

B. e-Commerce trends and opportunities

1. Trends in e-Commerce
2. e-Commerce pleonasm
3. Benefits selling online
4. Benefits buying online
5. Forget about webshop
6. ACT: find webshop opportunity



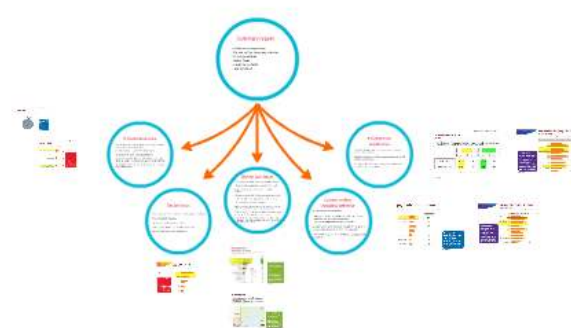
e-Commerce trends

Research report 'e-Commerce' in Belgium (Comeos, 2012)

<http://www.comeos.be/files/docs/9518.pdf>

Questions:

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



e-Commerce pleonasm



Le Pleonasm
Le pleonasm est un terme qui désigne une répétition inutile de mots ou de phrases. Il s'agit d'un défaut de style qui peut rendre un texte moins clair et plus ennuyeux. Le pleonasm est souvent utilisé à dessein pour souligner un point ou pour créer un effet de rythme. Cependant, il peut aussi être le résultat d'une mauvaise maîtrise de la langue ou d'une volonté de paraître éloquent. Dans les deux cas, il est préférable d'éviter le pleonasm pour privilégier la concision et la clarté.

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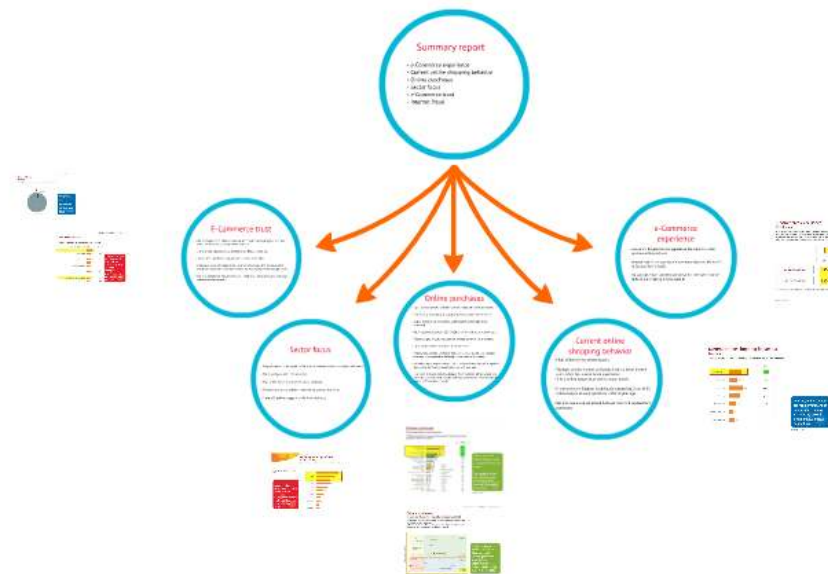
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e-Commerce pleonasm



Introduction

The term 'e-commerce' is often used to describe the buying and selling of goods and services over the Internet. However, the term is also used to describe the entire process of buying and selling, including the marketing, sales, and delivery of the goods and services.

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Pleonasm

From Wikipedia, the free encyclopedia

Red for the professional world. Recruitment

Summary report

- e-Commerce experience
- Current online shopping behavior
- Online purchases
- Sector focus
- e-Commerce trust
- Internet fraud

E-Commerce trust

- Online shoppers are rather reserved when it comes to buying products from other internet users or on unknown websites.
- 1 in 2 online shoppers has a preference for Belgian websites.
- 78% believes an offline shop increases website reliability.
- Shoppers trust e-commerce activities more than they did in the past, which results in an increase in the amount and the variety of products bought online.
- Barriers towards online payment with a credit card and purchase on unknown websites are less present.

e-Commerce experience

- 46% of the Belgian internet population has made an online purchase in the past year.
- General trust in the security of e-commerce has risen (from 64% in 2011 to 70% in 2012).
- For younger, Dutch-speaking people within the higher income-rank, online shopping is more popular.

