

Swiss e-commerce trend indicator 2015

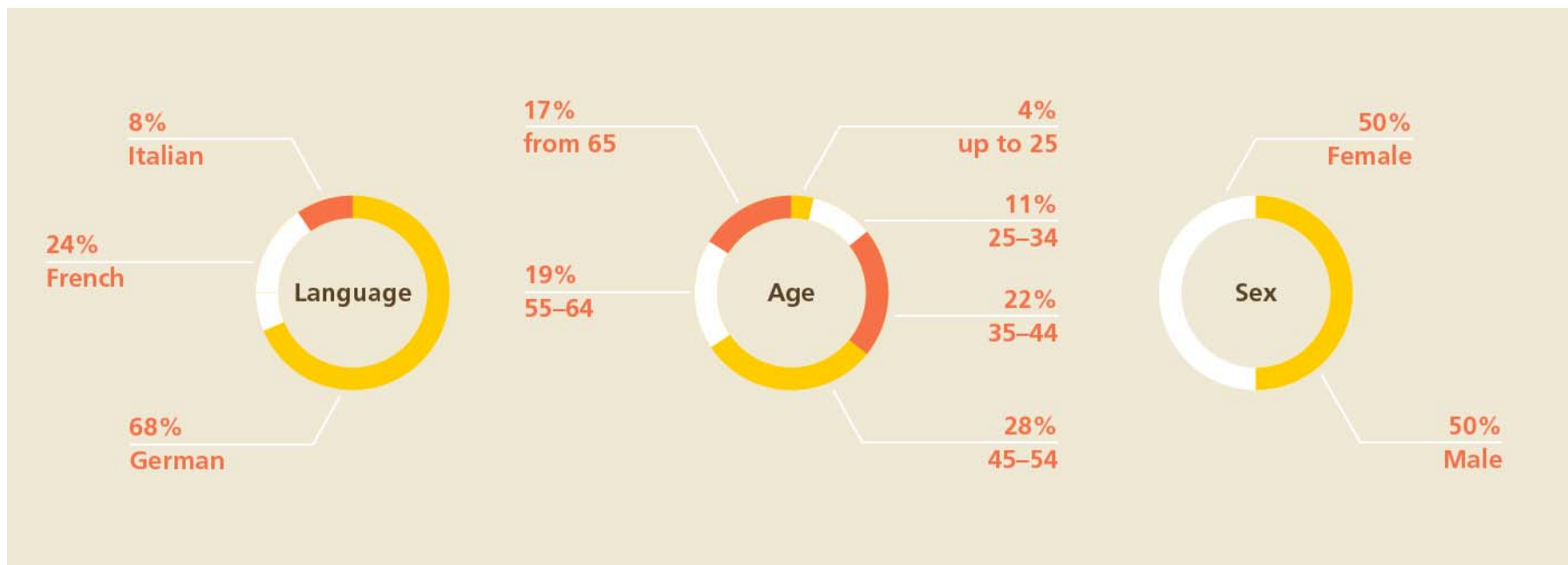
A B2C study by the University of Applied Sciences in Business Administration Zurich (HWZ) and Swiss Post

What are the trends and habits in Swiss e-commerce?

The B2C study carried out by the University of Applied Sciences in Business Administration Zurich (HWZ) and Swiss Post addresses this question.

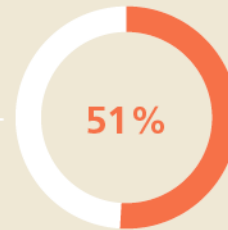
The data was collected in September/October 2015 via a quantitative online questionnaire. Over 15,000 people from all language regions of Switzerland participated in the study.

Sample structure

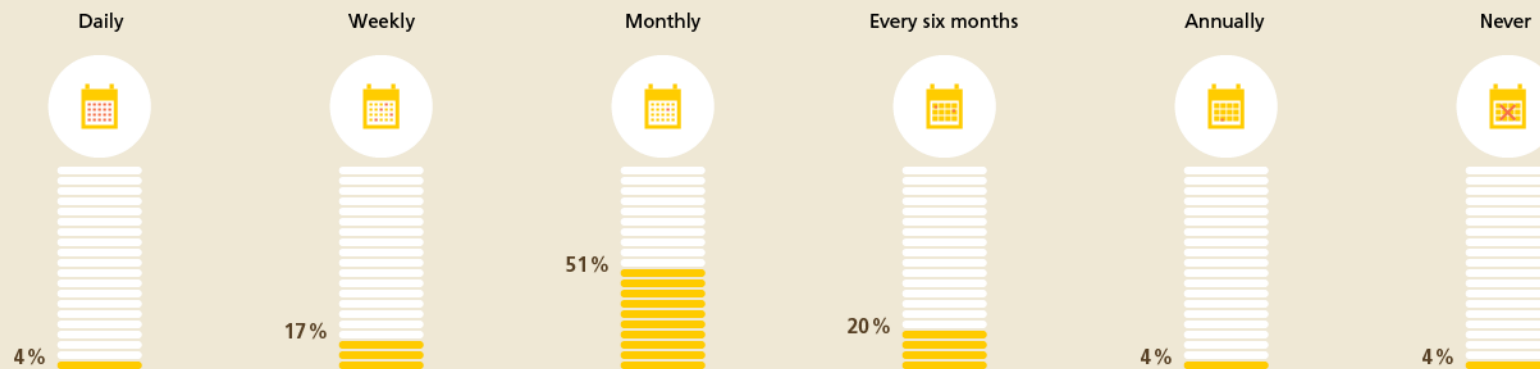


How often do you shop online?

