



eCommerce Survey 6: September 2009

MCA eCommerce Survey 6

- MCA commissioned Informa to carry out its 6th e-Commerce survey.
- Previous surveys on eCommerce usage were held in Sept 06, April 07, Sept 07, Apr 08 and Sept'08.

Objective

- The survey focussed mainly on **Internet access & use, eCommerce usage, concerns and perceptions** and the reluctance by certain demographic groups to make online purchases.

Aim

- To obtain an **indication** of the level of eCommerce **use** across Malta and Gozo and its **potential for growth**.
- To compare results across surveys so as to identify trends and changes in buying behaviour patterns.



Telephone interviews (CATI)
23 close-ended questions



A stratified sample of 1600 respondents
At least 400 e-Commerce users

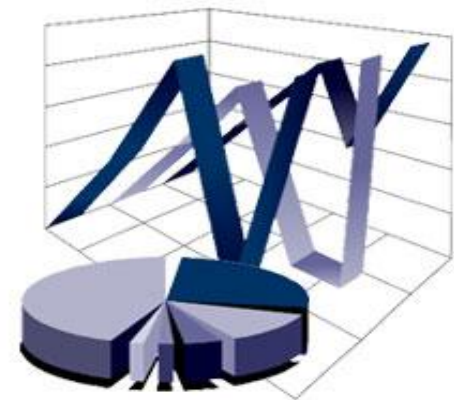


Data classified according to:
Gender
Age
Education
Occupation
Area

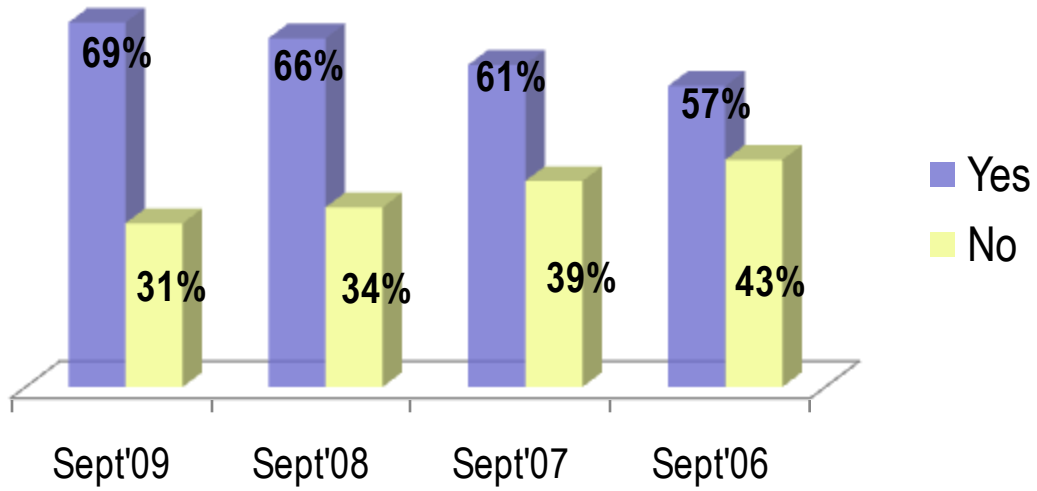
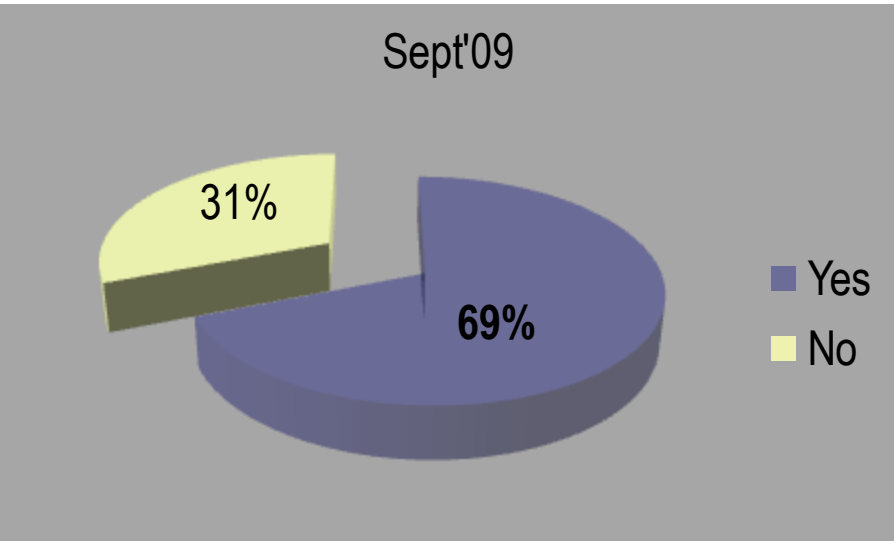
New in this survey...

- Perception questions
- Questions related to online buying were only asked to those who purchased online in the last 6 months
- Added a further tier in the question related to amount spent on online purchases
- Asked whether people bought on behalf of others and vice versa
- Change in 'who to contact in case of eCommerce difficulties' question – divided into 2, i.e. contact person/entity:
 - ▶ if item is undelivered/damaged/not as expected
 - ▶ if victim of an online scam
- Asked respondents whether they own a credit/debit (international) card

Survey Results

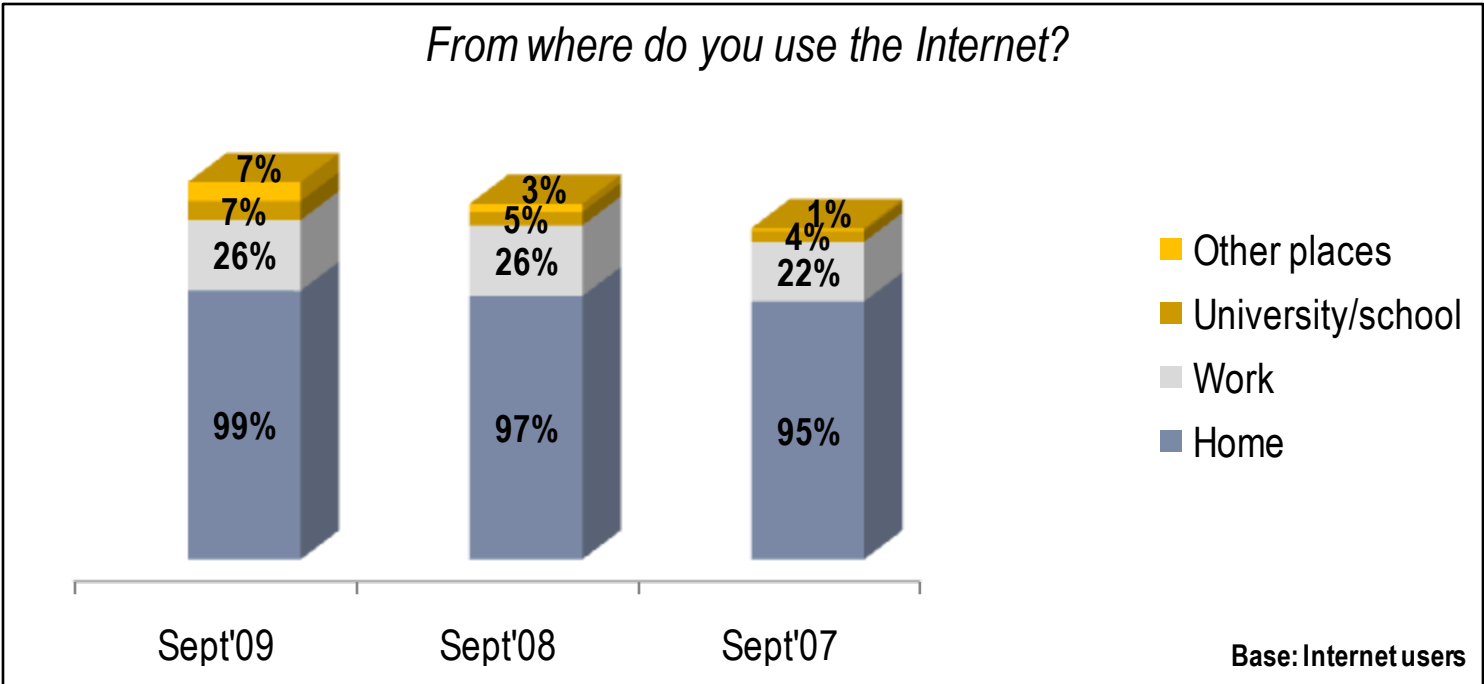
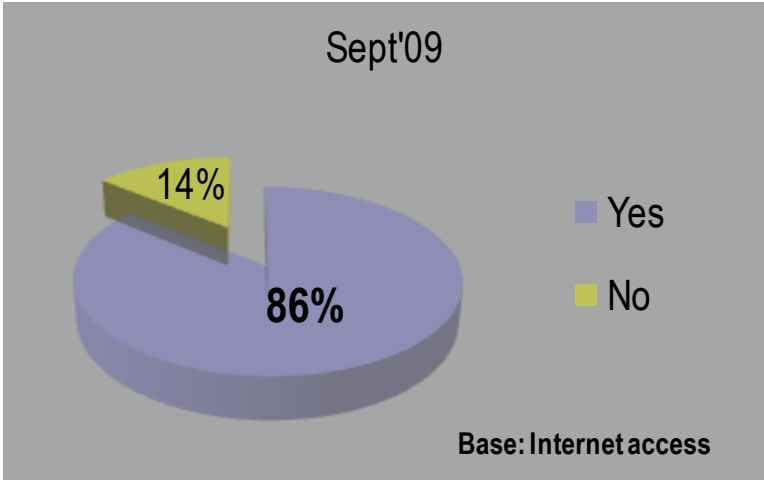