Online purchases

- Top 5 consists of hotels / fashion, event / transport tickets and books.
- The majority of products is bought online more often than in 2011.
- Digital music, nutrition and digital films/series are bought most frequently.
- Clothing/shoes, books and CD/DVD/Blu-ray are real volume generators.
- Telecom, digital music and supermarket food are more niche markets.
- Top 5 consists of the same products as last year.
- Tickets, hotels, books and electronics are already bought on a regular base and are expected to be bought even more in the future.
- An online buyer stays an online buyer. The intention to buy online again is very strong and has increased compared to 1 year ago.
- 1 in 5 online buyers keeps on looking for information offline (especially for vehicles, DIY and furniture/household products). The most important source of information is online.

Current online shopping behavior

- High inflow of new online buyers.
- Younger people, women, and people with a lower income more often first e-commerce experience
- 1 in 6 online buyers buys online every month.
- E-commerce in Belgium is obviously expanding. 3 out of 10 online buyers already spend more than 1 year ago.
- We now see an equal spread between new and replacement purchases.

Sector focus

- Largest amounts are spent in the electro, interior and/or do-it-yourself sector.
- Time saving aspect in food sector.
- Toys sector has highest scores on satisfaction.
- Telecom and sport websites score the lowest on likeability.
- 2 out of 5 online shoppers prefer home delivery.

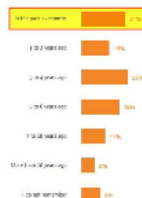
Online purchases

Current purchase new products

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

Current online shopping behavior

Q: When did you first buy something online?



Summary report

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e-Commerce experience

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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	
	2012	2011	2012	2011
ONLINE POPULATION	67%	66%	59%	58%
BELGIAN POPULATION*	52%	52%	46%	45%

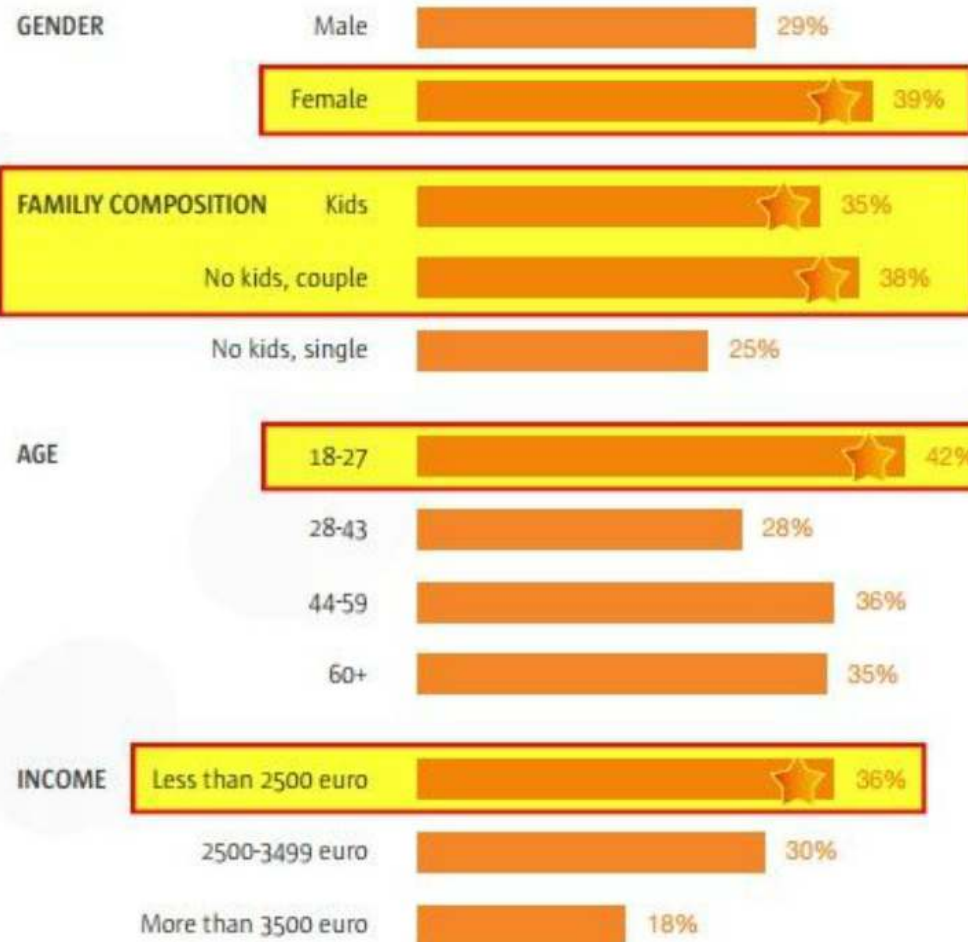
* Extrapolated to the Belgian population regarding the current internet-population (78%)