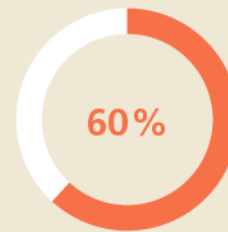
Around half of the respondents purchase online every month.



The study also showed that younger people buy online more often than older people (65 years and older).



Why do you buy online?



60% of respondents appreciate the flexibility of time shopping on the Internet affords them.

I am not restricted by opening hours.



60%



I can find and compare the offers more easily.



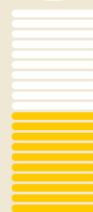
56%



I can have my shopping delivered to my door.



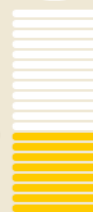
52%



There is a bigger range and wider availability of products.



39%



It is more convenient than buying in a shop.



33%



The prices are lower.

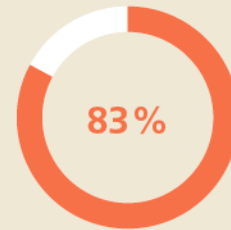
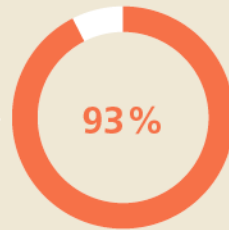


31%



How important are the following criteria to you when shopping online?

Overall, respondents rate criteria such as "appropriate payment process" (93%) ...



... and "shop certification" (83%) as important .

Appropriate payment process



Shop certification



Customer service



Free returns



What products do you buy most often online?

Most predominant are travel (57%), and books, music and films (55%)



What products do you buy most often online?

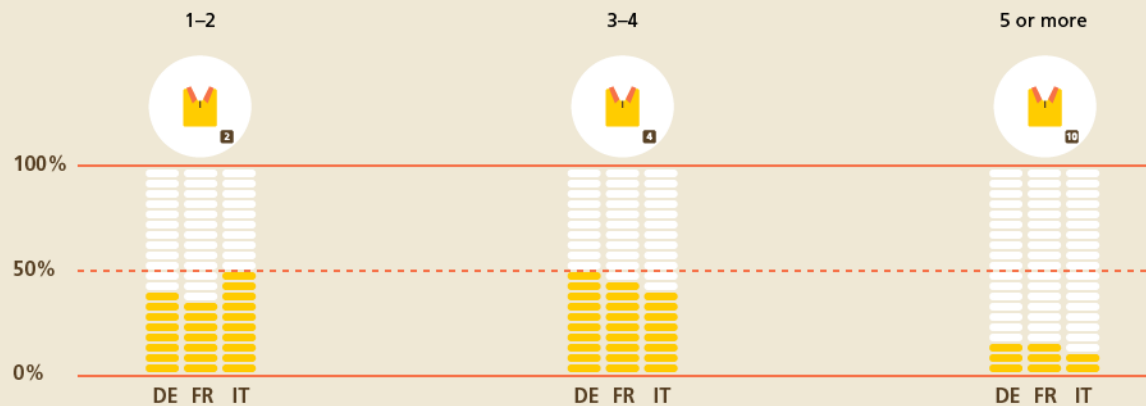
By region, age and gender



How many items of clothing do you order per online purchase?

