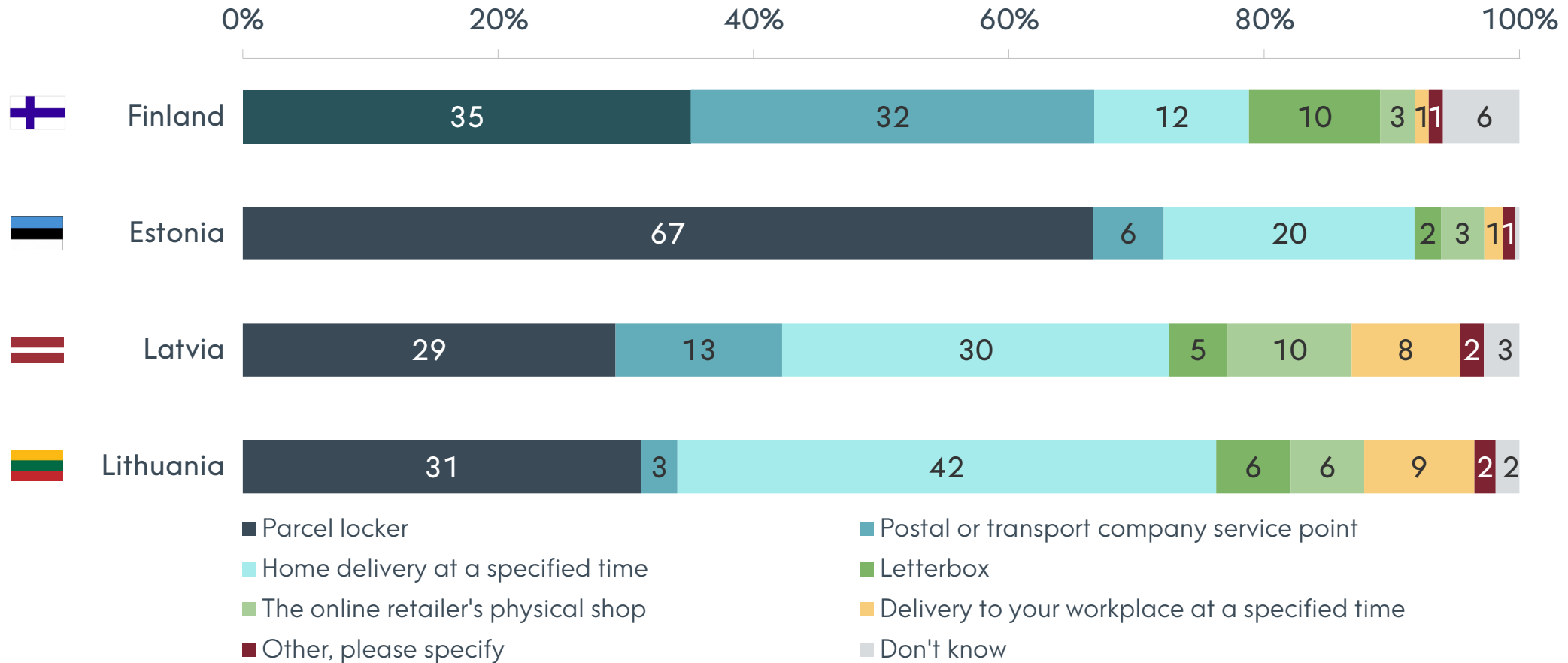
(n=2140)



