

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

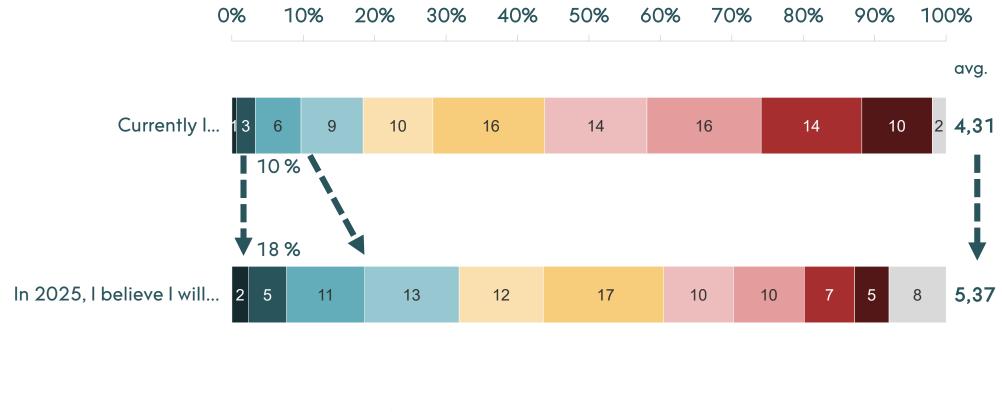
Covers well the active population.

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)

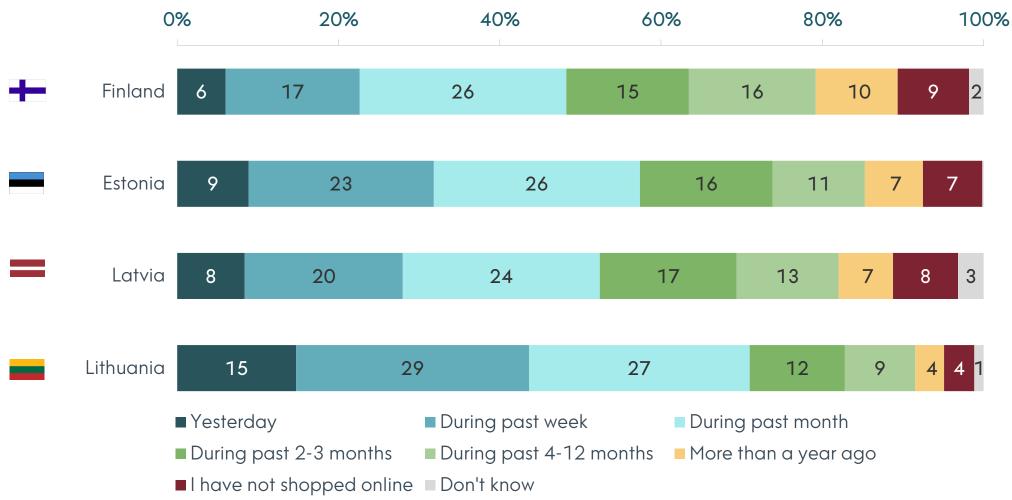


In the last six months, how often have you...?

	0%	20%	40%	60%	80%	100%
Looked for goods in an online shop but bought them in a physical shop.		22	21	34	17	7
Looked for goods in a retail shop but bought them online.	7	12	29		46	6
■ Number of times n=1951	(Only occo	asionally	■ Never	■ Don't k	now



When did you last buy goods from an online shop?