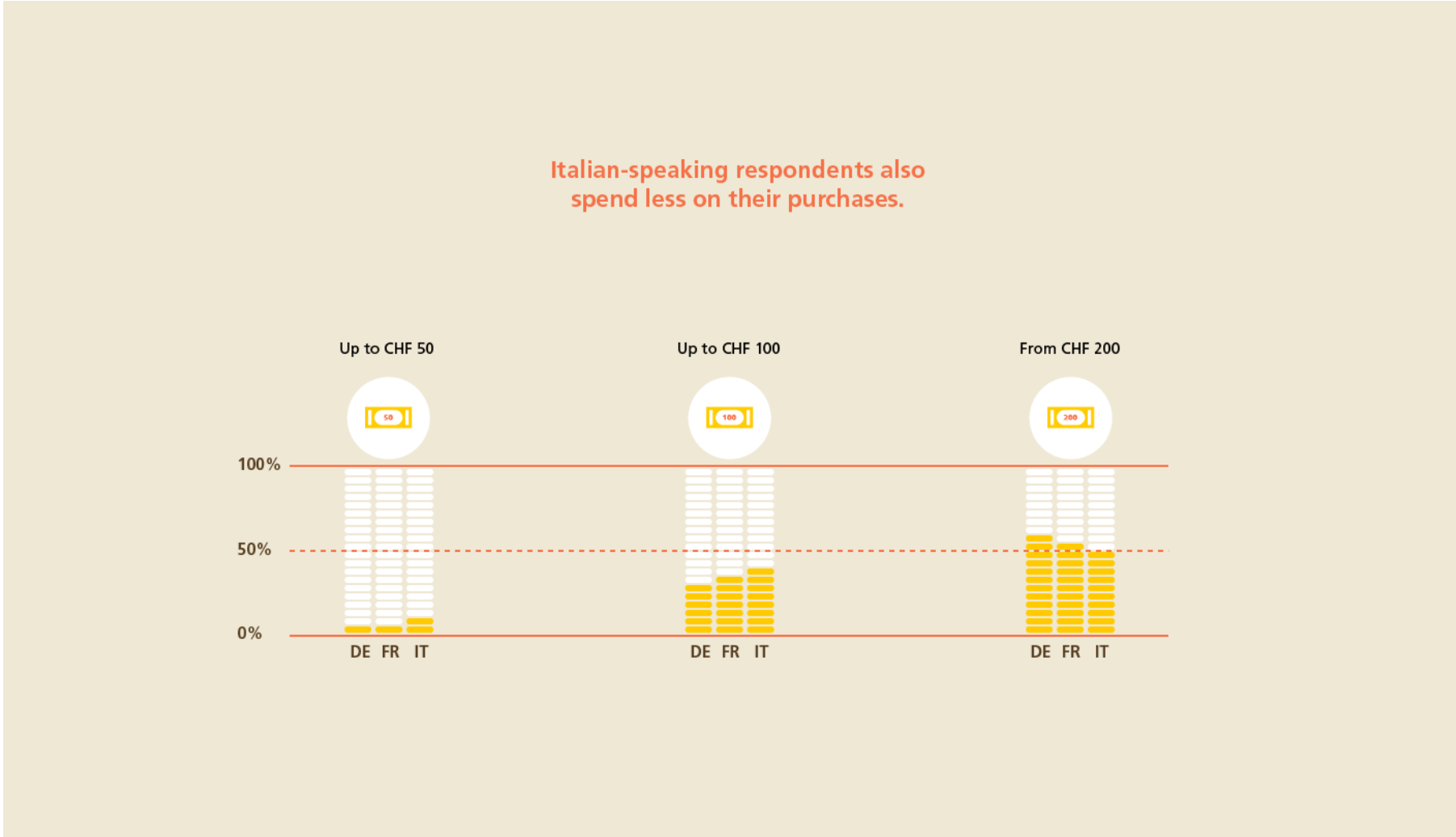
By region

Italian-speaking respondents order fewer clothing items per online purchase than their German and French-speaking counterparts.

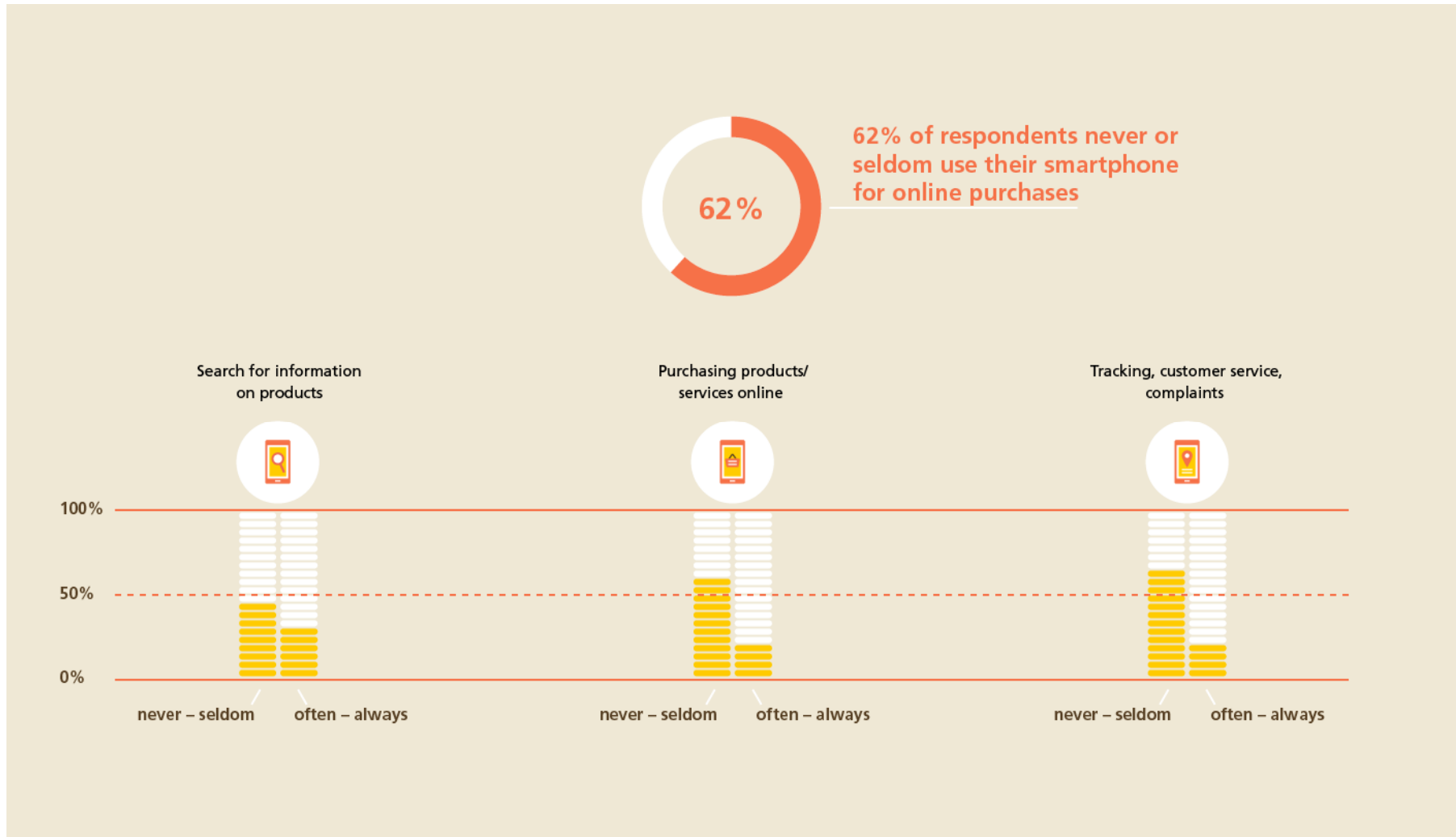


On average, how much do you spend on the purchase of clothing items?