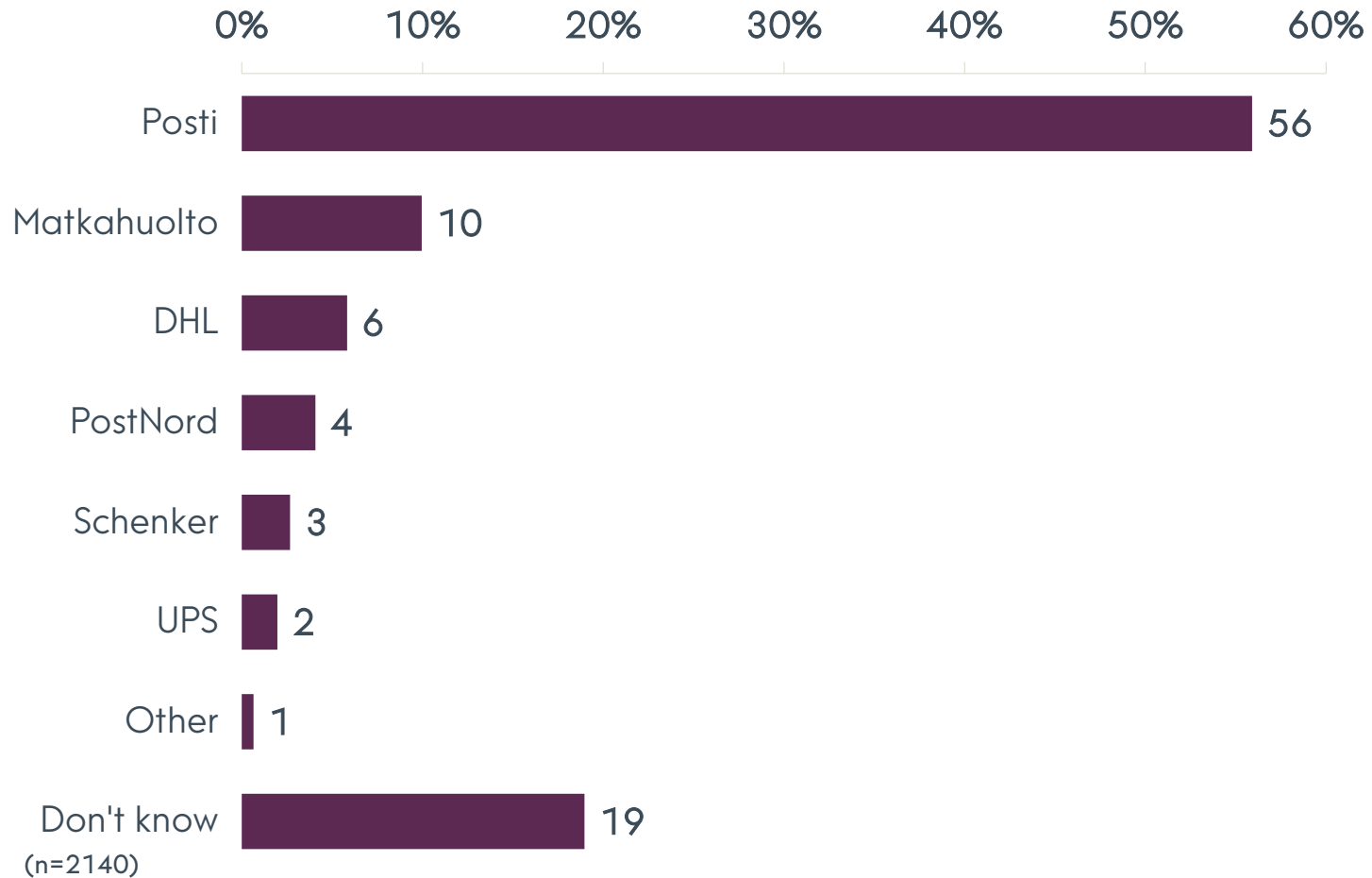
What is your preferred delivery method for products bought online? Where do you choose to have your items delivered?