Internet Access



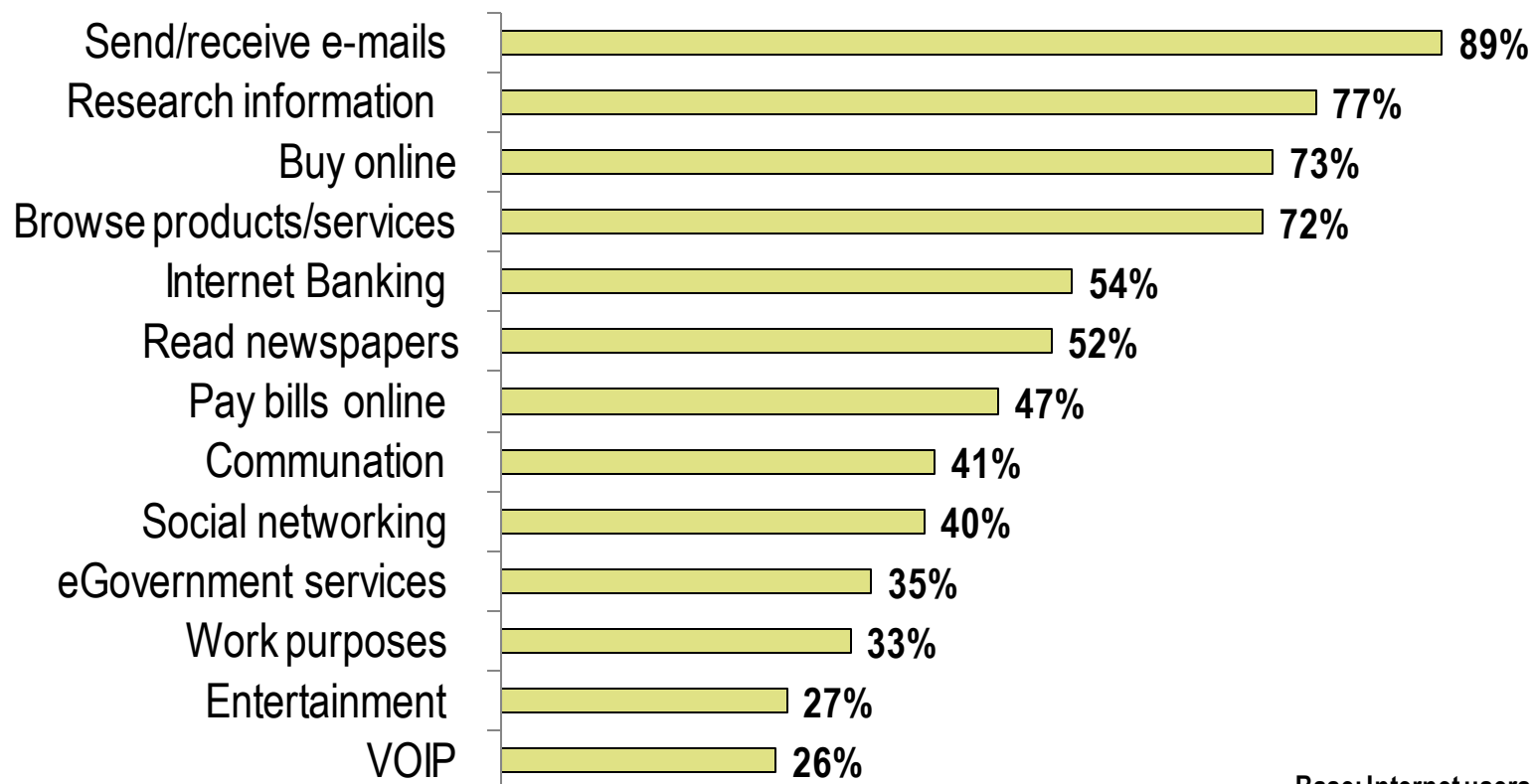
Base: all respondents in sample

Internet Usage



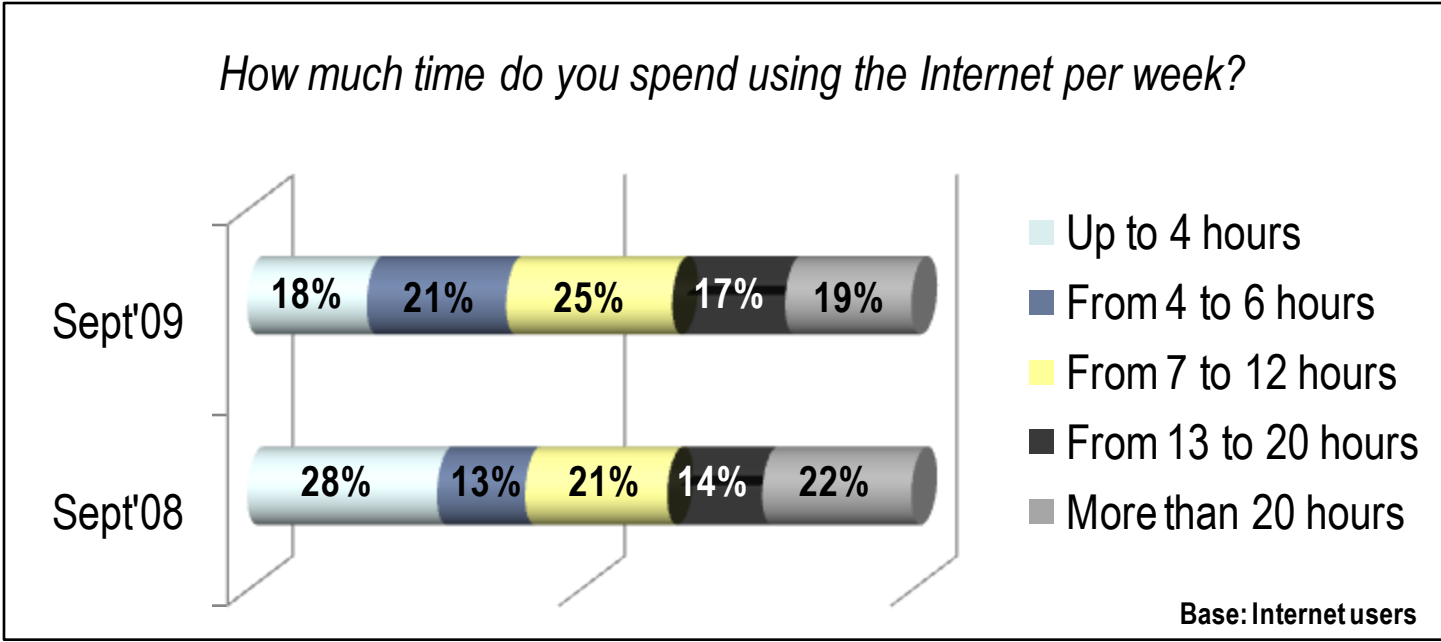
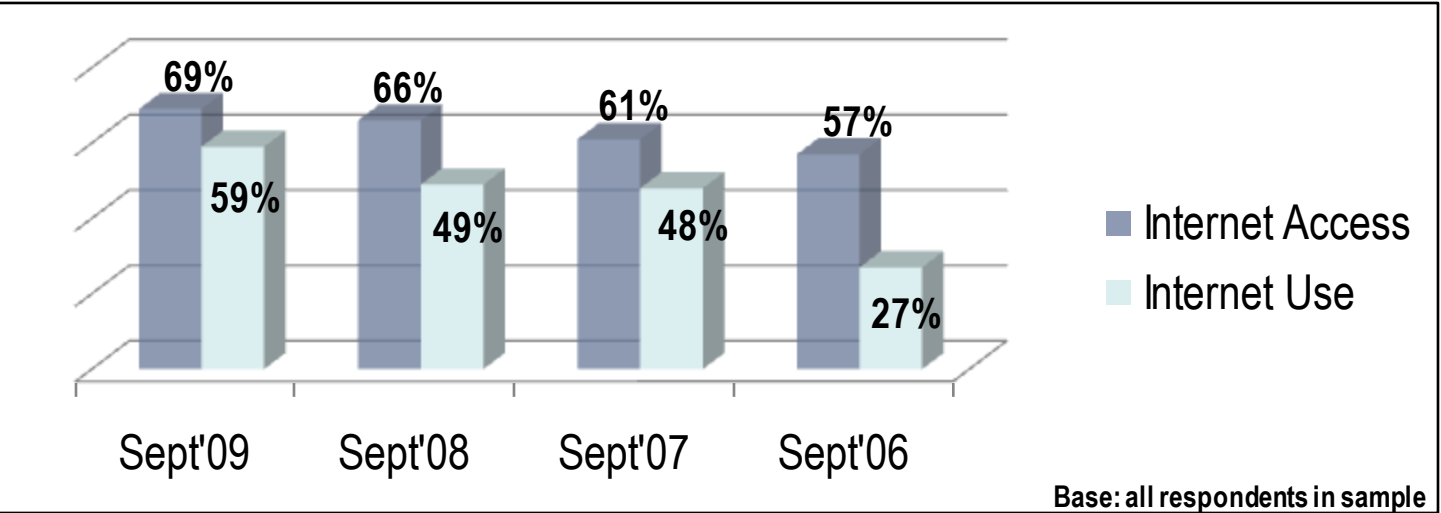
Do you use the Internet to...?