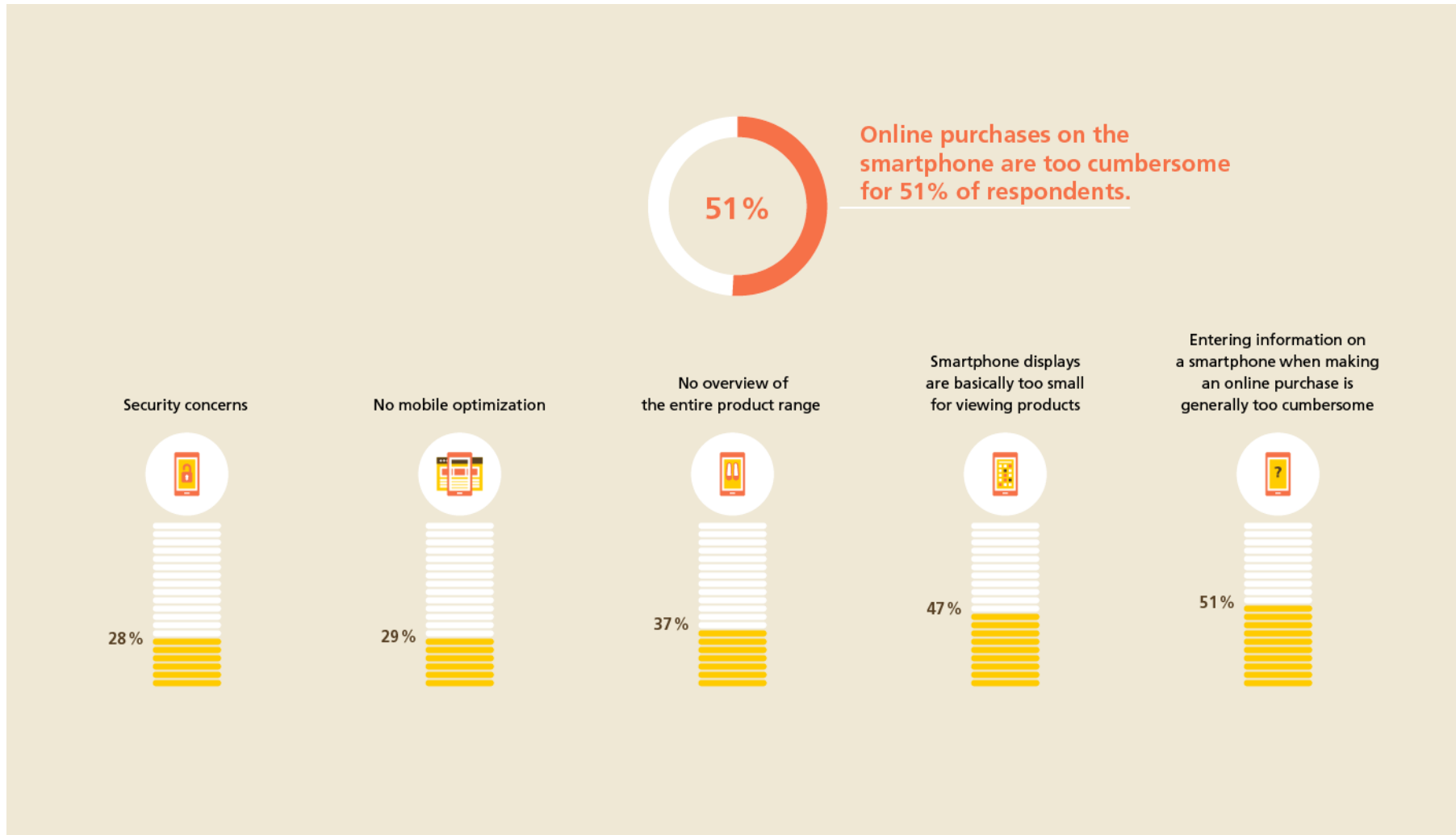
By region



How often do you use your smartphone for...?