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

%-shar	nare of online purchases who bought this product cat						
C)%	10%	20%	30%	40%	50%	60%
CDs and DVDs	59					43	
Games, computer and console games *	51						▲ 55
Home electronics, IT, phones, electronic devices and equipment	44				33		
Books and magazines (not e-books)	42				33		
Other products and supplies related to hobbies	41			▲ 25			
Sports equipment	38			25			
Clothes, shoes and accessories	37			▲ 27			
Pet products	34		▲ 2	2			
Children's products and toys	33		▲ 2	23			
Furniture, interior design products	33		▲ 21				
Beauty and health products	32			23			
Vehicles, spare parts, equipment	29		▲ 20				
Home appliances, kitchen utensils and kitchenware	26		▲ 18			■ 201	9
Building and repair products	16		14				
Gardening products, plants	12	▲ 10				▲ 201	8
Daily consumer goods, such as detergents and cleaners	9	▲ 8					•
Medication	6	6					
Food and drink	6	6					
Alcoholic beverages	5	6					





Which of the following is important when shopping online?

0%	10%	20%	30%	40%	50%	60%	709	%	80%		90%	100
Clearly stated delivery costs							70	23				4 3
oduct descriptions and pictures						6	5 27					4 3
Inexpensive delivery costs					5	57 35					4	4
Affordable prices					56	36					4	4
Seamless shopping experience					55	37					4	4
able to shop whenever I want					53 3	4					4 9	
Extensive product range					50 40						5	6
Free returns					48 34					6	12	
Simple returns process					48 38						6 8	
Good search functions				47	42						6	5
pages in your mother tongue				46	32				4	18		
Reputation of the online store				43 43	5						6	7
Free delivery				41 44						5	10	
ccessibility of customer service				38 46						6	10	
any different payment options			31 46						4	18		
Mobile friendly web pages			30 39					9	22			
eeding to leave home to shop			29 43					5	22			
ssibility of tracking the delivery			28 50						5	18		
lany different collection points			28 50						5	17		
Fast deliveries			28 55							4	13	
Origin of the products		25	51						7	17		
product delivered to my home		21 44					6	28				
onmentally friendly packaging		20 46					8	27				
Eco-friendly products		19 51						8	22			
omestic origin of the products		18 49					6	28				
vironmentally friendly delivery	1	7 45					9	28				
of choosing the delivery date	16	4 1				6	37					
uct reviews by other customers	16	52						6 2	5			
for products that fit my profile	10 34				13	42						
Possibility of weekend delivery	10 23			7 60								
Possibility of evening delivery	10 26			75	7							
press delivery on the same day	7 21		7	65								

Detailed product descript Inexpens Seamless sho Being able to shop Extensi Simp Good Web pages in yo Reputation of Accessibility of Many different Mobile fri Not needing to lec Possibility of tra Many different Orig Option to have the product deliv Environmentally fr Eco-Domestic orig Environmentally Possibility of choosing Product reviews by Recommendations for products Possibility of Possibility of Possibility of an express delivery

(n=1951)

