

Press release

Zurich/Berne, 15 November 2016

*Swiss e-commerce trend indicator 2016***Online shopping boosted by simple payment**

More than 10,000 Swiss citizens were surveyed by the University of Applied Sciences in Business Administration Zurich (HWZ) and Swiss Post for this year's e-commerce trend indicator. Like last year, half of respondents indicated that they shop online at least once a month. Those surveyed appreciate the flexibility it offers in terms of time, and the simplicity of comparing what's available. However, technical hurdles and a lack of transparency in the payment process often lead to orders being cancelled.

This year's Swiss e-commerce trend indicator included questions on the reasons for and frequency of shopping online, the factors behind a pleasant shopping experience, as well as the advantages and disadvantages of purchasing in online shops. 50 percent of those polled make purchases in an online shop at least once a month. That in itself is reason enough for Swiss companies to take a greater interest in the needs of Swiss online shoppers.

Amazon and ricardo.ch lead the way

Virtual marketplaces were also taken into consideration for the first time. Two of the most popular are the international provider Amazon and ricardo.ch. Amazon is particularly popular in the Italian-speaking region of Switzerland. 74 percent of respondents appreciate the opportunity to compare products when shopping on such marketplaces, followed by the bundling of various product categories (58%) and transparent product ratings (57%).

Appropriate payment options and transparency required

An uncomplicated payment process (91%) and certification of the shop (82%) are two particularly important factors for those who shop online. However, payment options still represent a weak point. 77 percent of those surveyed have cancelled a purchase at least once because the preferred payment method was not available. Among the younger respondents (< 25 years of age), this is even more pronounced at 82 percent. The preferred method of payment across all ages is still via invoice (85%), followed by credit card with 80% and PostFinance debit card (42%). Other reasons for cancelling a purchase include a lack of delivery options (81%) and hidden costs (78%).

Smartphone use at previous year's level

Only 20 percent of those surveyed frequently or always use their smartphone when shopping online. Almost one quarter of respondents use it occasionally, though more than half (56%) still rarely or never use it. Reasons for this include the inadequate display of products on phone screens, shops not being optimized for mobile use, the range of products being inadequately displayed, complicated ordering processes and security concerns. This puts smartphone use on a par with the previous year.

About the study

The Center for Digital Business at the University of Applied Sciences in Business Administration Zurich (HWZ) carried out the Swiss e-commerce trend indicator on behalf and with the support of Swiss Post. The survey was designed and conducted by the HWZ Institute for Strategic Management: Stakeholder View. In total, 10,000 people participated in the survey, of which 50 percent were male and 50 percent female. 67 percent of those polled speak German; 25 percent speak French; and 8 percent speak Italian. A summary of further information can be found at <http://e-commerce.post.ch/trendindicator> and www.fh-hwz.ch/e-commerce-2016.

About the University of Applied Sciences in Business Administration Zurich (HWZ) and the Center for Digital Business

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 and Digital Thought Leader 2015.

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 of Applied Sciences, offering part-time programmes in the field of economics only. It offers a wide range of part-time study programmes at bachelor and master level as well as a PhD option.

About Swiss Post

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 supports change in digital business as well as knowledge transfer and generation.

Contact at HWZ

Aline Theiler, Media Relations, Tel. +41 (0)43 322 91 35, aline.theiler@fh-hwz.ch

Contact at Swiss Post

Swiss Post Media Unit, Tel. +41 (0)58 338 13 07, presse@swisspost.ch