Current online shopping behaviour

Experience (profile)

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

% = FIRST ONLINE PURCHASE IN LAST TWO YEARS



★ Sign. difference (95%)

Younger people, women, and people with a lower income have had a first e-commerce experience in the last two years more often than the other groups

N = 1058 / F = None

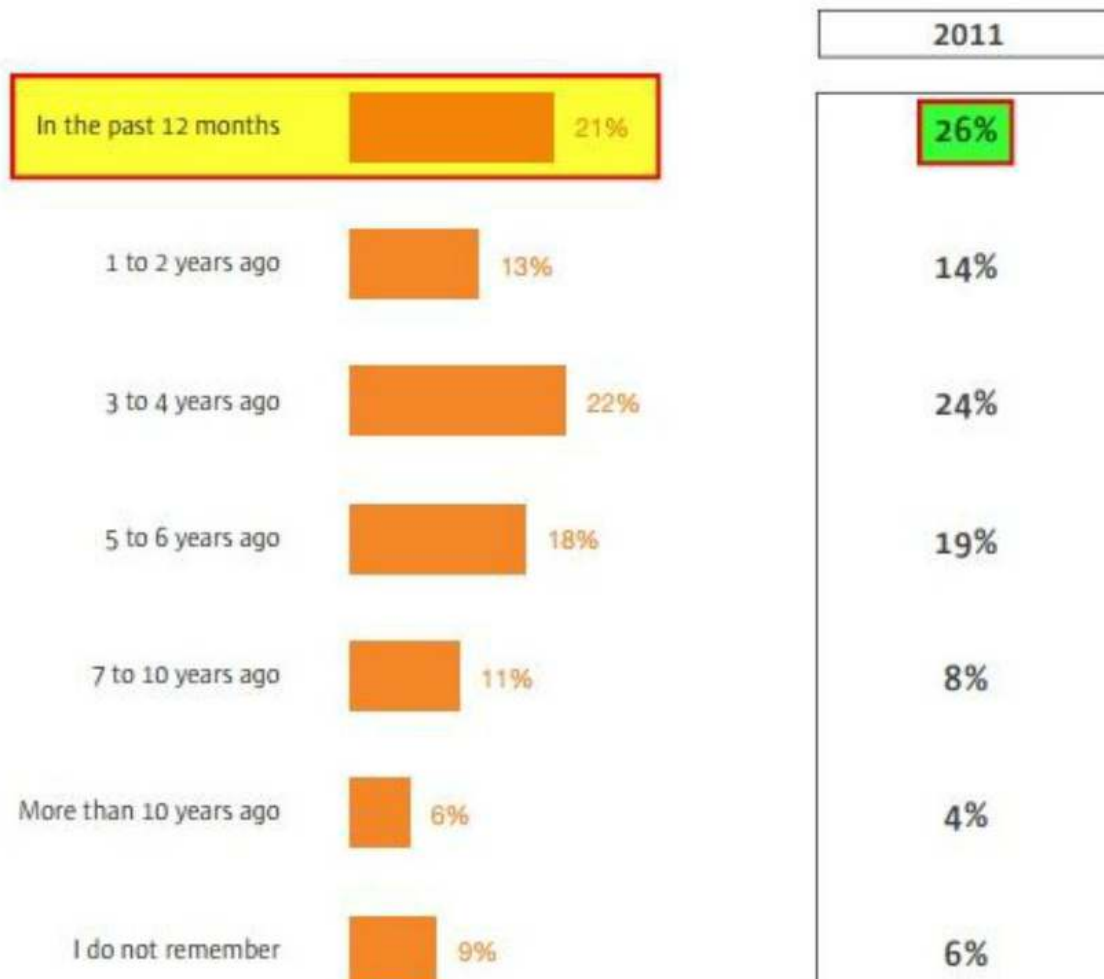
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Current online shopping behaviour

Experience

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



As 1 in 5 online buyers did his/her first online purchase in the past 12 months, there is a high inflow of new online buyers.