Extremely important

Somewhat important

Don't know

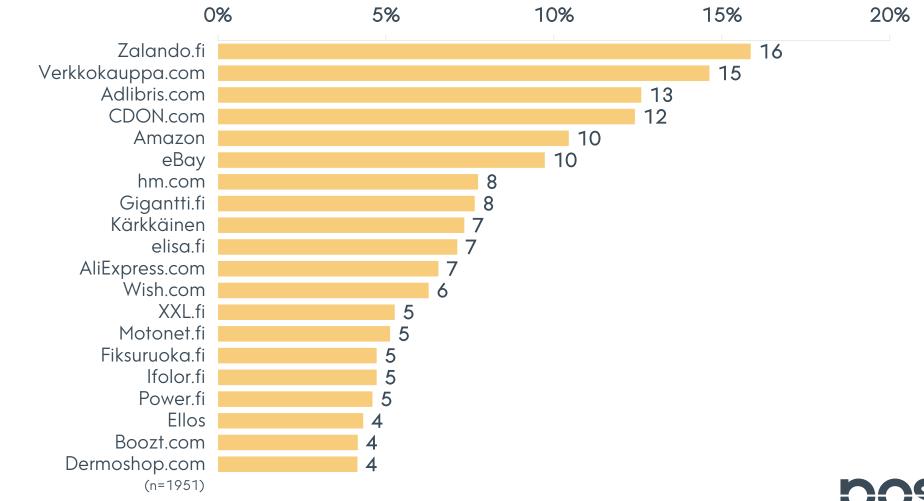
Extremely important

TOP 10

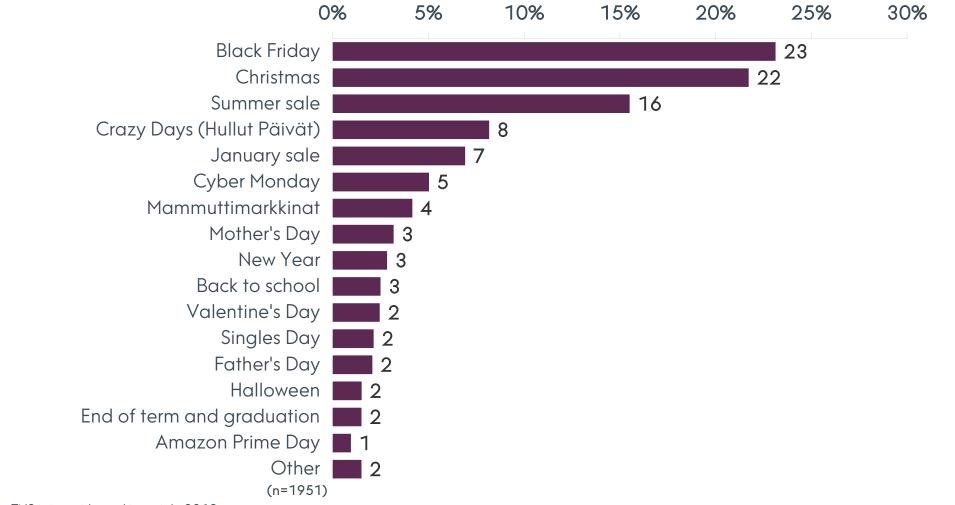
- Clearly stated delivery costs (70%)
- Detailed product descriptions and pictures (65%)
- Inexpensive delivery costs (57%)
- Affordable prices (56%)
- Seamless shopping experience (53%)
- Being able to shop when ever I want (53%)
- Extensive product range (50%)
- Free returns (48%)
- Simple returns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