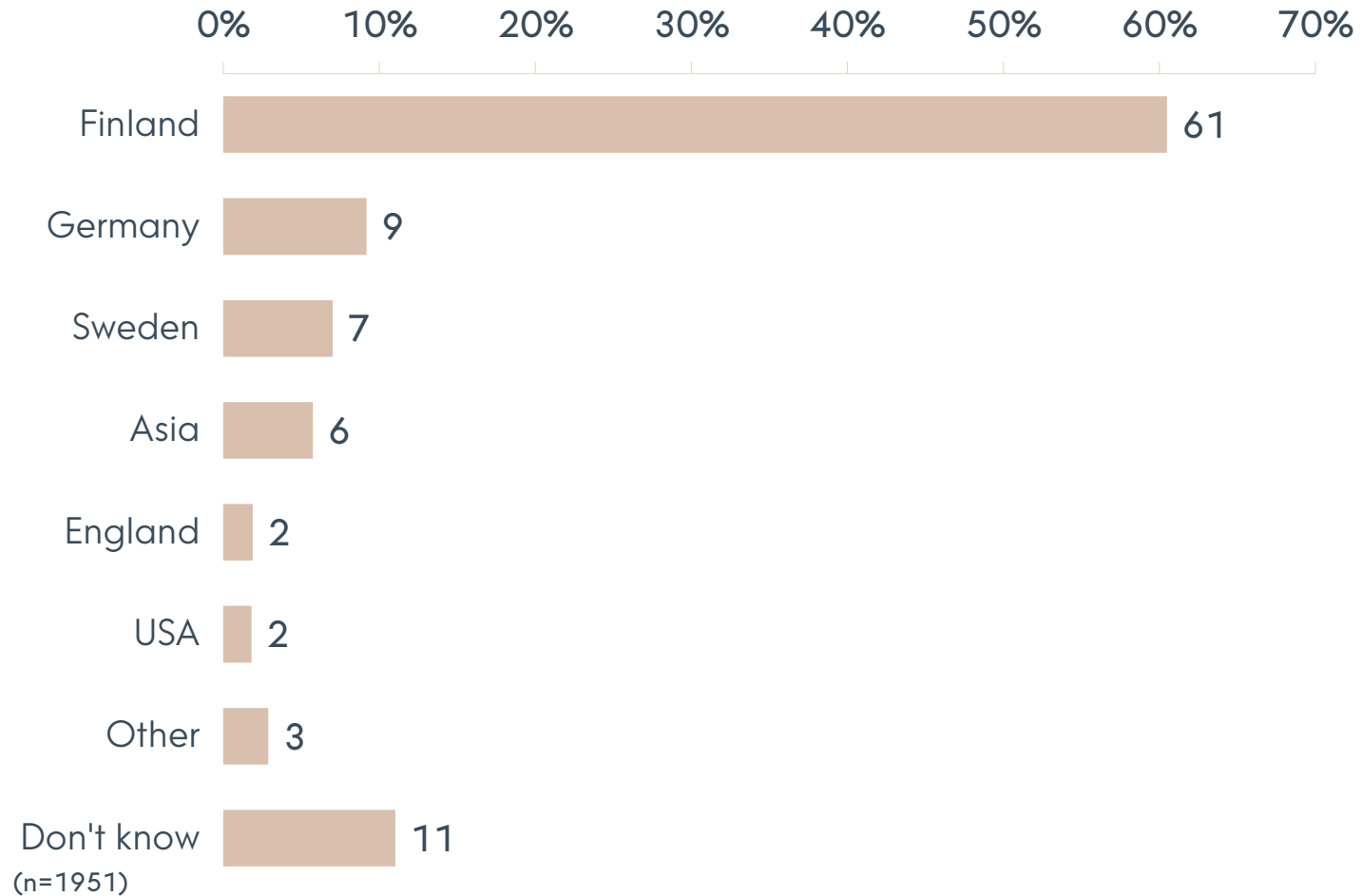
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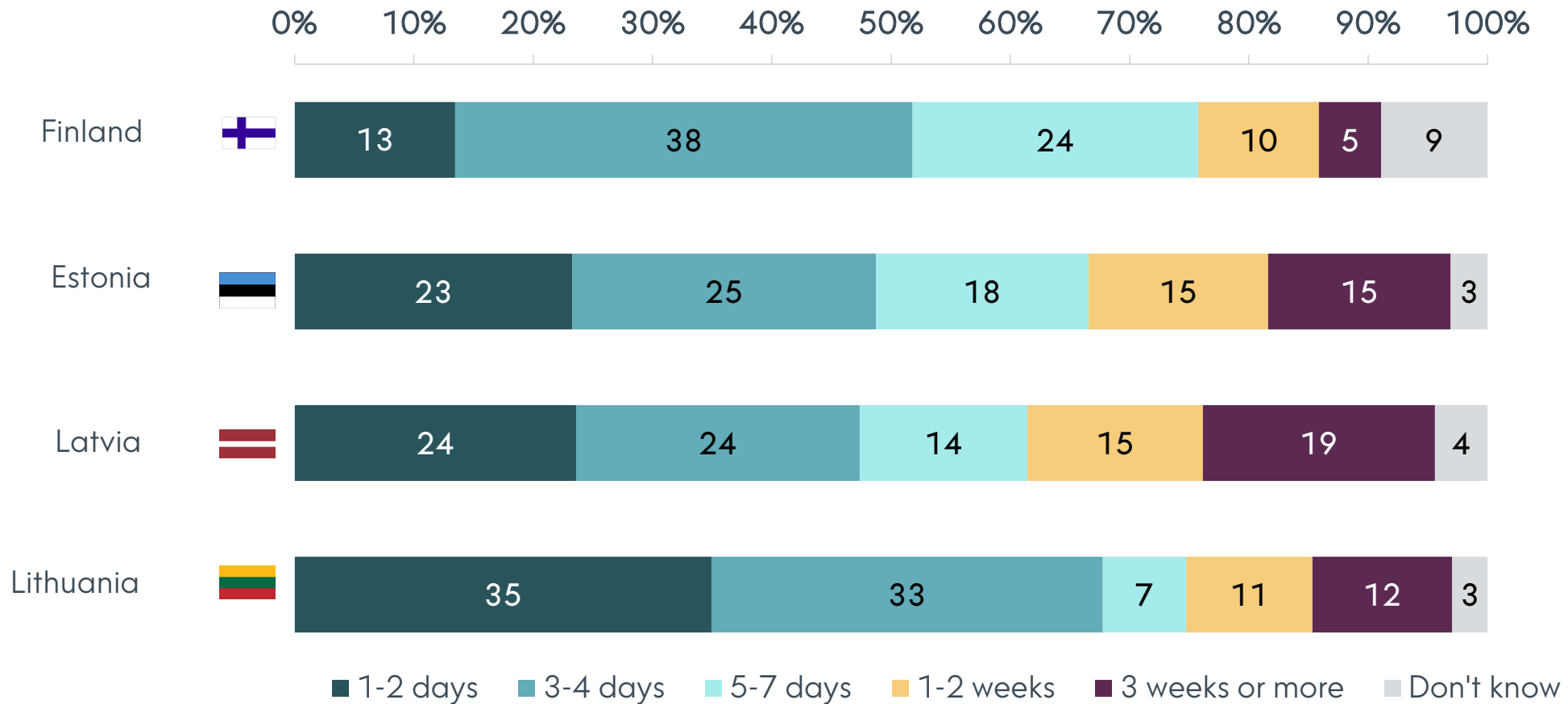
Which of the following delivery or distribution companies do you prefer to use?