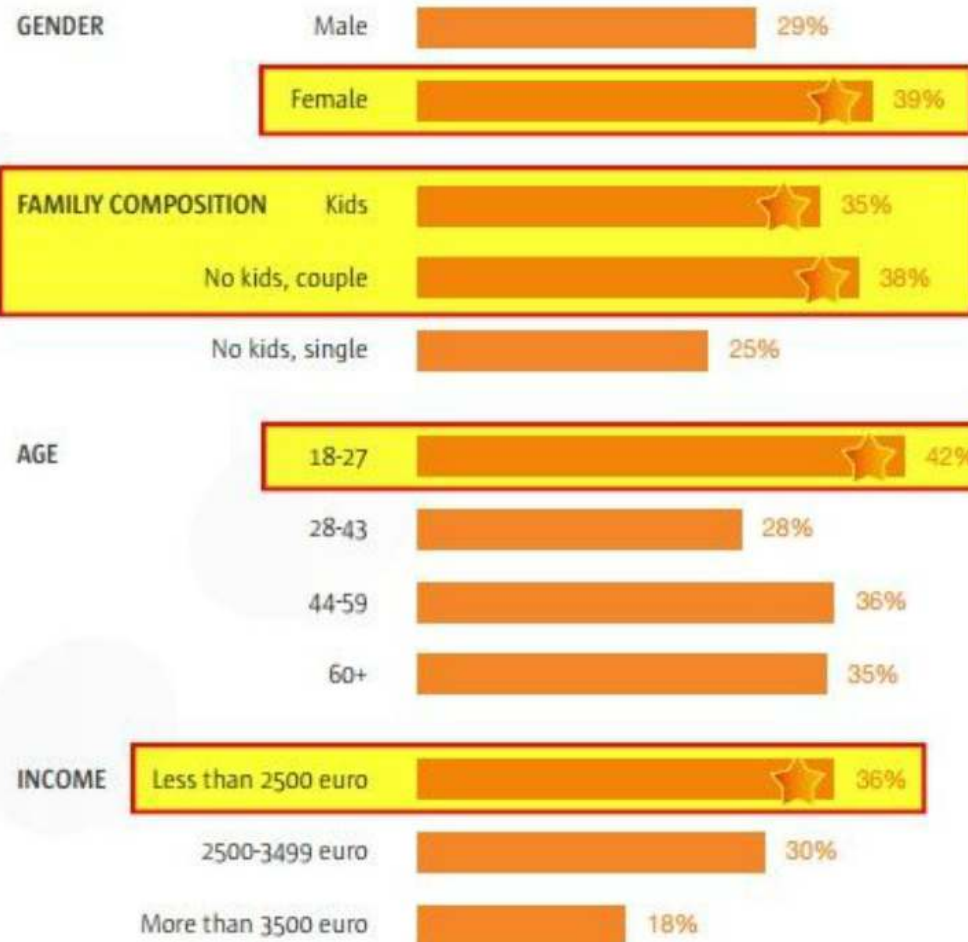
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