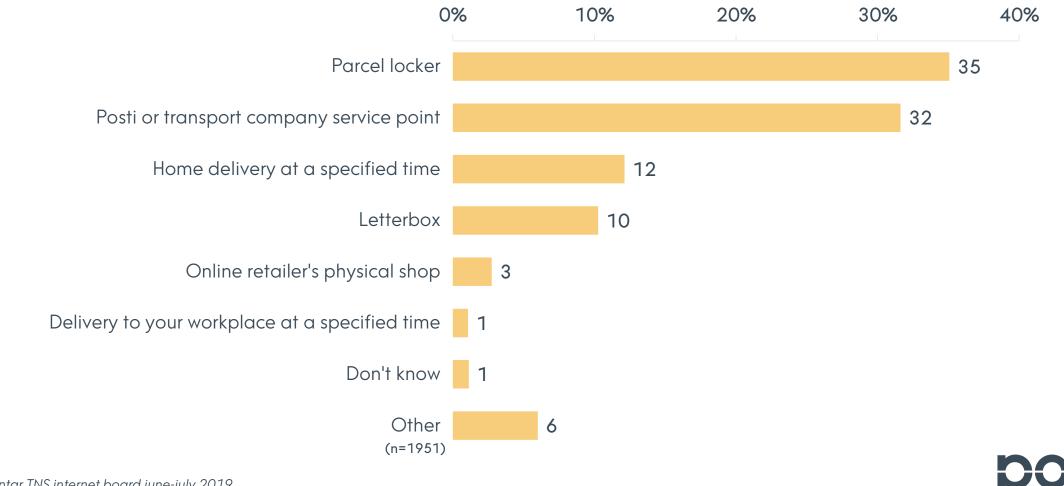




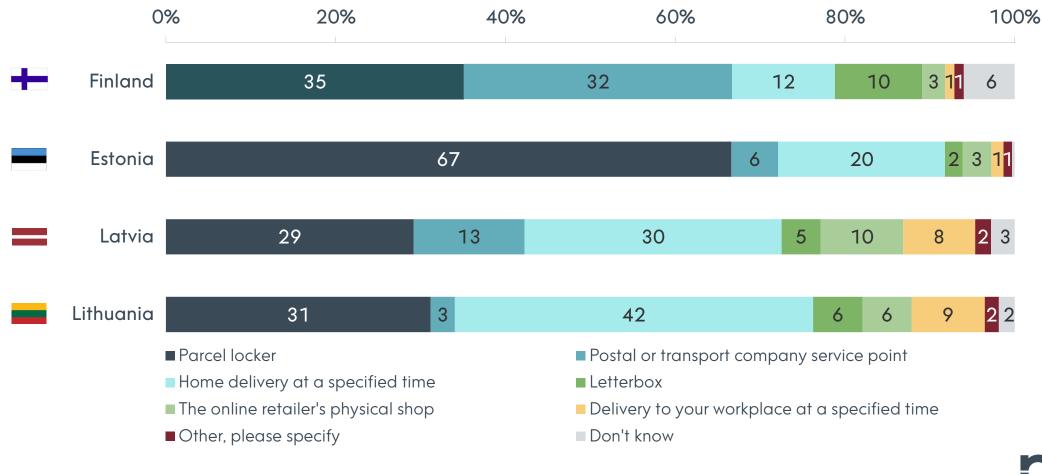
Would the following delivery-related options increase your online shopping in the future?

C)%	10%	20%	30%	40%	50%	60%	70%		
Free deliveries							60			
Parcel tracking and routing				3	33					
Predictive notifications about the delivery time										
Choosing an exact delivery date										
Real-time notifications about the delivery stage										
Next-day delivery										
Package delivery straight to your personal parcelbox										
Possibility of tracking the delivery on a map		23								
Delivery to a safe location, for example the back garden		19								
Same-day delivery		19								
Changing the destination or delivery method when the package is.			19							
Evening deliveries		18								
Weekend deliveries		18								
Automatic delivery of products (e.g. subscribe and save 15%)			17							
Unlimited free delivery for a monthly payment (e.g. Amazon Prime)			15							
Two-hour excepss deliveries			15					_		
Authorising a neighbour to receive the package on your behalf if.			14				n	<u>nct</u>		
Kantar TNS internet board june-july 2019 (n=2140)							Μ	U 3I		

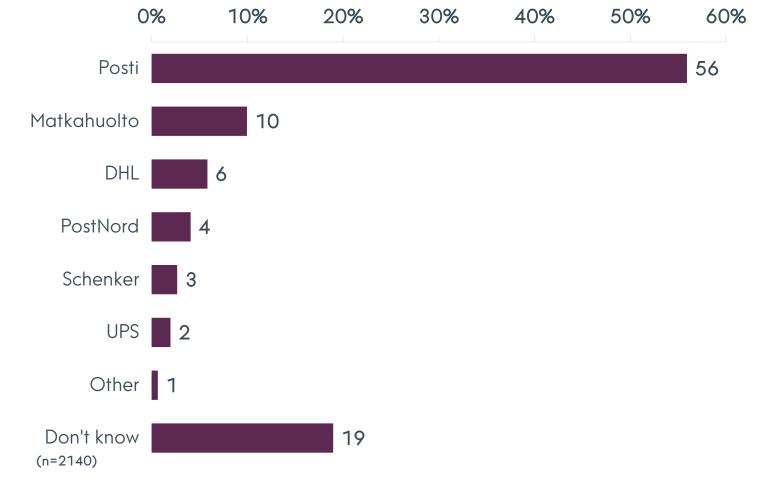
What is your preferred delivery method for products bought online? Where do you choose to have your items delivered?



