

Internet & eCommerce Usage by Individuals



MCA Survey - May 2009

MCA eCommerce Survey – April 2009

MCA commissioned EMCS to carry out a qualitative research study to gain a more thorough understanding of Internet and eCommerce usage across the Maltese islands.

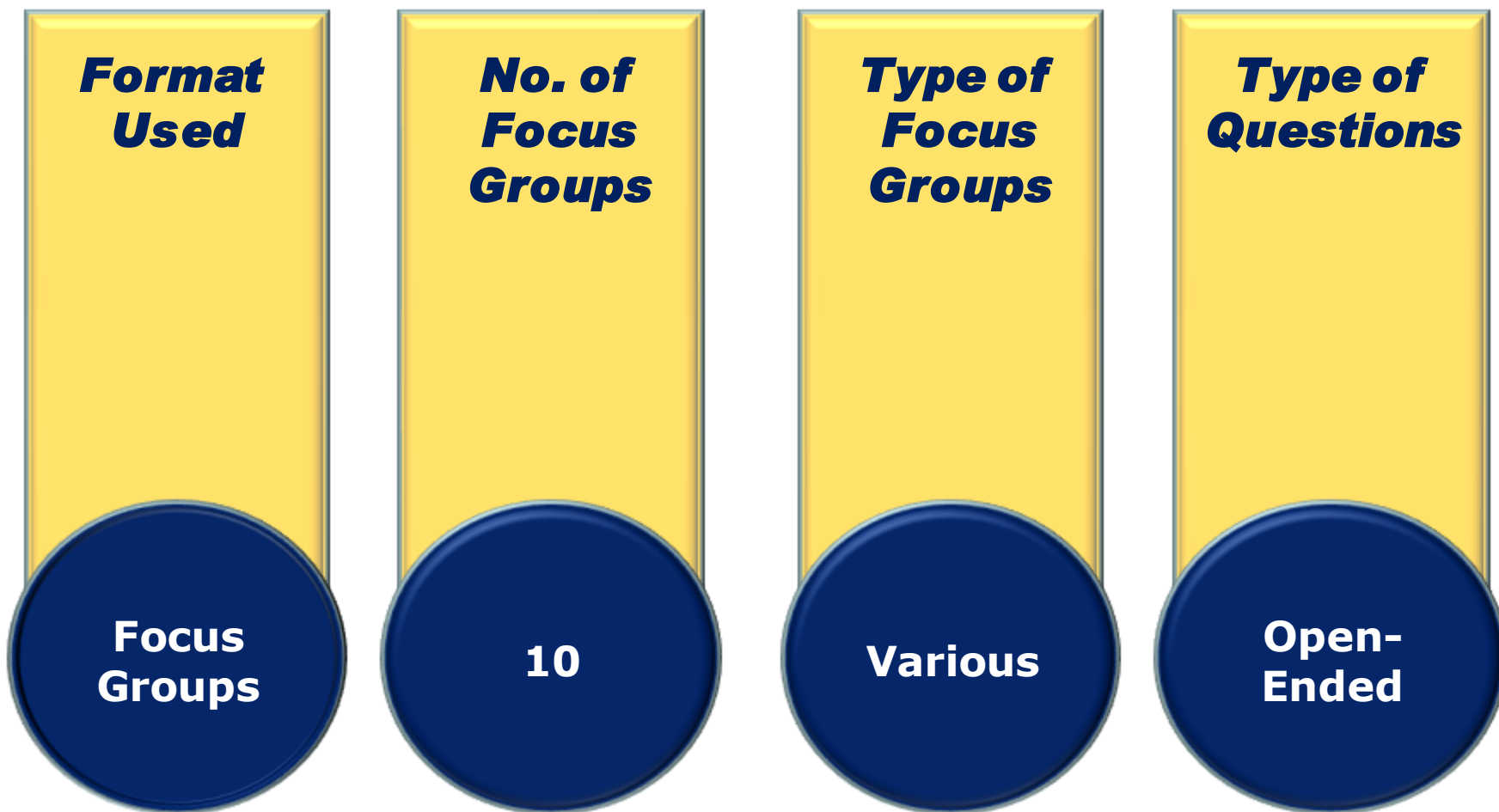
Scope of this study

- Assess the extent of use of the Internet and eCommerce across different demographic groups;
- Gain an understanding of the public's perception towards eCommerce, including any difficulties and barriers;
- Identify trends and changes in buying behavior patterns.