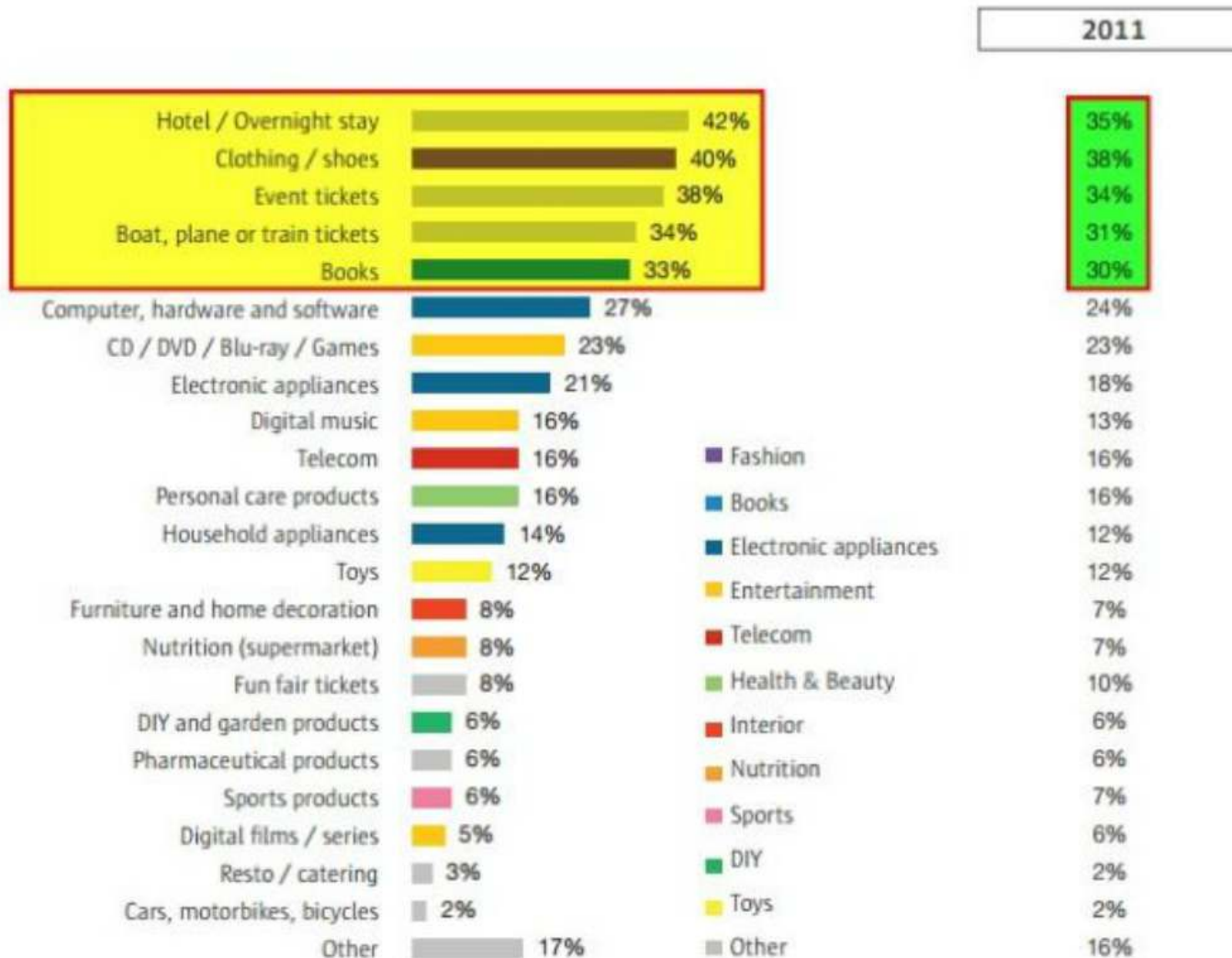
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Current purchase new products