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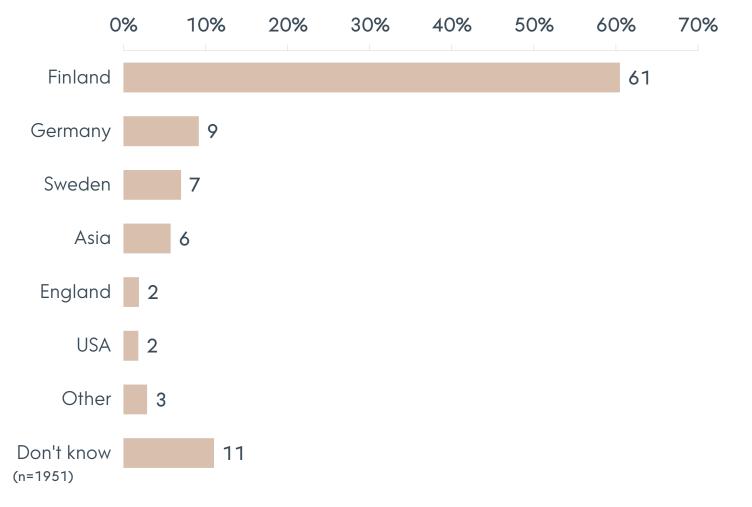


Which of the following delivery or distribution companies do you prefer to use?



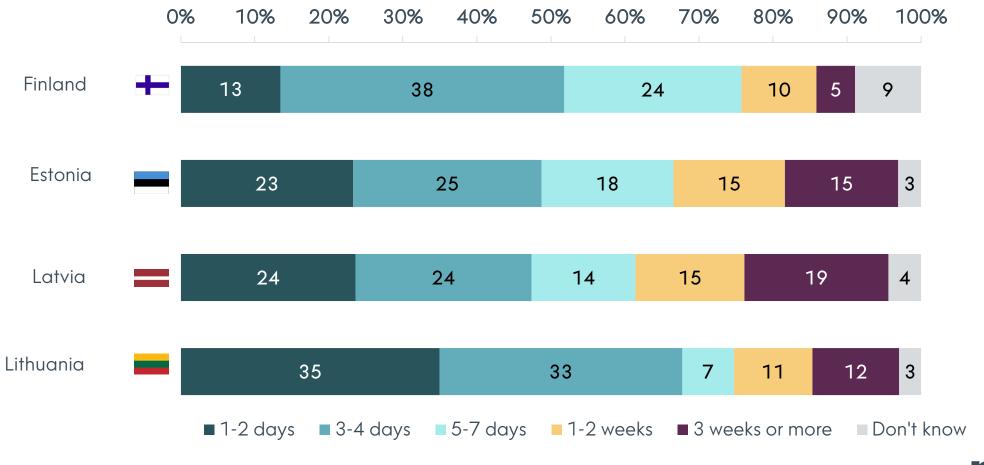


From which country was the last item you bought from an online store sent?



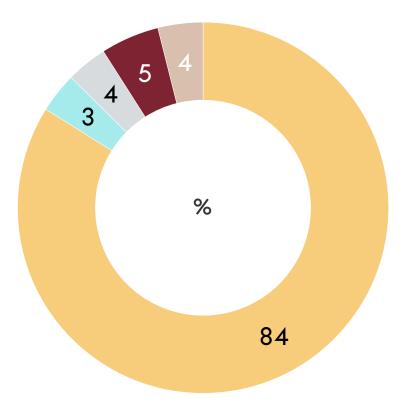


How long was the delivery time for the last item you bought online, from placing the order to delivery?