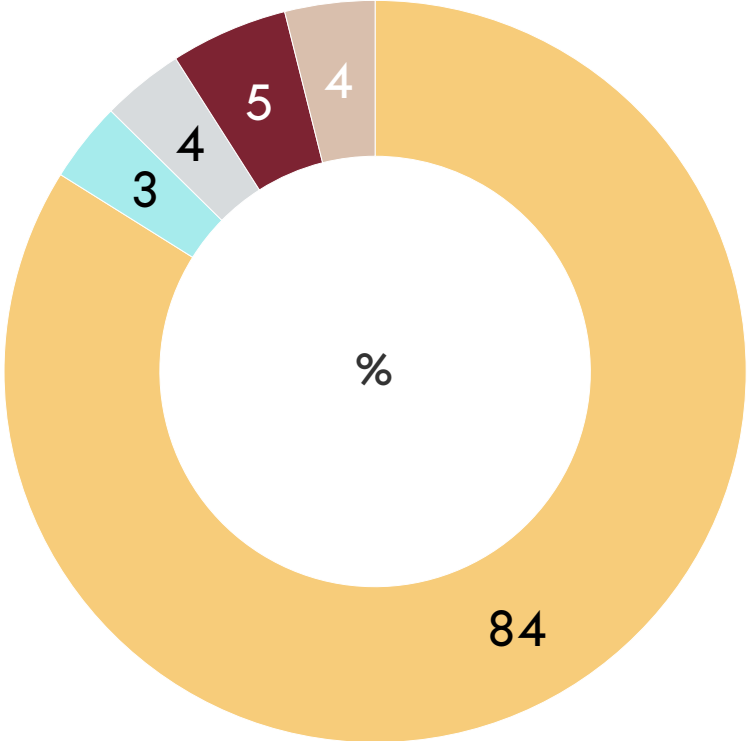
From which country was the last item you bought from an online store sent?