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The products in this top 5 are the same as last year. They have all increased in importance

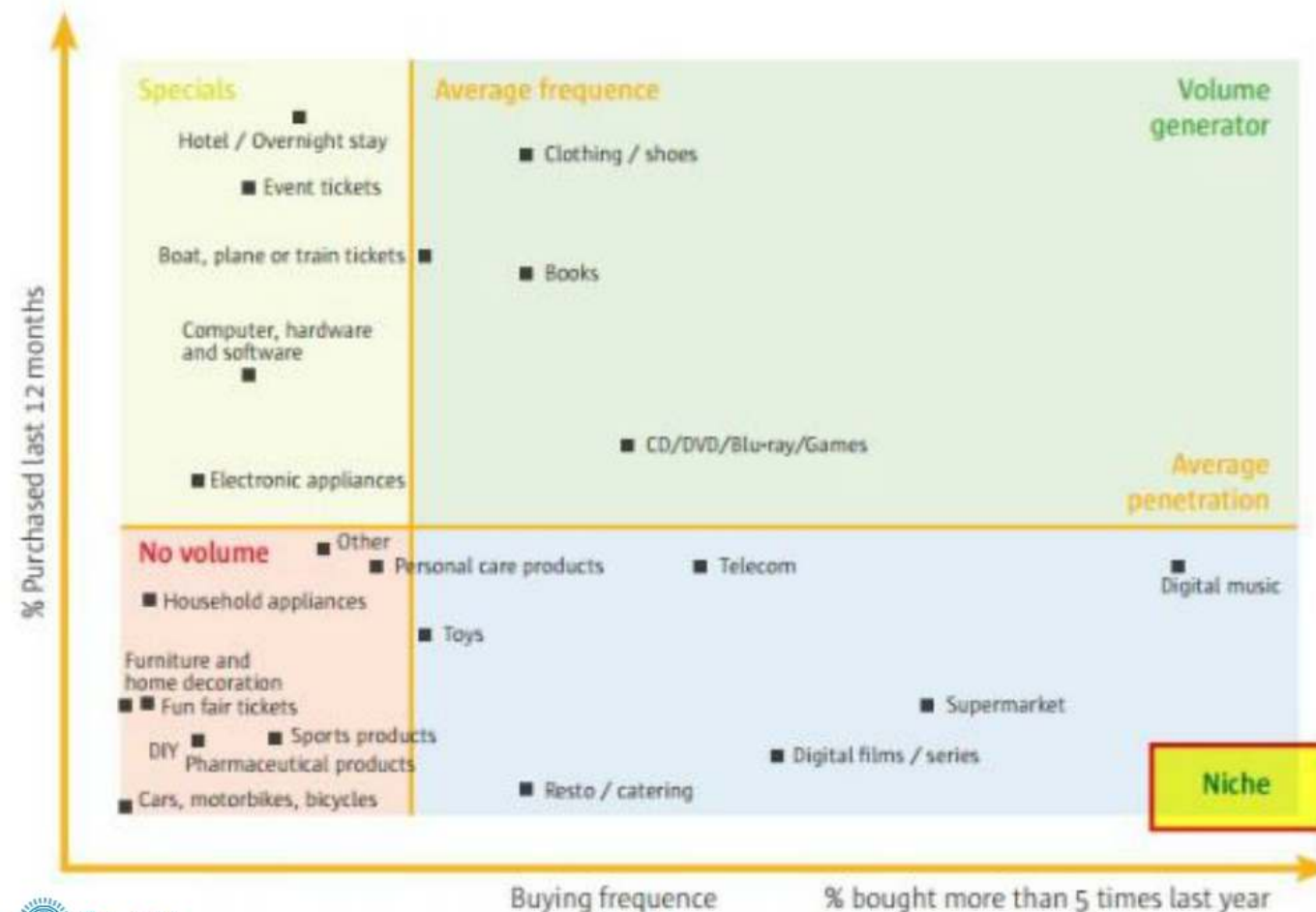
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Online purchases

Current purchase of new products (Quadrant) 2012

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



Clothing /shoes, books and CD/DVD/Blu-ray are real volume generators, while Telecom, Digital music and Supermarket food are more niche markets