Sept'09

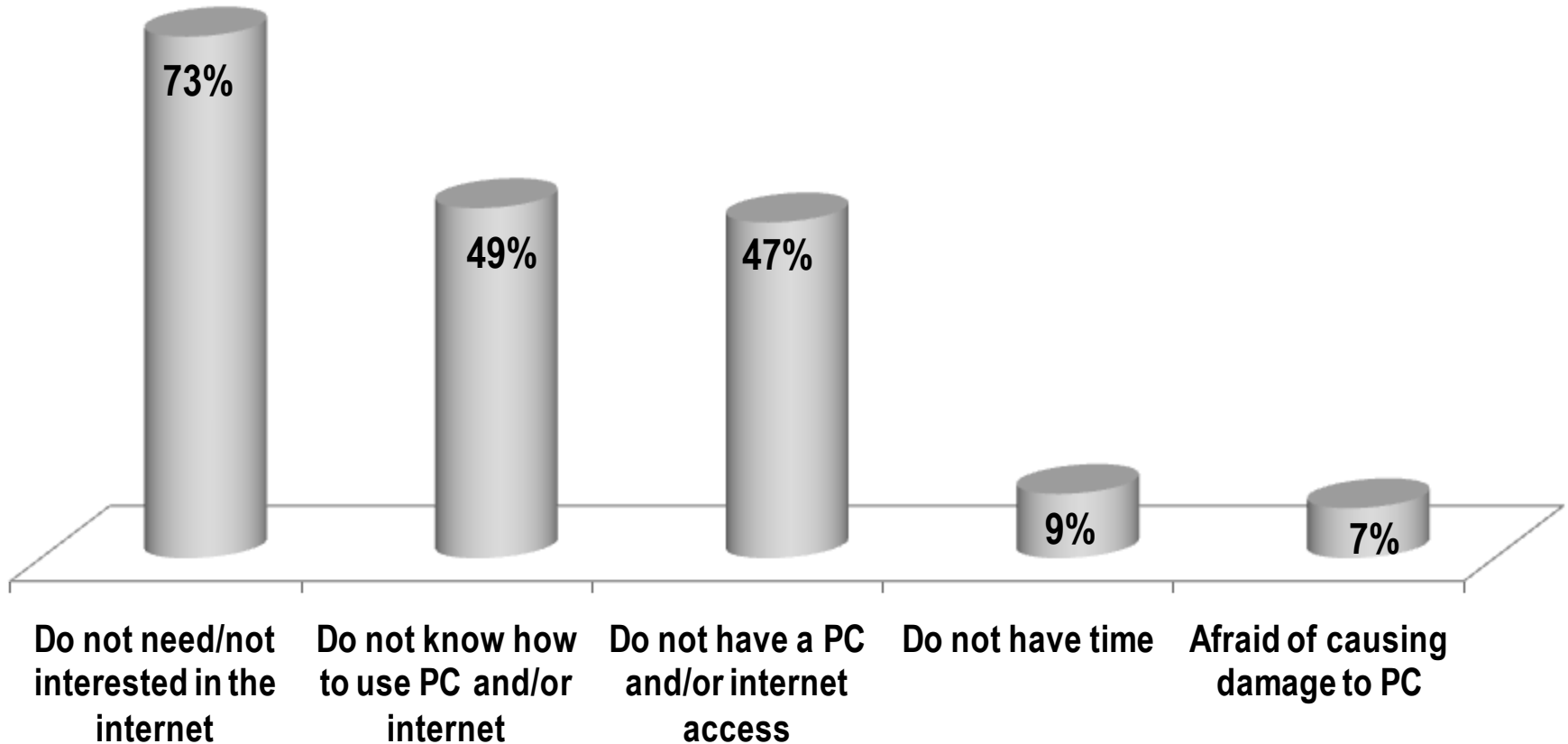


Base: Internet users

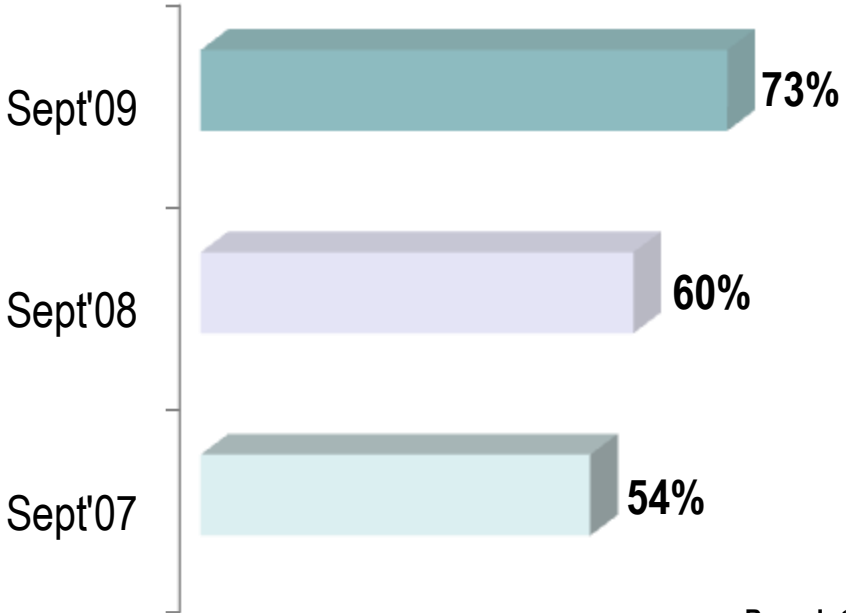
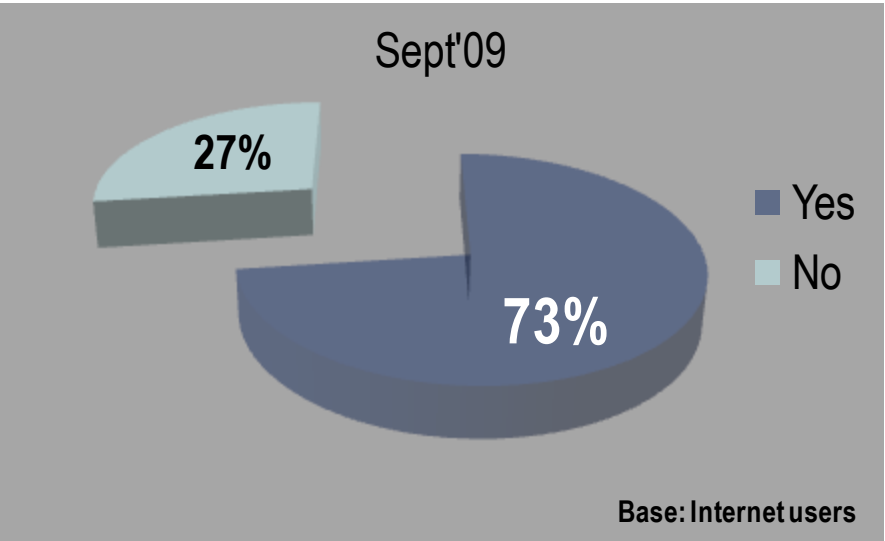
Internet Access vs. Internet Usage