How long was the delivery time for the last item you bought online, from placing the order to delivery?

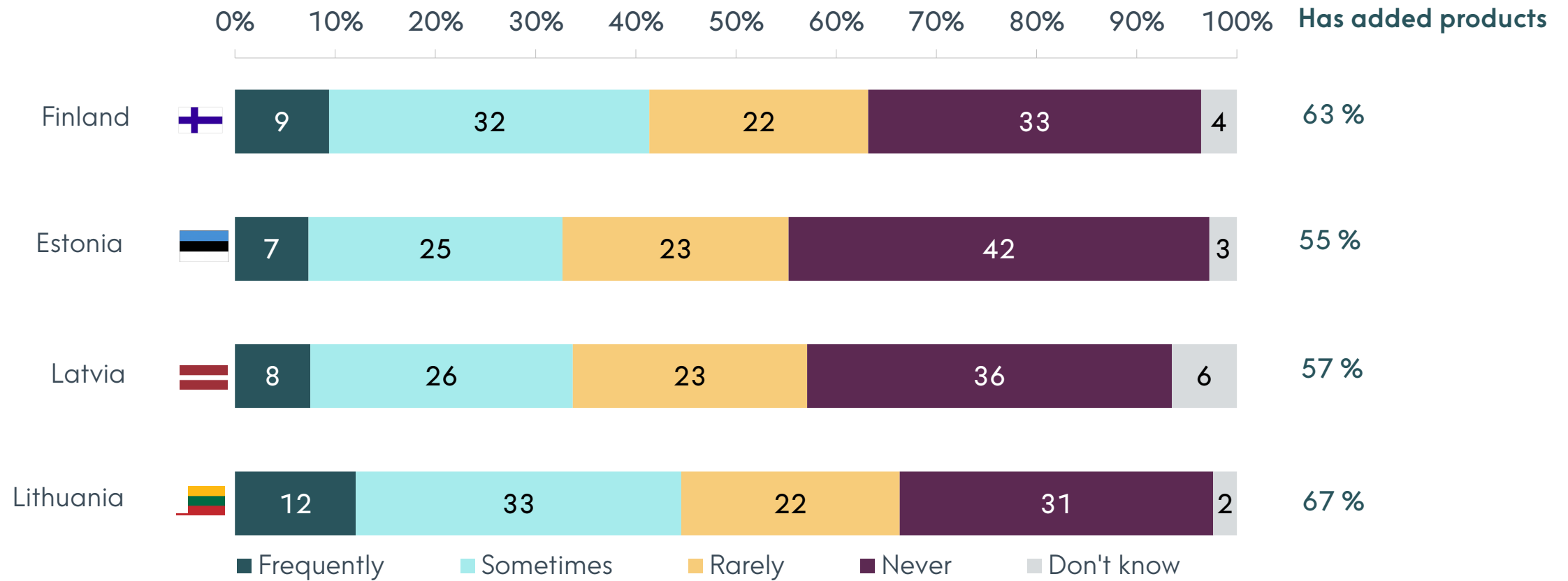


Are you planning on returning, or did you return, the most recent delivery you received?