Sector focus

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Online product purchase

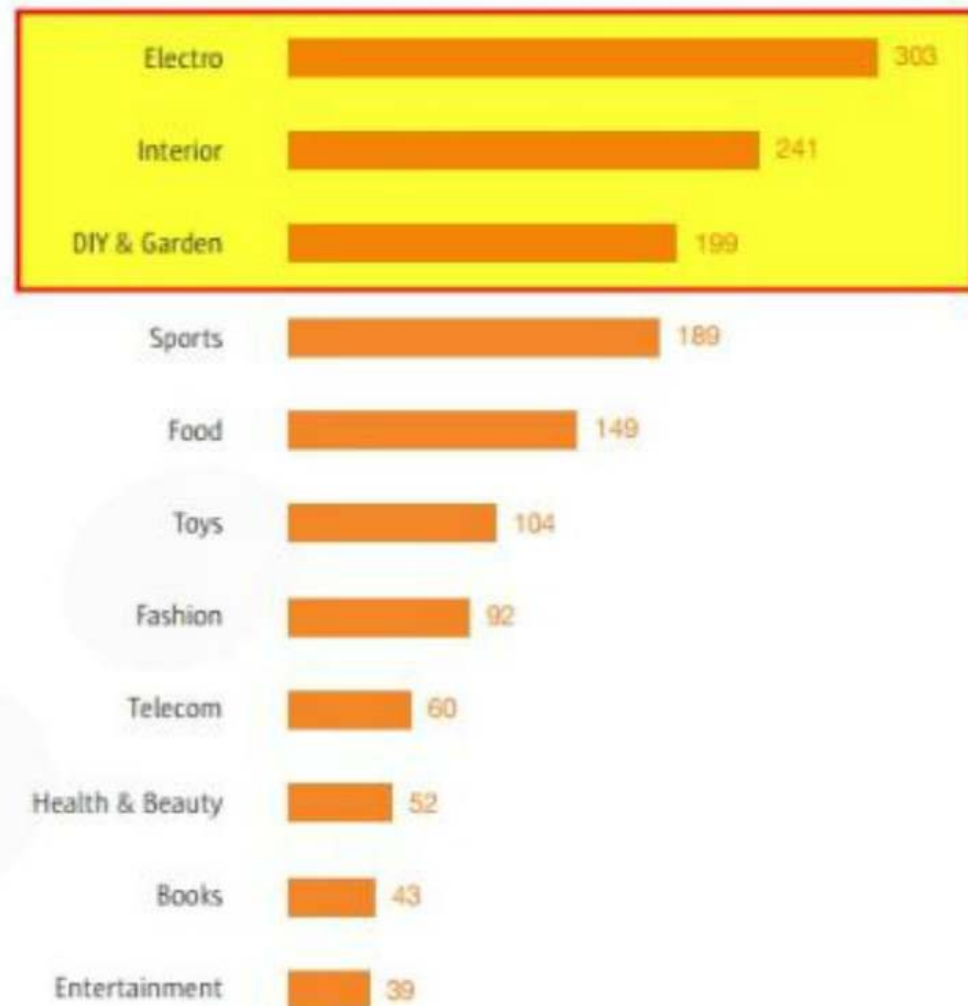
Purchase amount

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

On average online shoppers spend € 187.

The largest amounts are spent in the electro, interior and/or Do-it-yourself sector.

Online shoppers spend the least on books and the entertainment sector.



E-Commerce trust

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E-commerce attitude

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



1 in 2 online shoppers has a preference for Belgian websites, 30% perceives foreign websites as less reliable.

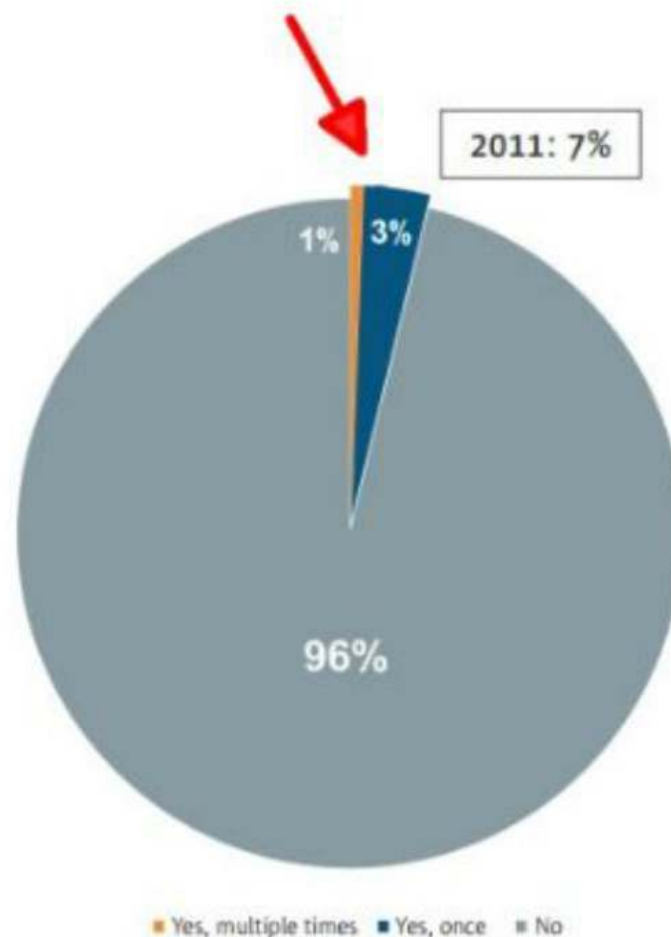
78% believes an offline shop increases website reliability.