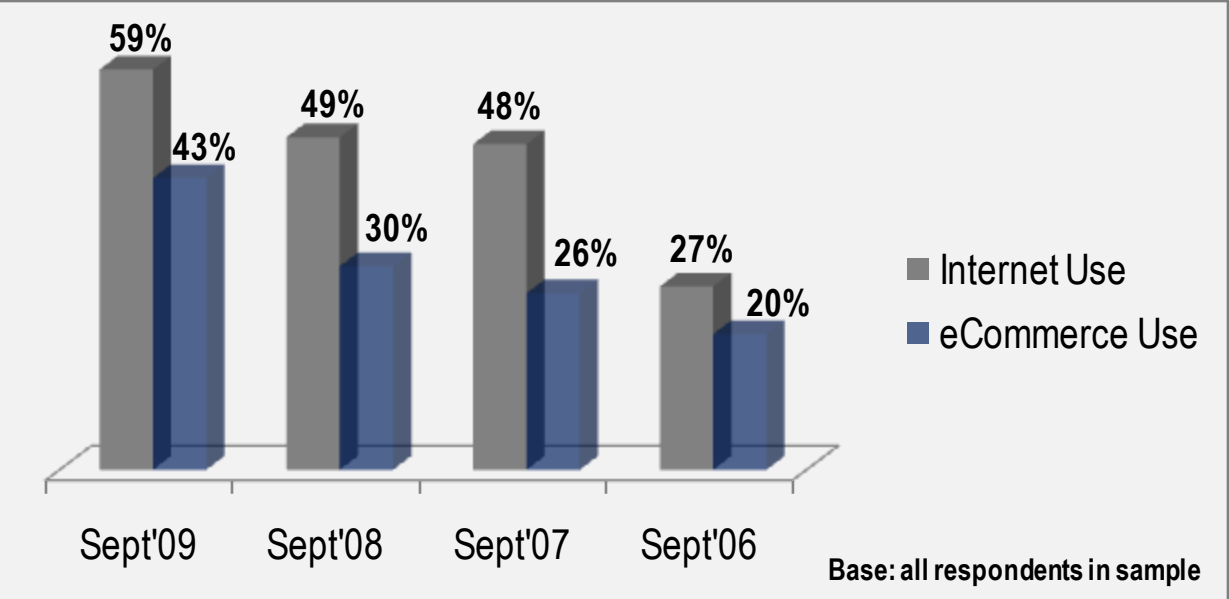
Do **NOT** use the Internet because...



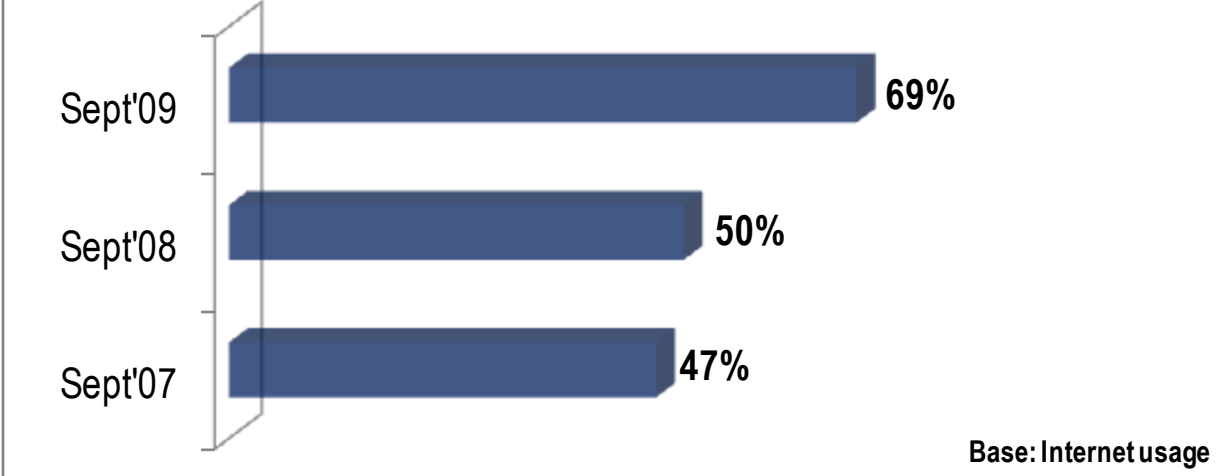
eCommerce Usage



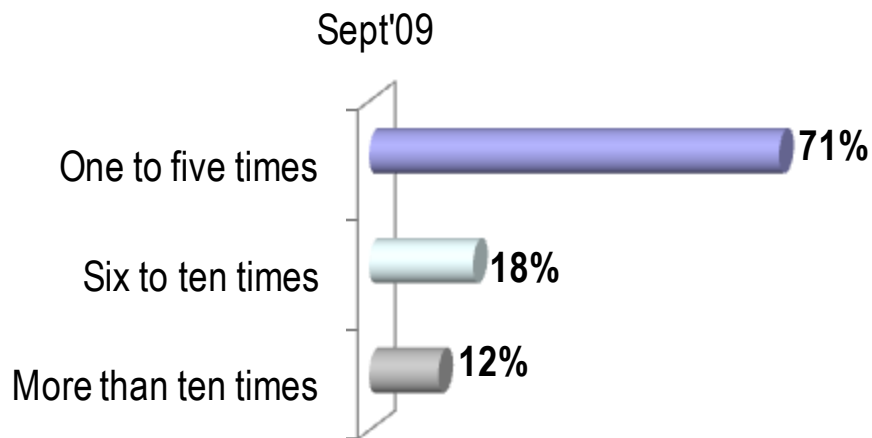
Internet Use vs. eCommerce Use



Have you made any online purchases in last 6 months?

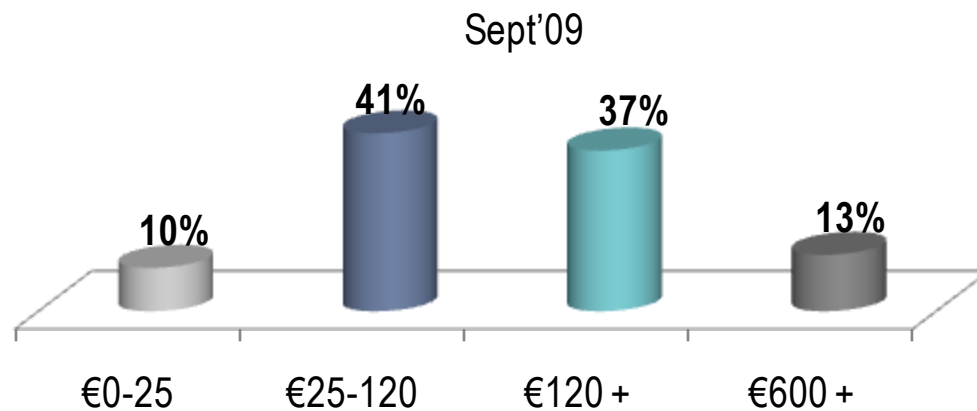


How many times did you buy online?