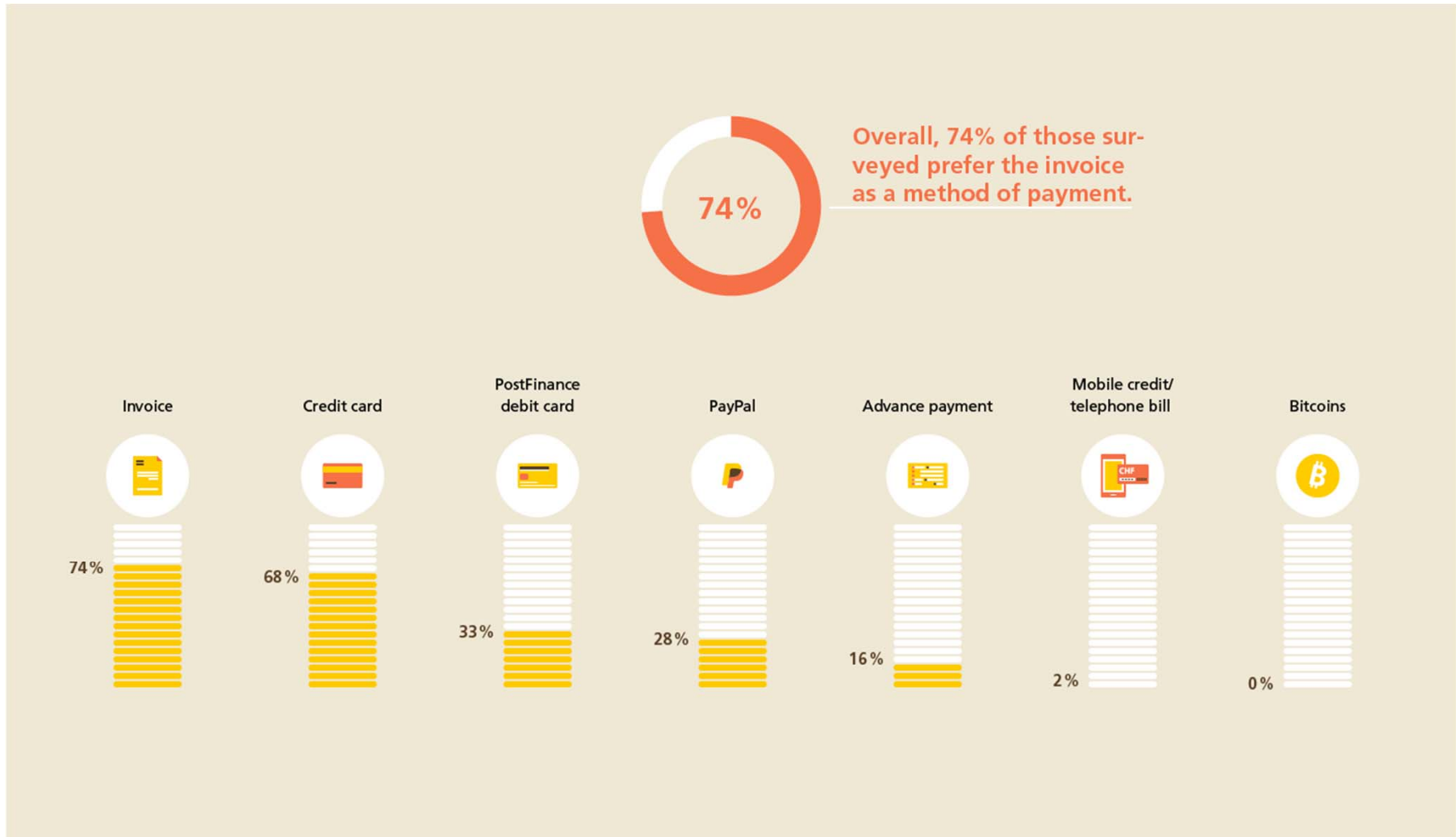
... and if not, why not?



Have you ever cancelled an order? If yes, why?

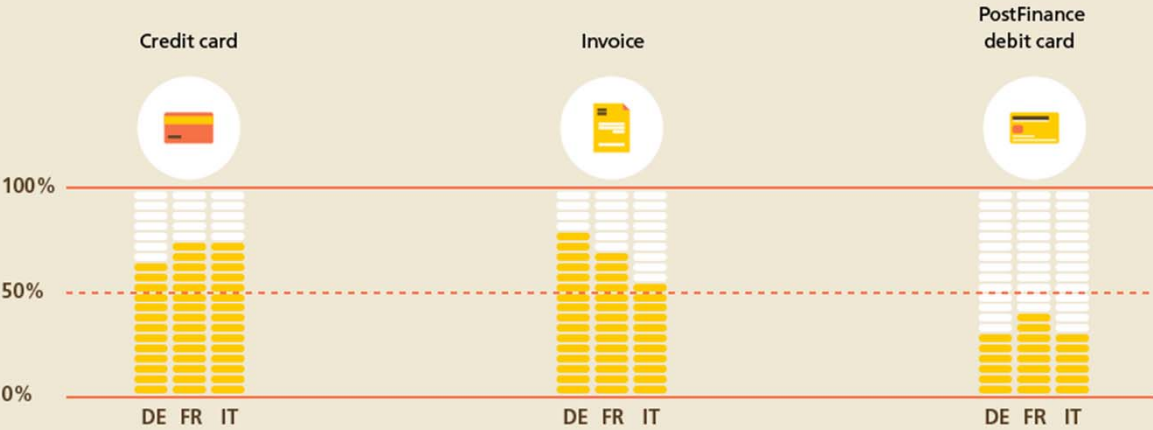


Which payment methods do you prefer?