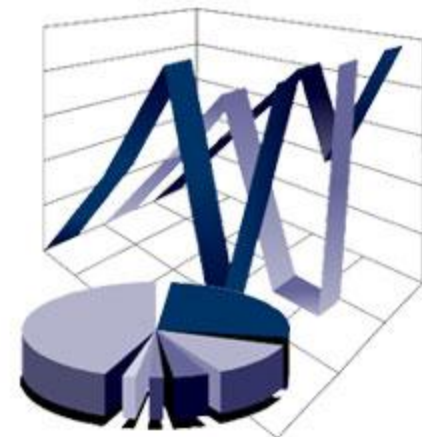
Analysis

- **The level of internet/eCommerce knowledge and skills**
- **The perceived value/usefulness of online shopping**
- **Perceived security whilst browsing the internet and buying online**
- **Intentions to start using internet, computer**
- **Willingness to start buying on-line.**

Methodology



RESEARCH FINDINGS



Main Areas Analysed

Internet Skills

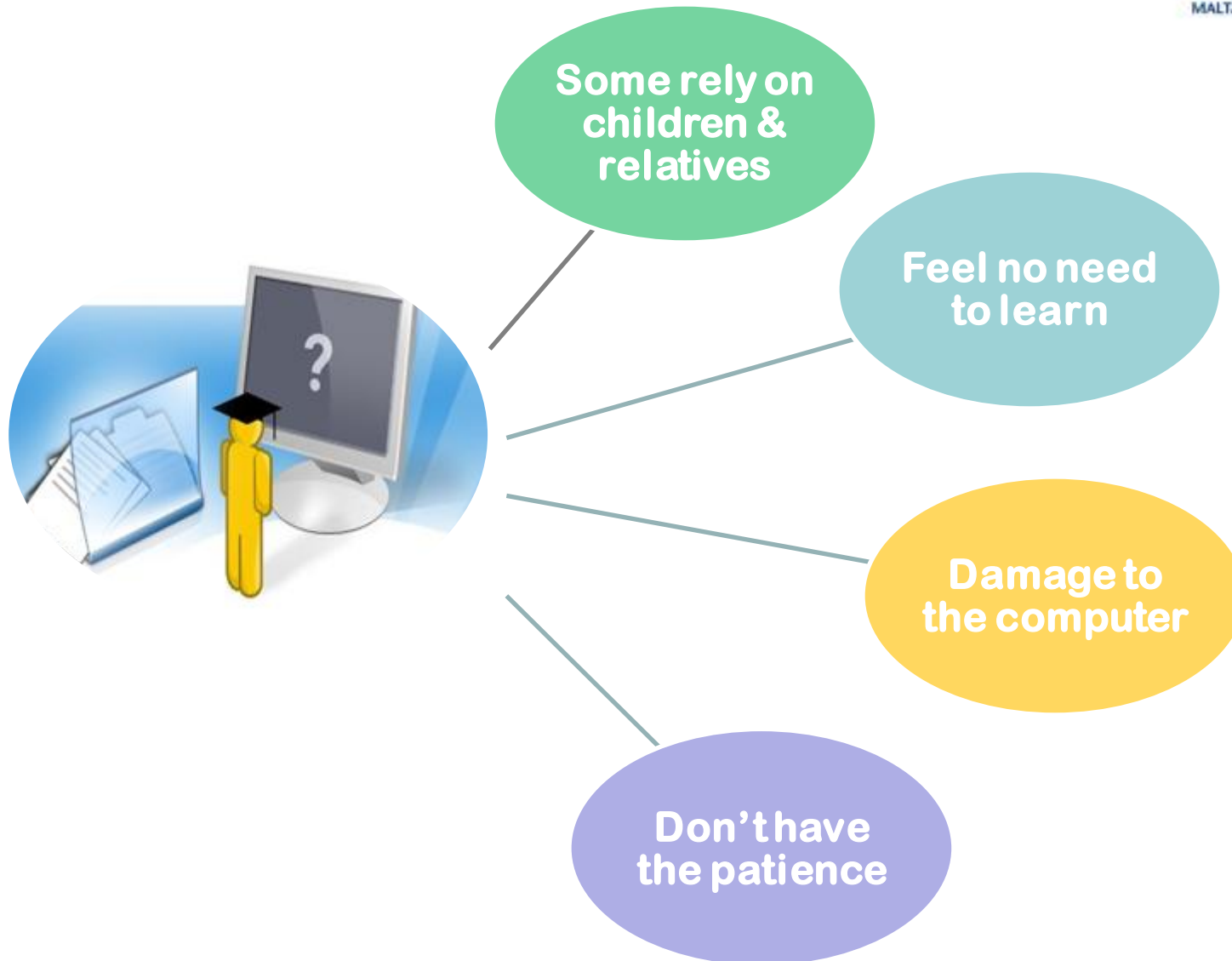
Internet Usage

Distance Shopping

Online Buying

Consumer Protection & eCommerce Regulation

Lack of Internet skills



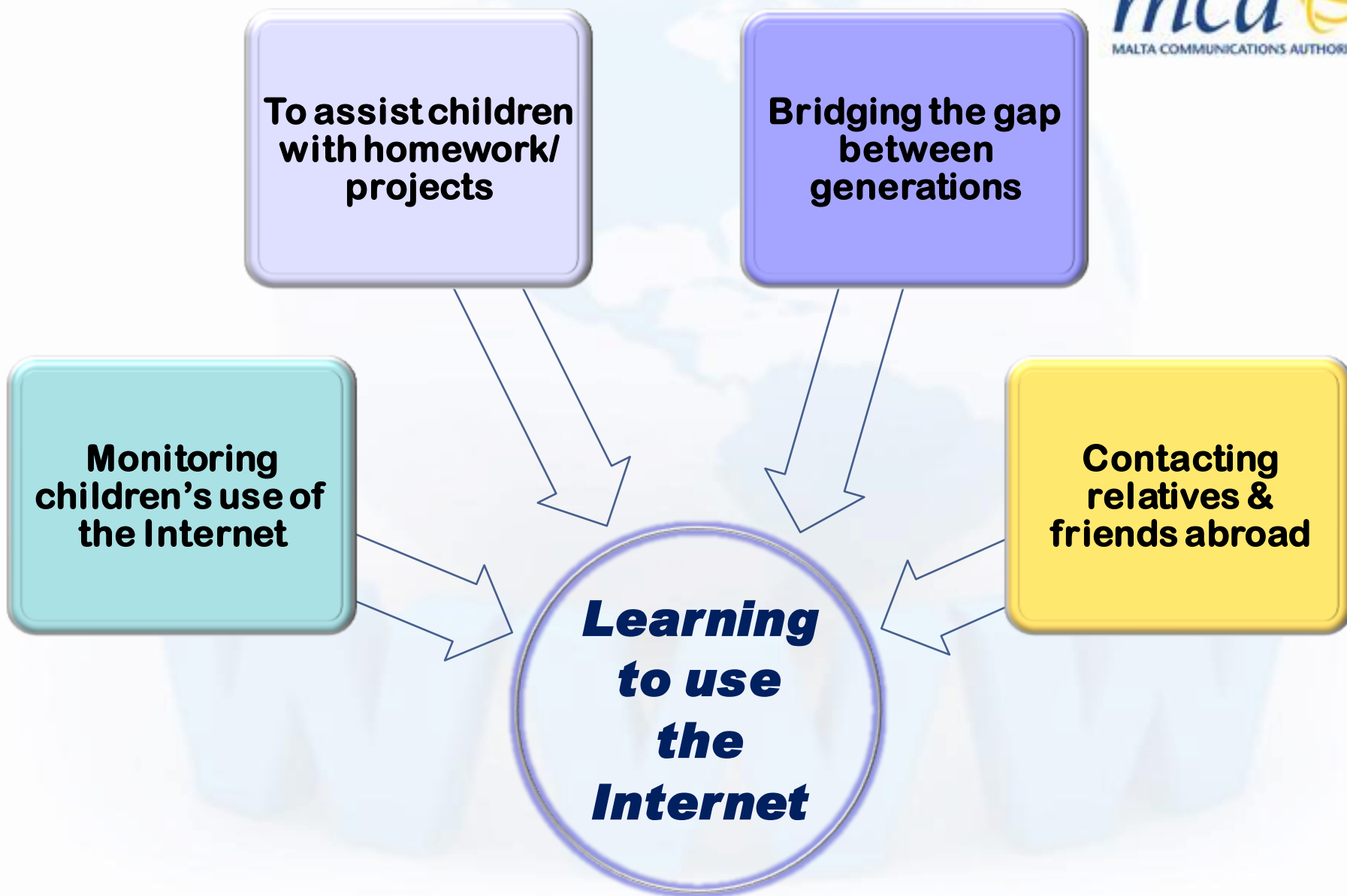
**To assist children
with homework/
projects**