Base: Online purchases in last 6 months

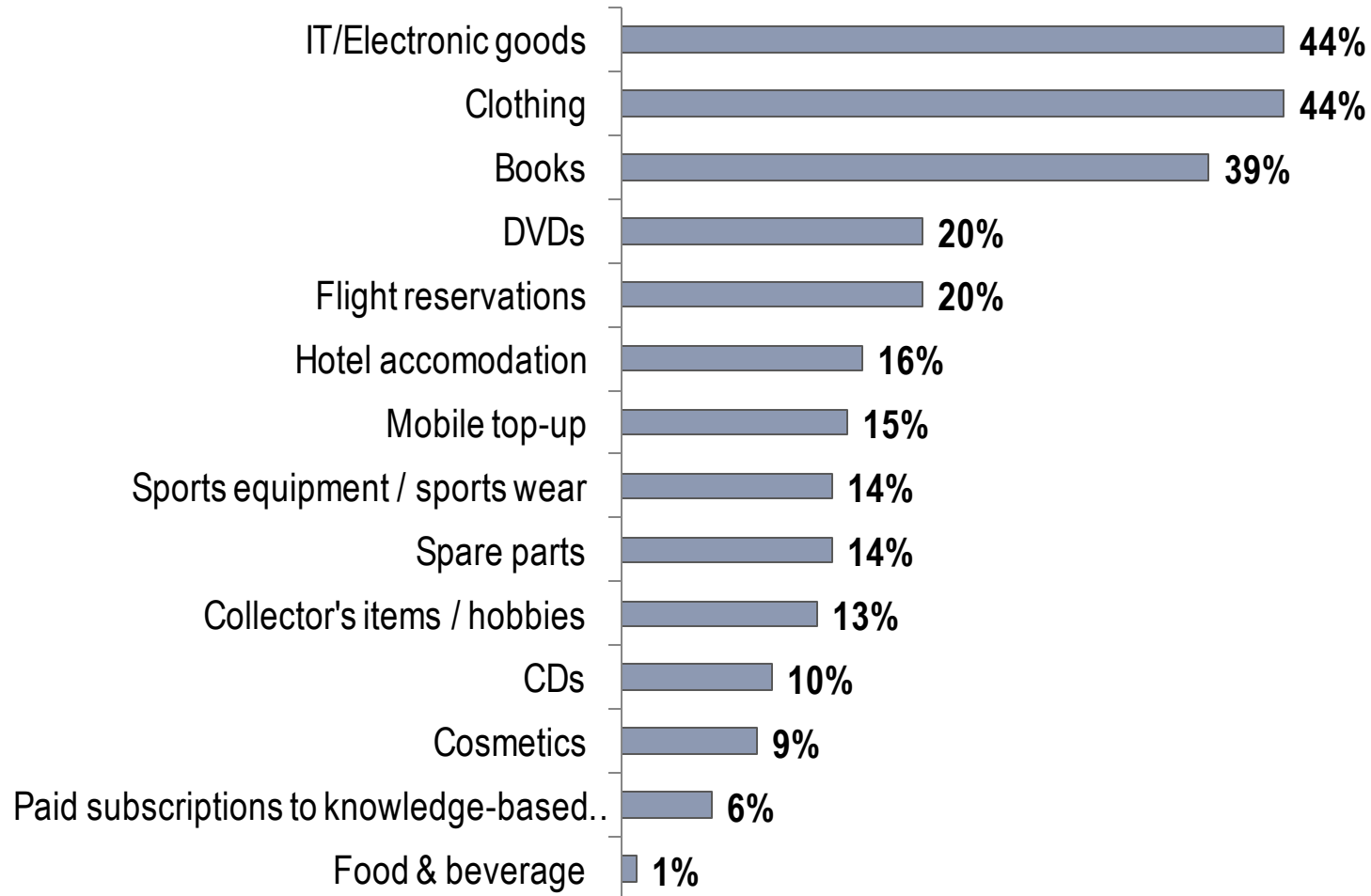
How much did you spend online?



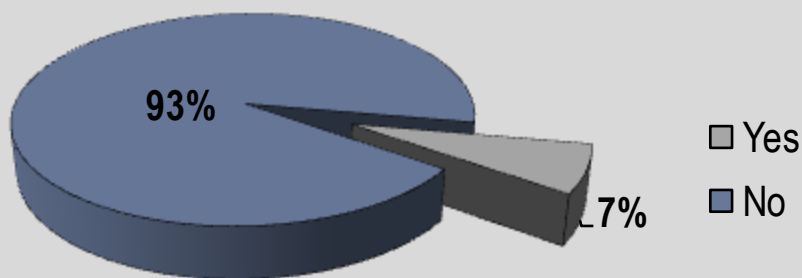
Base: Online purchases in last 6 months

Did you buy any of the following items?

Sept'09

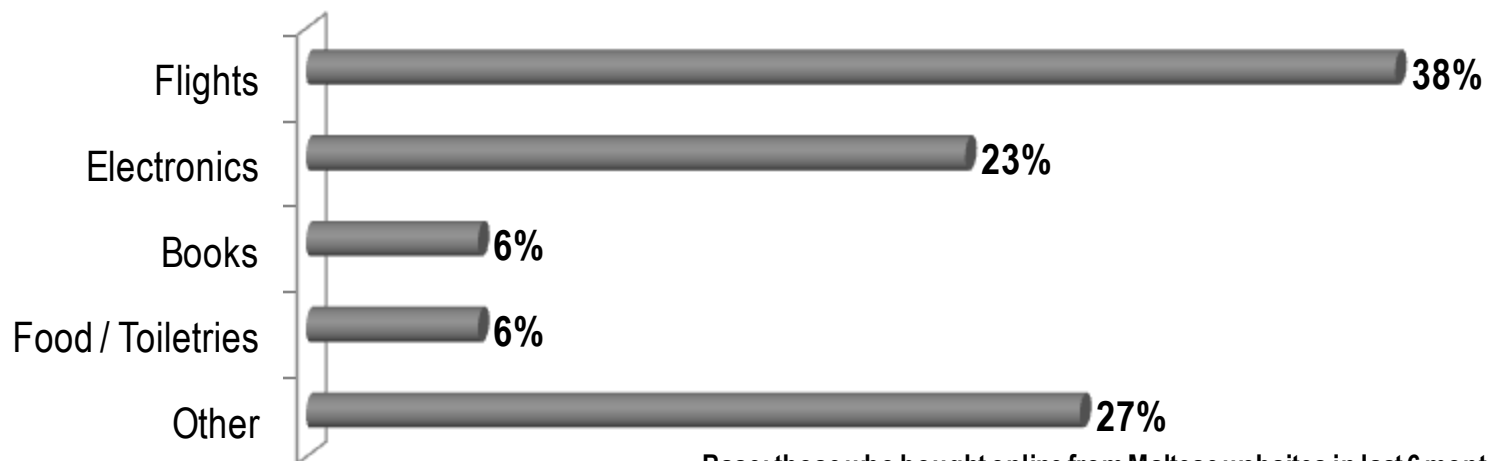


Have you bought any items from Maltese websites?



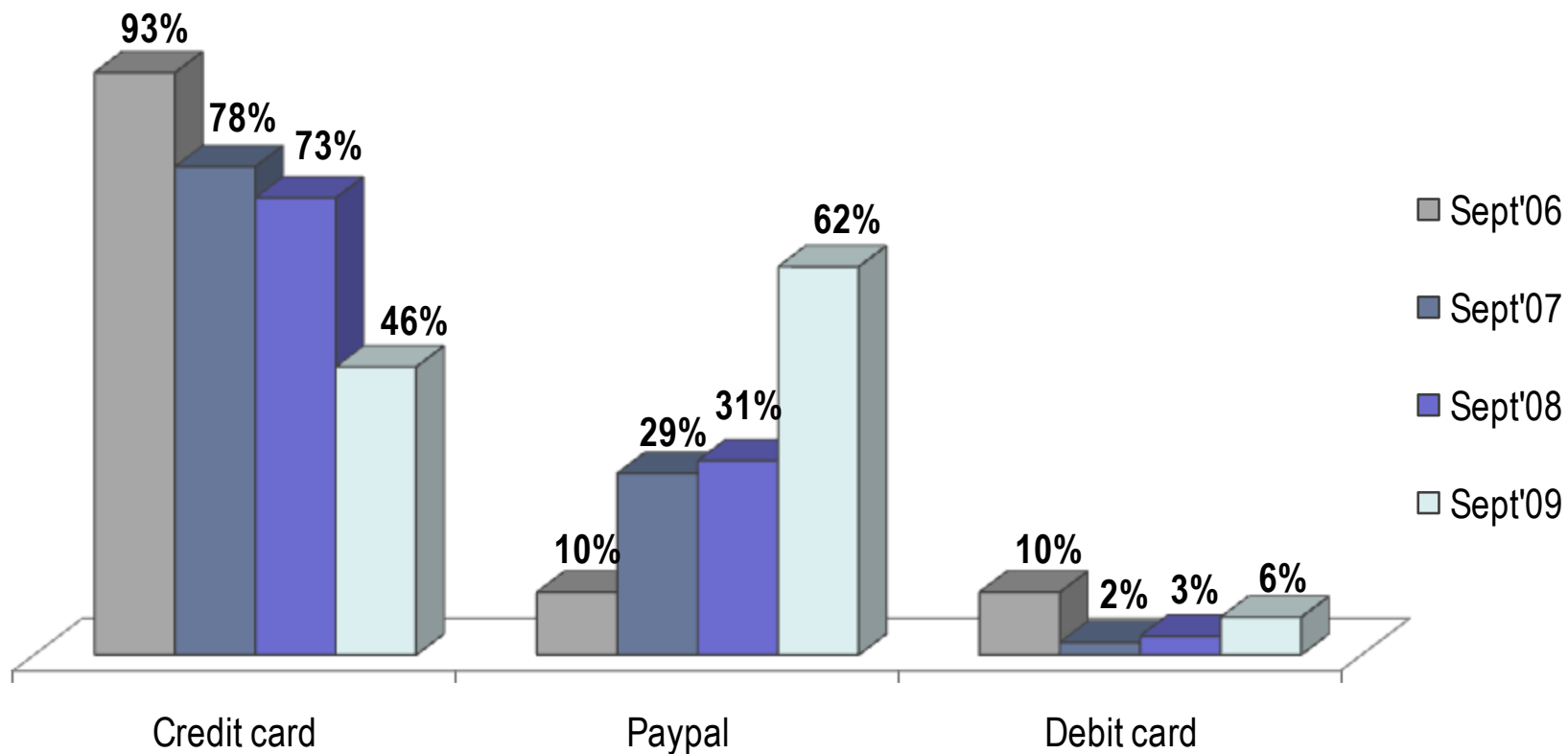
Base: Online purchases in last 6 months

Items bought from Maltese websites



Base: those who bought online from Maltese websites in last 6 months

What method of payment did you use when buying online?