N = 1058 / F = No filter

Internet fraud

Exposure

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



The occurrence of Internet fraud is very limited.

Only 4% has been confronted with fraud related to their purchase in the past 12 months.

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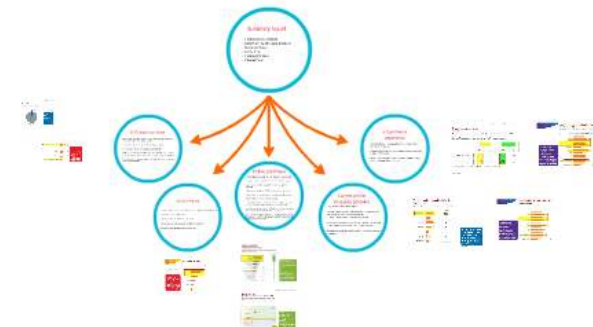
[illegible]

Figure 1. The structure of the proposed fuzzy expert system.

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Phenomenal experience is *non-Gödelian* in that it is not subject to any formal system of laws (cf. [Gödel's second incompleteness theorem](#)). In other words, *phenomenal experience* is *undecidable*, in that it is not subject to any traditional theoretical claims, a manifestation of ontology.

e-Commerce pleonasm



Introduction

The first of the main reasons for the success of e-commerce is the fact that it is a new market. It is a market that is not yet saturated and it is a market that is growing rapidly. The second reason is the fact that e-commerce is a new way of doing business. It is a way of doing business that is not yet saturated and it is a way of doing business that is growing rapidly. The third reason is the fact that e-commerce is a new way of doing business. It is a way of doing business that is not yet saturated and it is a way of doing business that is growing rapidly.

There is a lot of competition in the e-commerce market. There are many companies that are trying to enter the market and there are many companies that are already in the market. This is a good thing for consumers because it means that there are many choices and that the prices are low.

For more information, see the article on the e-commerce market.

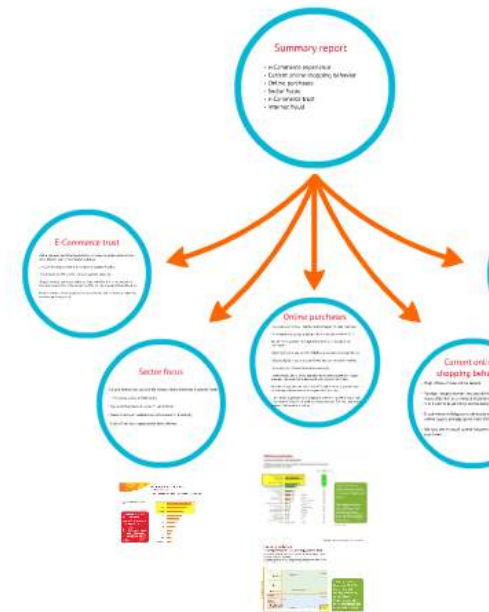


Pleonasm

From Wikipedia, the free encyclopedia

Not to be confused with Neoplasm.

Pleonasm (/ˈpliːˌænəzəm/, from Greek πλεονασμός *pleonasmos* from πλεόν *pleon* "more, too much") is the use of more words or word parts than is necessary for clear expression. Examples are *black darkness*, or *burning fire*. Such redundancy is, by traditional rhetorical criteria, a manifestation of tautology.





Introduction

To me, the concept of 'online commerce' is becoming a pleonasm. Because trading is done through all channels available – including websites. The boundaries between the classic 'bricks' and the new 'clicks' are disappearing at a stunning pace. Online companies open physical stores, while those who have been selling in brick & mortar-stores, are further exploiting the new channels of e-commerce.

Our second e-commerce survey, still the most comprehensive in its kind, shows that online commerce has reached a certain level of maturity. Some sectors still have tremendous growth potential within the existing online population, while others need to focus on attracting potential customers in the 'offline' world.

These are exciting times for everybody in our trade. I hope this survey will give you an idea of what the future will bring.

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