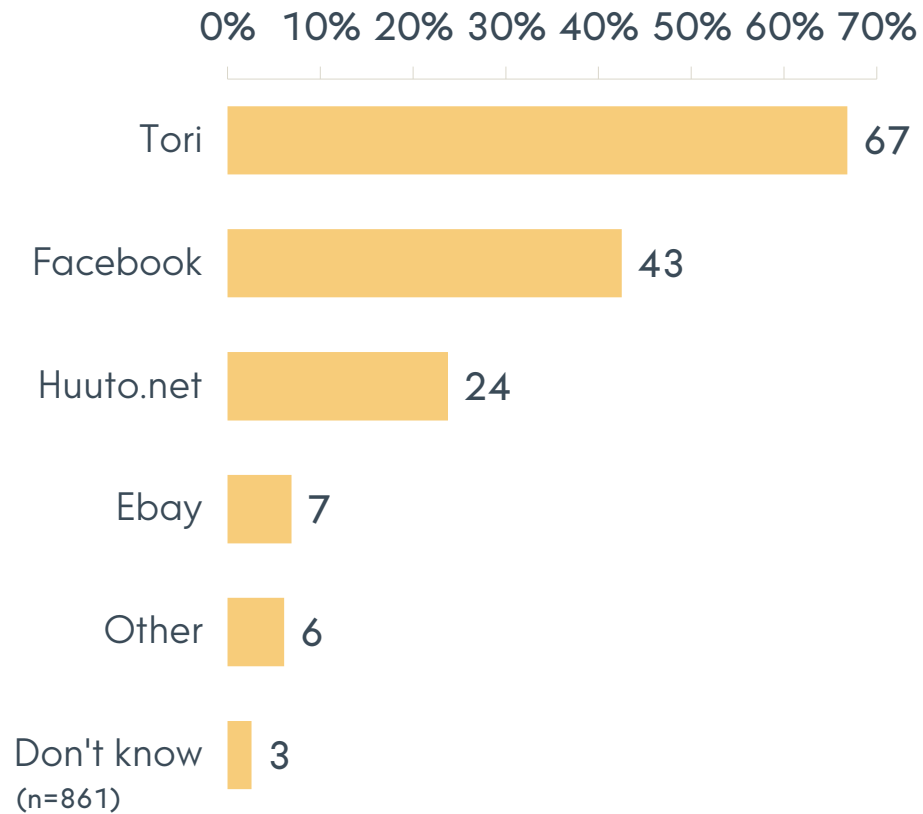


- Not planning on returning it
- I don't know yet, I haven't decided
- Don't know
- I am planning on it or I have returned it in part
- I am planning on it or I have returned it in its entirety (n=1951)