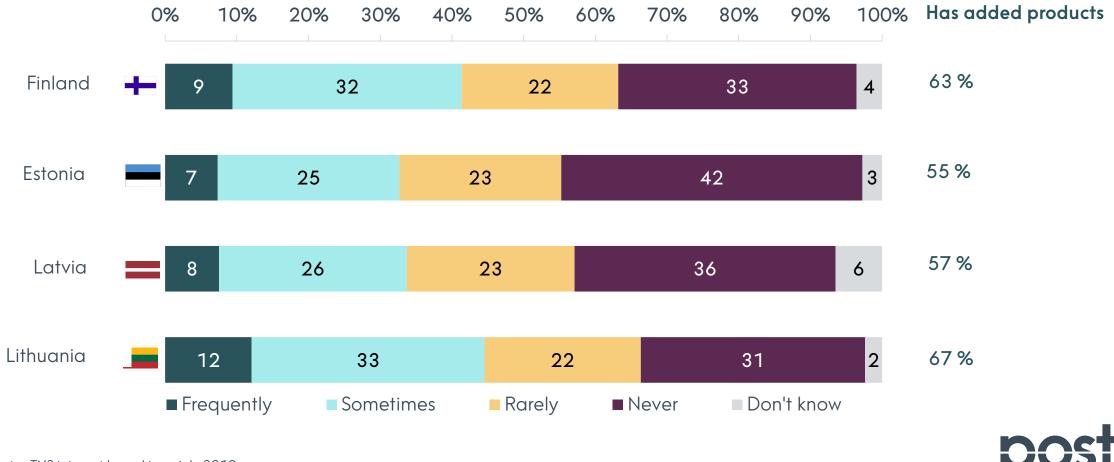
Are you planning on returning, or did you return, the most recent delivery you received?



- 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?

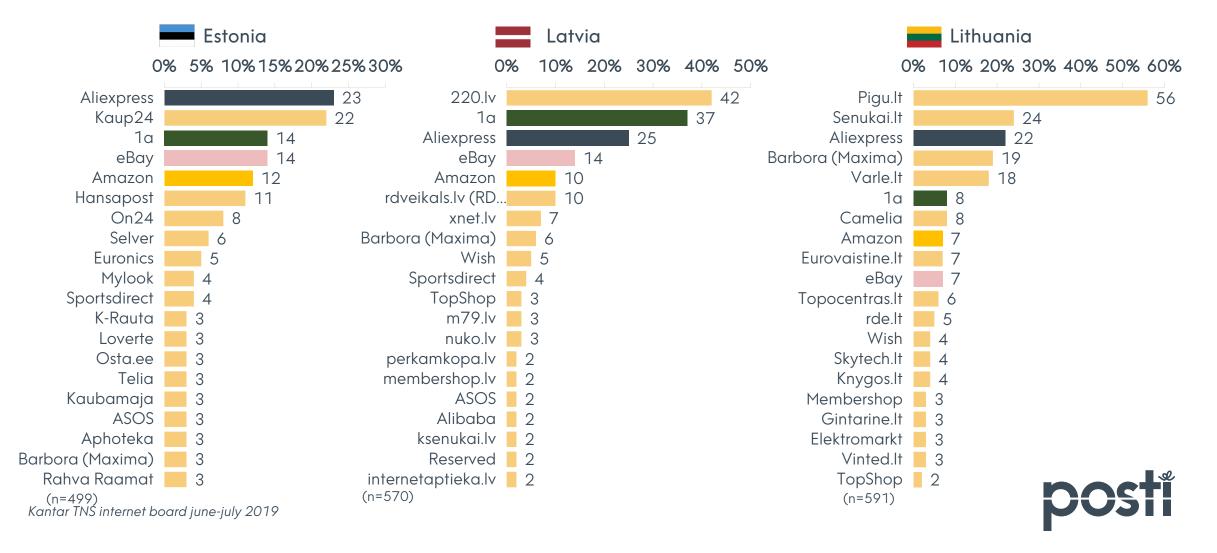
What are your main reasons for selling and buying used goods online?



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 Fitnesstukku.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 %



Adlibris (7 %)
CDON (7 %)
Amazon (6 %)
Ebay (6 %)
Ebay (6 %)
H&M (4 %)
Elisa (4 %)
Kärkkäinen (3 %)
Dermoshop (3 %)
Gigantti (3 %)
Aliexpress (3 %)