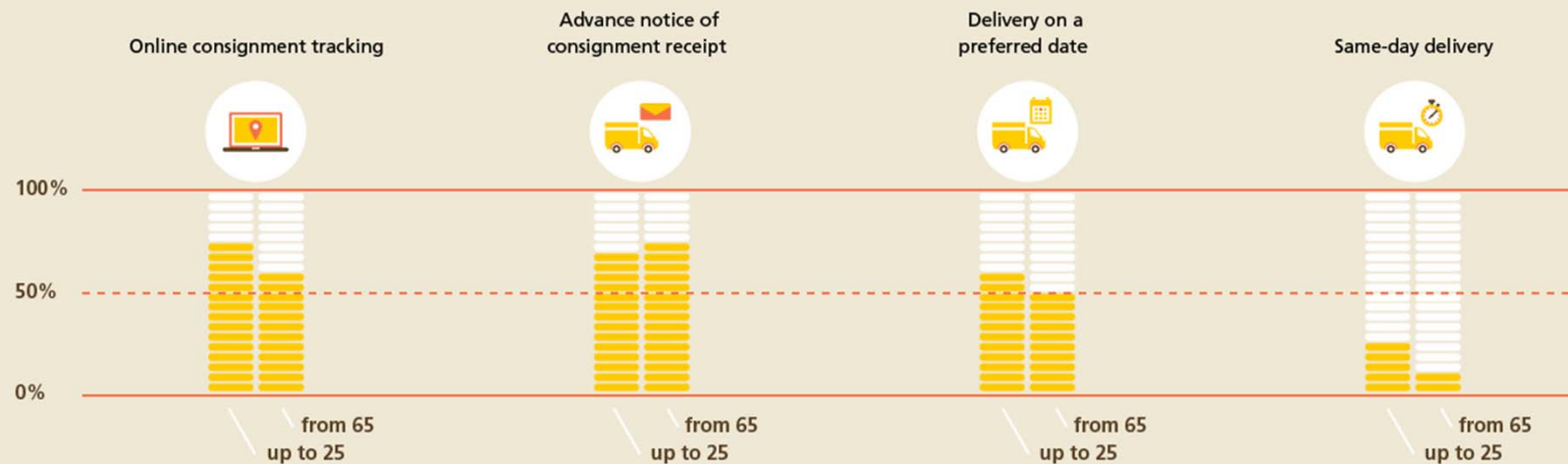
What payment methods are preferred per language region?

An invoice is more important to German-speaking respondents than French and Italian-speaking respondents, who prefer to use their credit card.

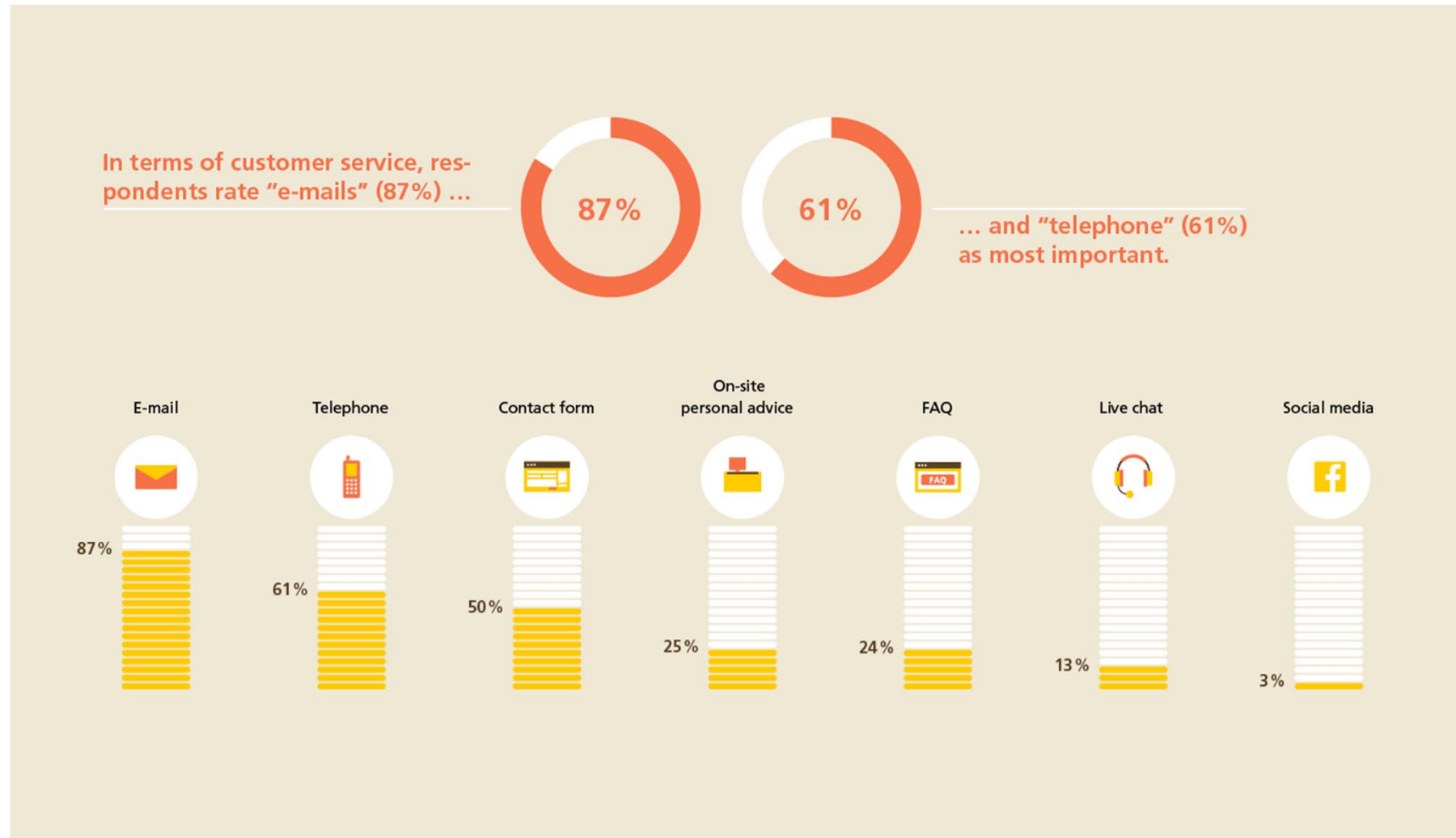


How important are the following options to you?