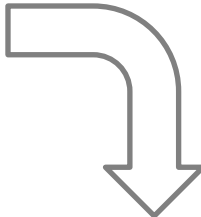
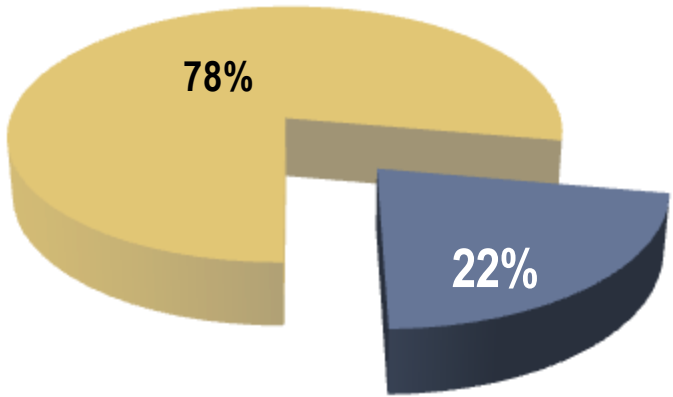
Base: Online purchases in last 6 months

Have you encountered any problems when buying online?

Base: Online purchases in last 6 months



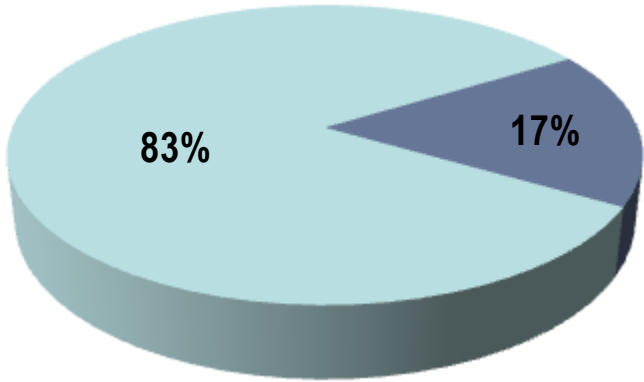
■ Yes ■ No



Has your problem been solved?

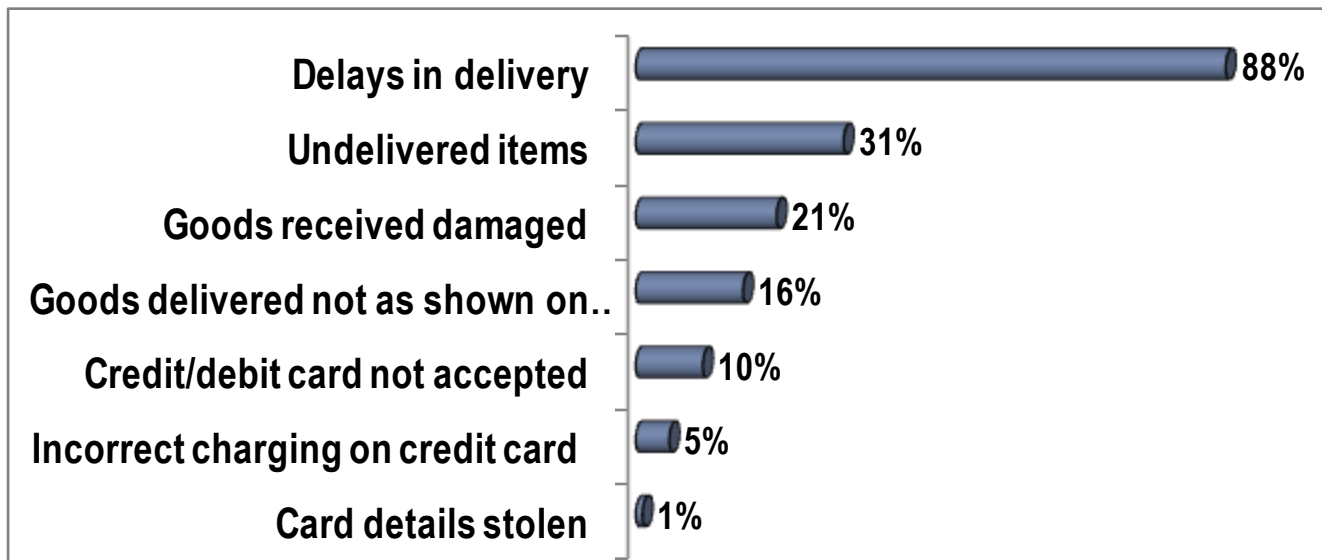
Base: those that experienced problems in last 6 months

■ Yes ■ No



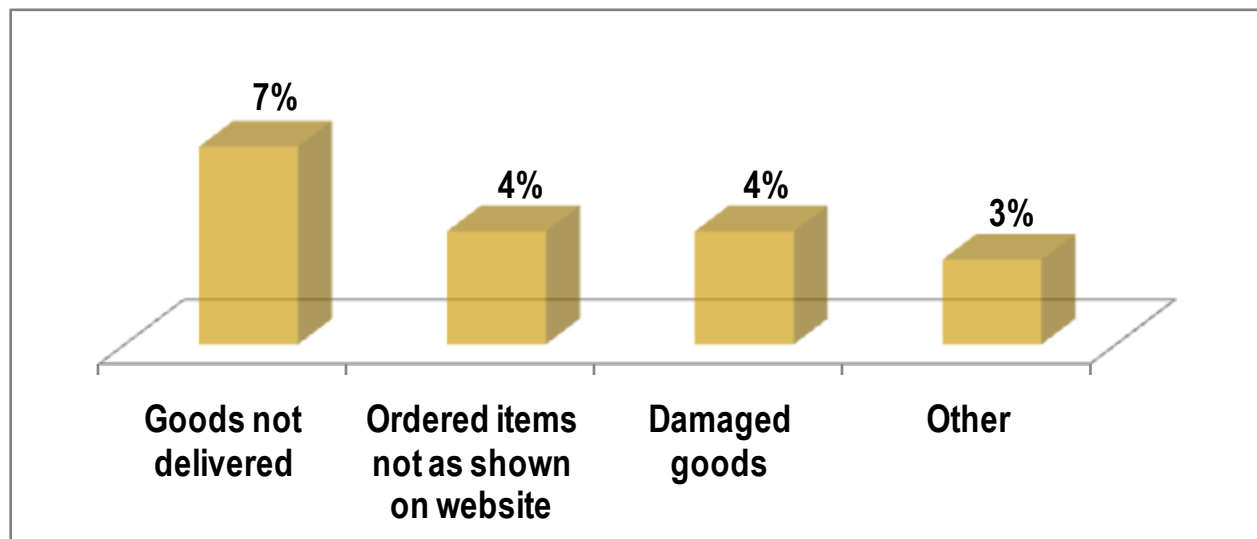
What type of problems did you encounter?