**Bridging the gap
between
generations**

**Monitoring
children's use of
the Internet**

**Contacting
relatives &
friends abroad**

***Learning
to use
the
Internet***



Internet courses... how effective are they?

- **Formal training is not enough – best to learn by trial & error**
- **Practical vs. theoretical**
- **Too easy and basic**
- **Willing to attend for a short workshop about online shopping**
- **To include online shopping & related security features**
- **Useful if properly designed and tailor-made**
- **Having a computer & access to Internet is a must, otherwise training is useless**



Main Areas Analysed

Internet Skills

Internet Usage

Distance Shopping

Online Buying

Consumer Protection & eCommerce Regulation

**Fear of
addiction**

Lack of time

***Infrequent
Use Of The
Internet***

Is the Internet a useful tool when buying products /services?

Helps in the buying process

<http://www>

Allows comparison of prices & features

<http://www>

Easy to detect fraudulent sites

<http://www>

Online shopping

Internet Banking

Payment of bills

Monitoring children's use of the Internet

Mobile credit

News

Research

Social Networking

Booking flights & accommodation

Organising trips

Communication

Work

Main Areas Analysed

Internet Skills

Internet Usage

Distance Shopping

Online Buying

Consumer Protection & eCommerce Regulation

Distance Shopping



ONLINE BUYING

Most popular amongst participants

Good after-sales service



CATALOGUE SHOPPING

Mostly women & pensioners buy from catalogues

Good after-sales service



TV SHOPPING

Frequently disappointed with product

No after sales service

Main Areas Analysed

Internet Skills

Internet Usage

Distance Shopping

Online Buying

Consumer Protection & eCommerce Regulation

Which are the main concerns/fears when buying online ?

- ◆ **Giving out personal details – fear of credit card theft;**
- ◆ **After-sales service;**
- ◆ **Delivery delay, damaged/faulty item, different item from that ordered.**

DO NOT BUY ONLINE OR LIMIT THE MONEY SPENT.

Why Buy Online?

- Lower prices
- Wider choice and more variety
- Convenient (buying from the comfort of your own home and at any time)
- No time to go around shops
- Items not available in Malta (particular hobbies).

Benefits of Online Buying

- Shopping at any time of the day
- Online browsing quicker than window shopping
- After-sales service more efficient

PRECAUTIONS WHEN BUYING ONLINE

- Buy from same trusted sites
- Buy from sites recommended by family and/or friends
- Buy from popular sites such as eBay, Play.com and Amazon
- Do an online search about seller
- Purchase from sites that sell renowned brands
- Look out for security features



SECURE ONLINE PAYMENTS

- Paypal
- Credit card
- International debit card



What constitutes a secure site?

Verisign Logo



Padlock

Website Layout



https

Items bought from brick and mortar vs. items bought online



Clothes
Daily commodities
Very expensive items,
such as cars, etc

CDs
DVDs
Sports
equipment/sportswear
Books
Collector's items
Mobile credit

Do not Buy Online. Why?

- Do not own a credit card
- Reluctant to submit personal details
- Returns can be costly & cumbersome
- Limited trust in online traders
- Product might not meet expectations
- Damaged/faulty item
- Do not have the patience

**However, would
buy online if
prices are
substantially
cheaper**

Online buying vs. traditional shopping

- Prefer to see & touch item
- Physical contact in case of faulty item
- Delivery too lengthy
- Prefer to buy locally given same price and choice
- **Online buying offers variety & uniqueness**
- **Check out items locally but purchase online**

Main Areas Analysed

Internet Skills

Internet Usage

Distance Shopping

Online Buying

Consumer Protection & eCommerce Regulation

eCommerce Regulation & Consumer Protection

- **Unaware that eCommerce is regulated by the MCA**
- **Not aware of any laws that protect online buyers**
- **Many were aware of 'cooling-down' period'**



Thank you for your attention.