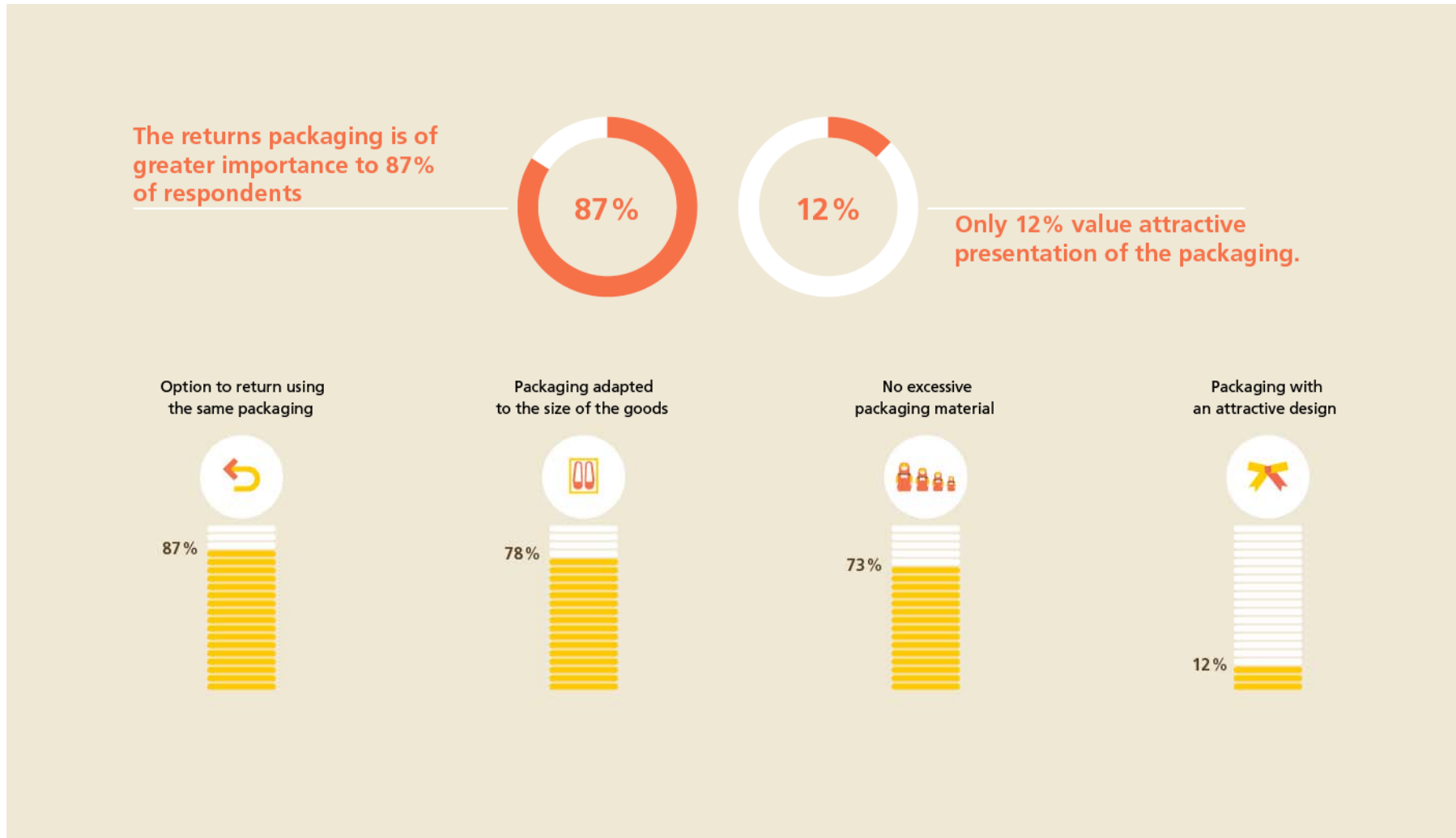
Young people rely more on "same-day delivery" and also like to be able to track consignments.