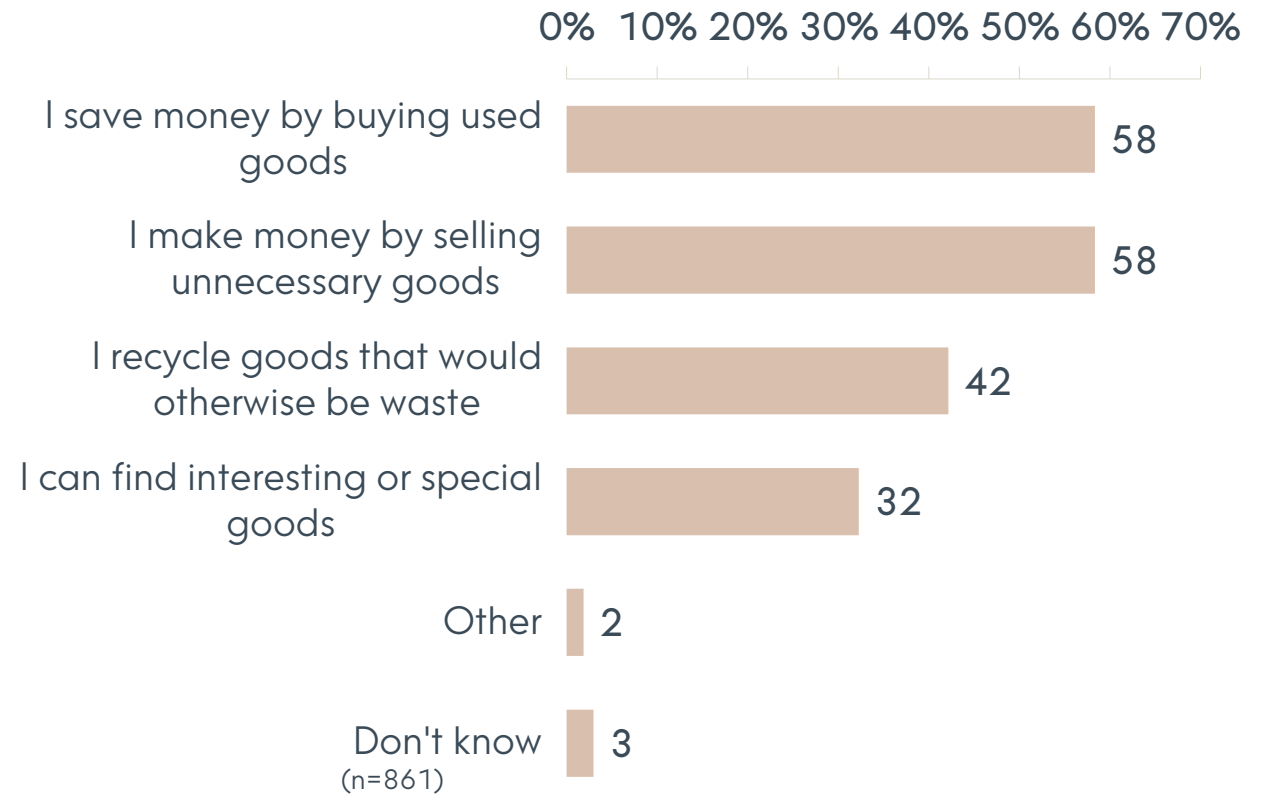
How often have you added products to your shopping basket in order to get a free delivery once the total amount exceeds a certain limit?



Which online marketplaces for private individuals have you used in the last 6 months?