Base: those that experienced problems in last 6 months

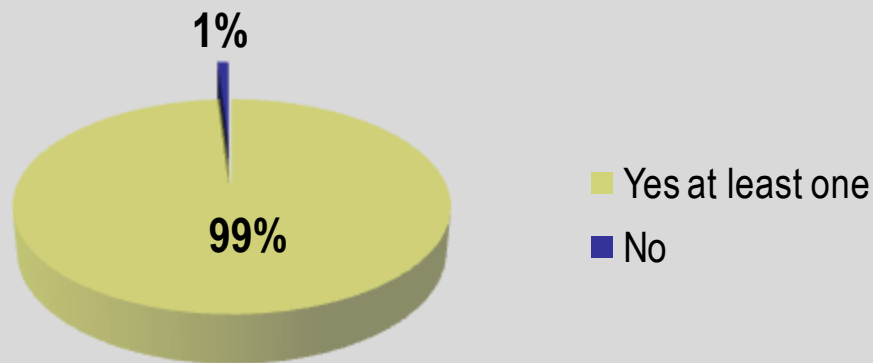


Problems not yet solved

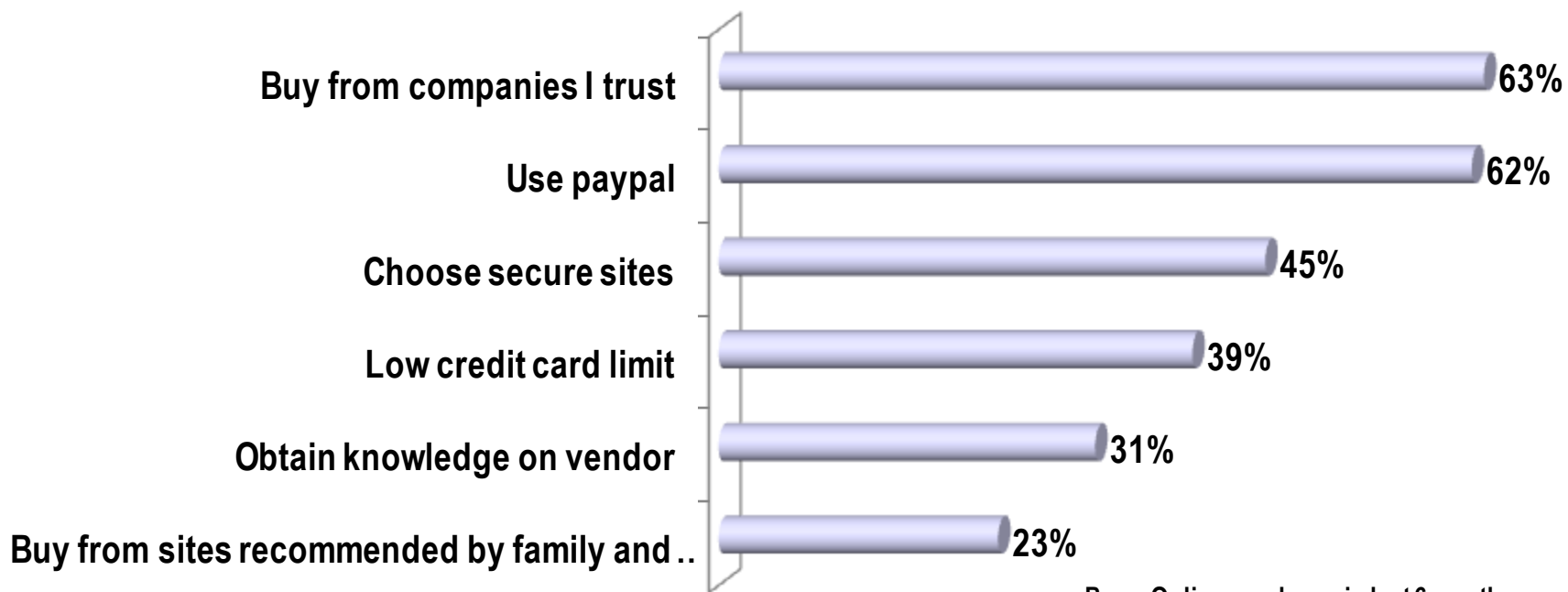
Base: those that experienced problems in last 6 months



Do you take precautions when buying online?

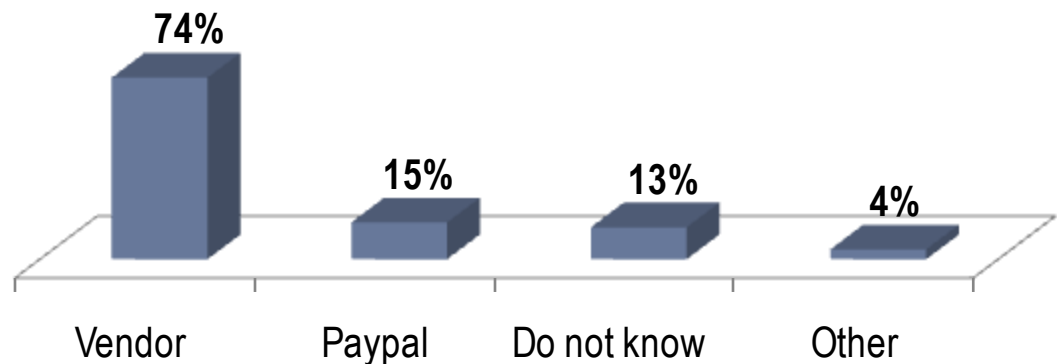


Base: Online purchases in last 6 months



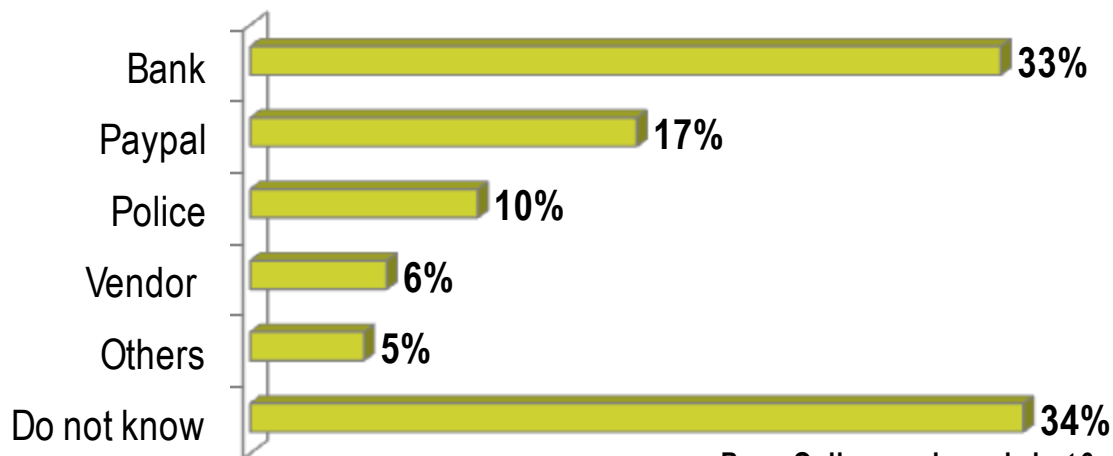
Base: Online purchases in last 6 months

Who would you contact if item is not delivered/damaged/not as expected?



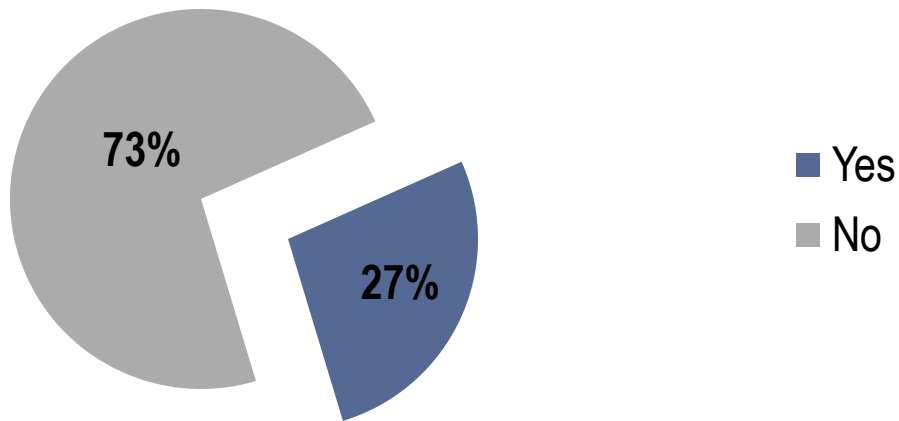
Base: Online purchases in last 6 months

Who would you contact if you're victim of a scam/fraud?

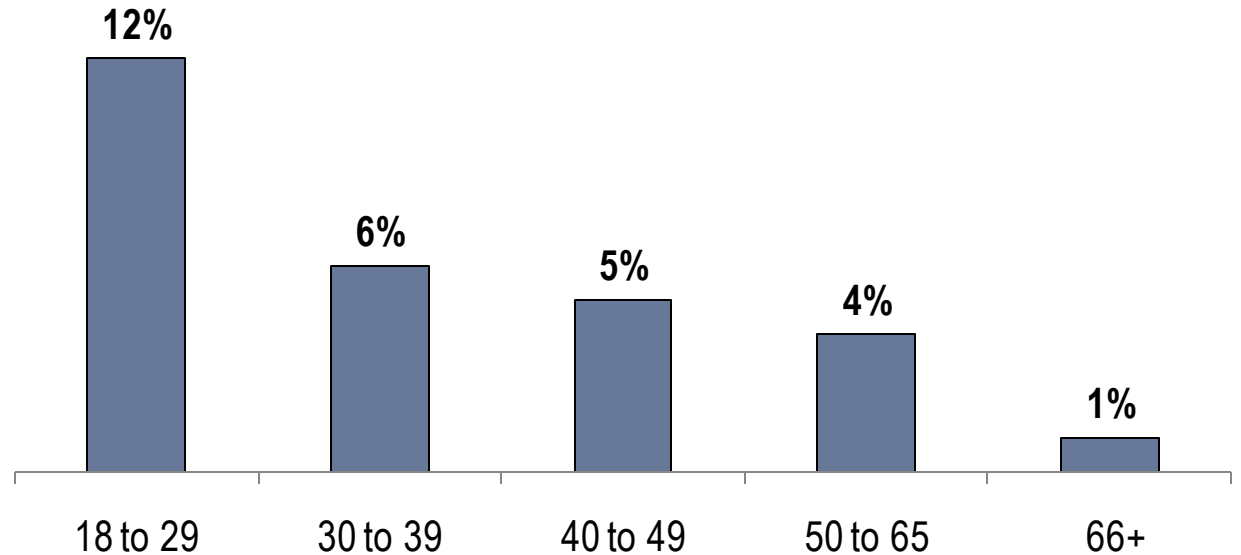


Base: Online purchases in last 6 months

Has anyone asked you to buy for him/her from the Internet?