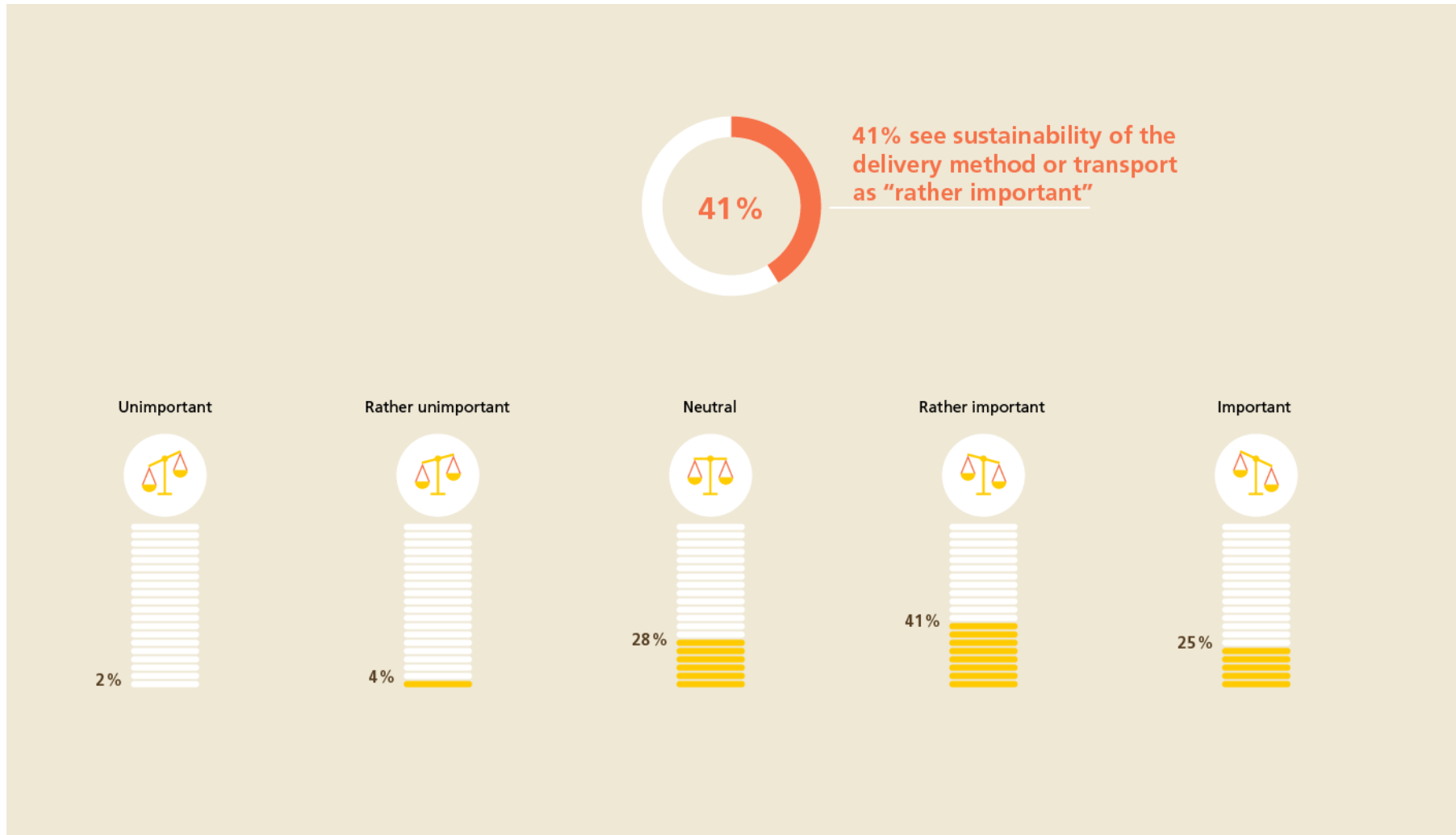
What types of customer service are important to you?



How important are the following aspects regarding the packaging of the ordered goods?



In terms of delivery, how important is sustainability to you?



Study design

The purpose of this study was to record and analyse the trends and habits of customers in the Swiss e-commerce market. A quantitative empirical study was chosen as the research approach to gather information on the trends and habits of e-commerce customers in Switzerland in a broad-based survey via an online questionnaire.

The questionnaire contained 20 closed questions and was divided according to the value chain or process chain in e-commerce into the areas of marketing, ordering, payment, logistics and customer service. The questions on marketing mainly studied the frequency of online purchases, the reasons for and advantages of online shopping, the preferred product categories purchased online as well as the use of smartphones for online shopping. In the ordering section, questions on the average volume of an online purchase (number and value of items) per product category and the reasons for possible purchase cancellations were asked. For payment and logistics, the focus was on customers' preferred payment methods and delivery options. The section on customer service addressed the ways customers prefer to make contact and the type of information that should be provided by customer service. The demographic variables collected from study participants were gender, age and language.

Study design

The study was conducted from 22 September to 4 October 2015. For economic research reasons and in order to reach the greatest number of potential study participants who could provide information on the selected topics, the questionnaire was communicated and distributed via Post CH Ltd's private customer newsletter. Part of the sample researched therefore could be any potential e-commerce customer who had received the link to the survey via the newsletter or in any other way (by having it forwarded to them, for example). As an incentive to participate, two Apple iPads were offered in a prize draw for anyone who gave their contact information on the survey form. Following the survey the contact details and answers given in the questionnaire were separated so that no subjective conclusions could be drawn about the respondents.

The survey had a total sample of 18,353 participants. The completion rate was approximately 83% and the average time taken to complete the survey was about 10 minutes (mean average) or 8.25 minutes (median average). The data was then cleaned to remove incomplete questionnaire and questionnaires completed very quickly (in less than 2 minutes) in order to ensure the consistency and quality of the data. After cleaning the data as described above, the sample contained 15,001 participants.

Partners

Post CH Ltd

Swiss Post is a full service provider of e-commerce services to online retailers and end customers. As a partner to the HWZ Center for Digital Business, it actively supports change in digital business as well as knowledge transfer and generation.

More information at:

www.swisspost.ch/ecommerce

Partners

The **Center for Digital Business** at the HWZ is a point of contact for application-orientated digital knowledge. It conducts research projects, offers courses, supports SMEs through advisory and project services and provides knowledge on digital topics free of charge. The Center is headed by Manuel P. Nappo, “Digital Pioneer of the Year” 2013.

More information at:

www.fh-hwz.ch/cdb

The **University of Applied Sciences in Business Administration Zurich (HWZ)** is a member of the Zurich University of Applied Sciences (ZFH). With approximately 2,200 students and 500 lecturers, the HWZ is Switzerland’s biggest university in the field of economics offering part-time programmes only. It offers a wide range of part-time study programmes at bachelor and master level as well as a PhD option.

More information at:

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