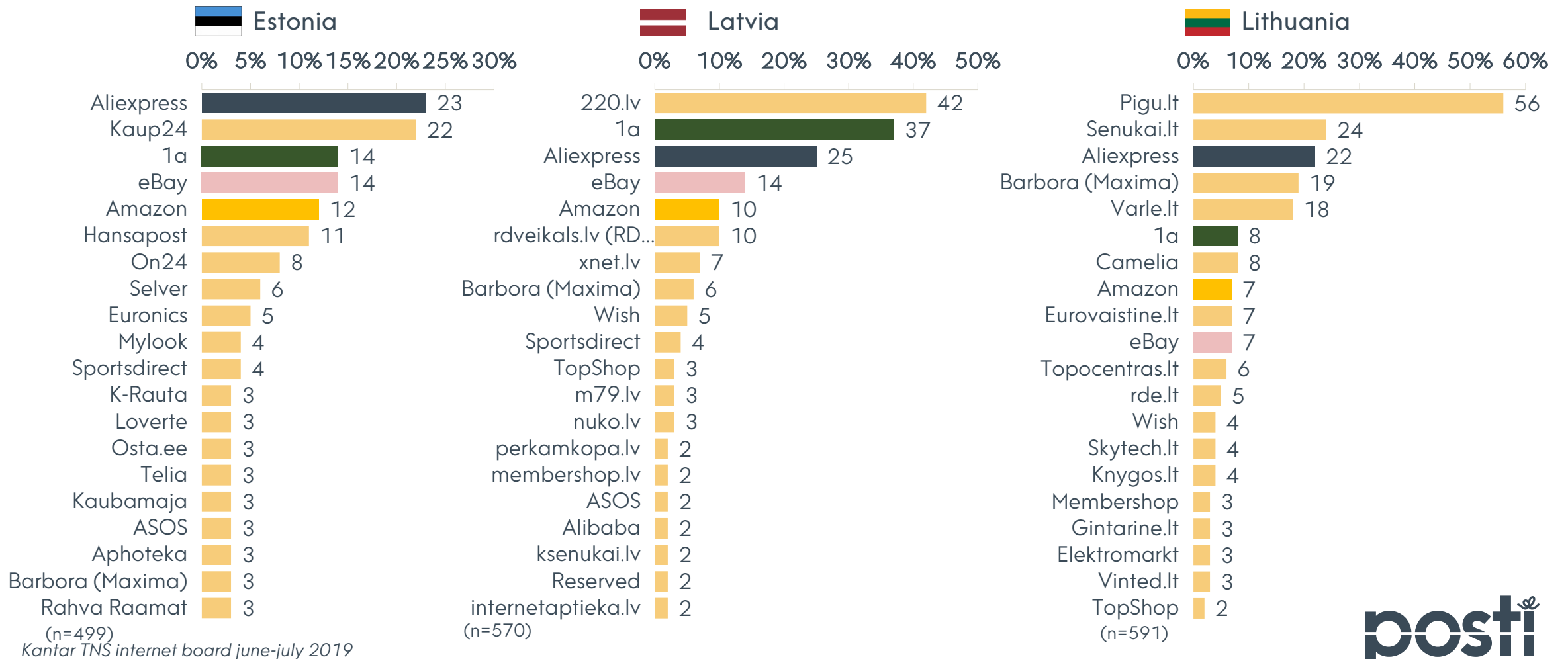
What are your main reasons for selling and buying used goods online?



**Consumers have
chosen the best
online shops.**

Best online shops according to Baltic consumers

Sum of Top-of-mind and other mentions



In your experience, which online shops are the best?

Voted also as the best online shop e.g.

Asos.com

Booky.fi

Boozt.com

Bubbleroom.fi

BudgetSport.fi

Cellbes.fi

ClasOhlson.com

Discshop.fi

Ellos

Emp.fi

e-ville.com

Fiksuruoka.fi

Fitnessstukku.fi

HobbyHall.fi

Hyvinvoinnin.fi

Ifolor.fi

iHerb.com

InkClub.com

Intersport.fi

Jollyroom

KLINGEL.fi

Levykauppax.fi

Matsmart.fi

Motonet.fi

Mustijamirri.fi

Nelly.com

Power.fi

Prisma.fi

Sokos.fi

Sportamore.fi

sskk.fi

Stadium.fi

Stockmann.com

Suomalainen.com

Taloon.com

TokNet.fi

Valitutpalat.fi

Varusteleka.fi

Viherpeukalot.fi

Wish.com

XXL.fi

Yliopistonapteekki.fi

Yves-Rocher.fi

Zooplus.fi

In your experience, which online shops are the best? – winners

Best Finnish online store

1. prize 12 %



Best Finnish online store

2. prize 10 %



3. Adlibris (7 %)
4. CDON (7 %)
5. Amazon (6 %)
6. Ebay (6 %)
7. H&M (4 %)
8. Elisa (4 %)
9. Kärkkäinen (3 %)
10. Dermoshop (3 %)
11. Gigantti (3 %)
12. Aliexpress (3 %)

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