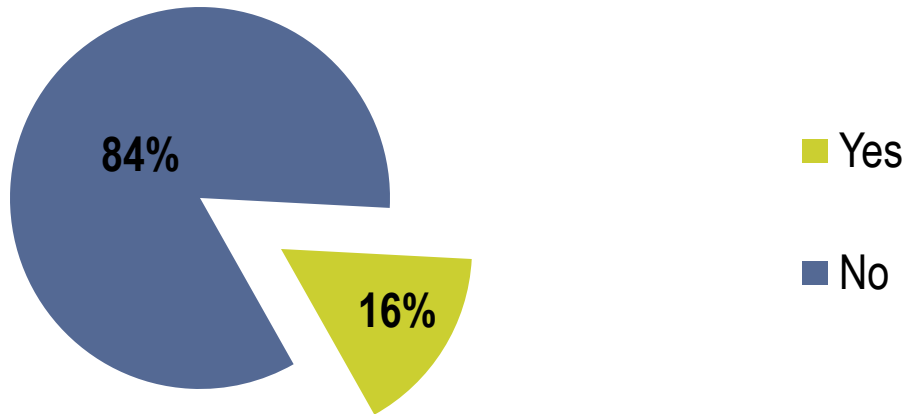


Base: Online purchases in last 6 months

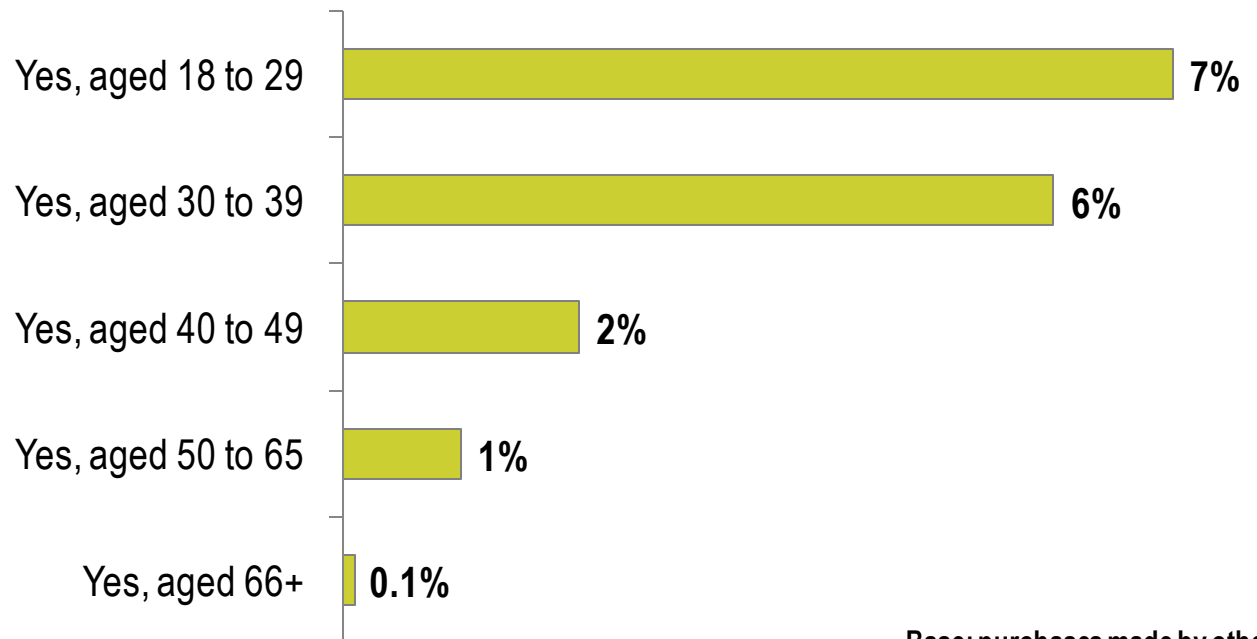


Base: purchases made for others in last 6 months

Have you commissioned anybody to buy for you from the Internet?

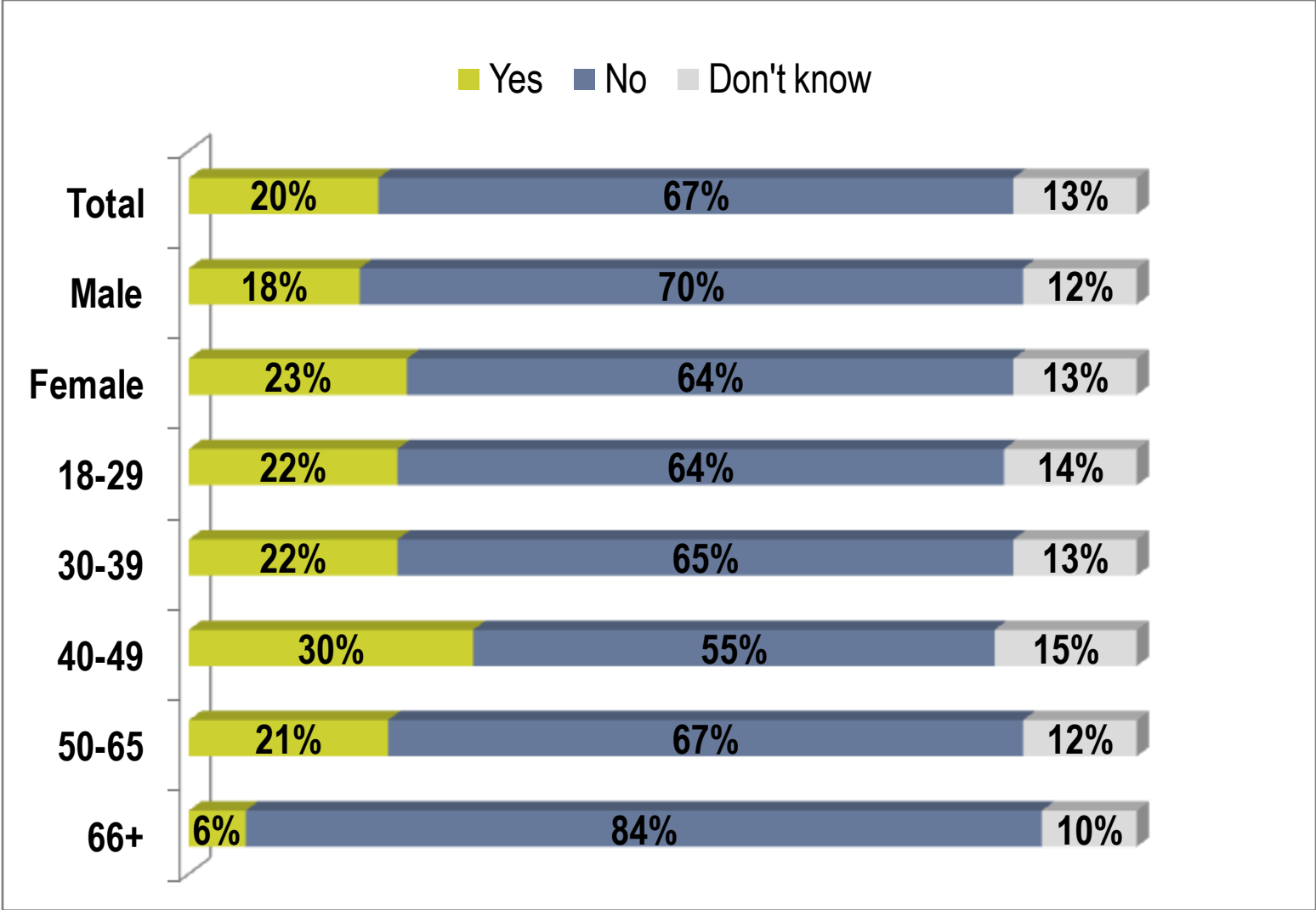


Base: non-Internet users and non-eCommerce users



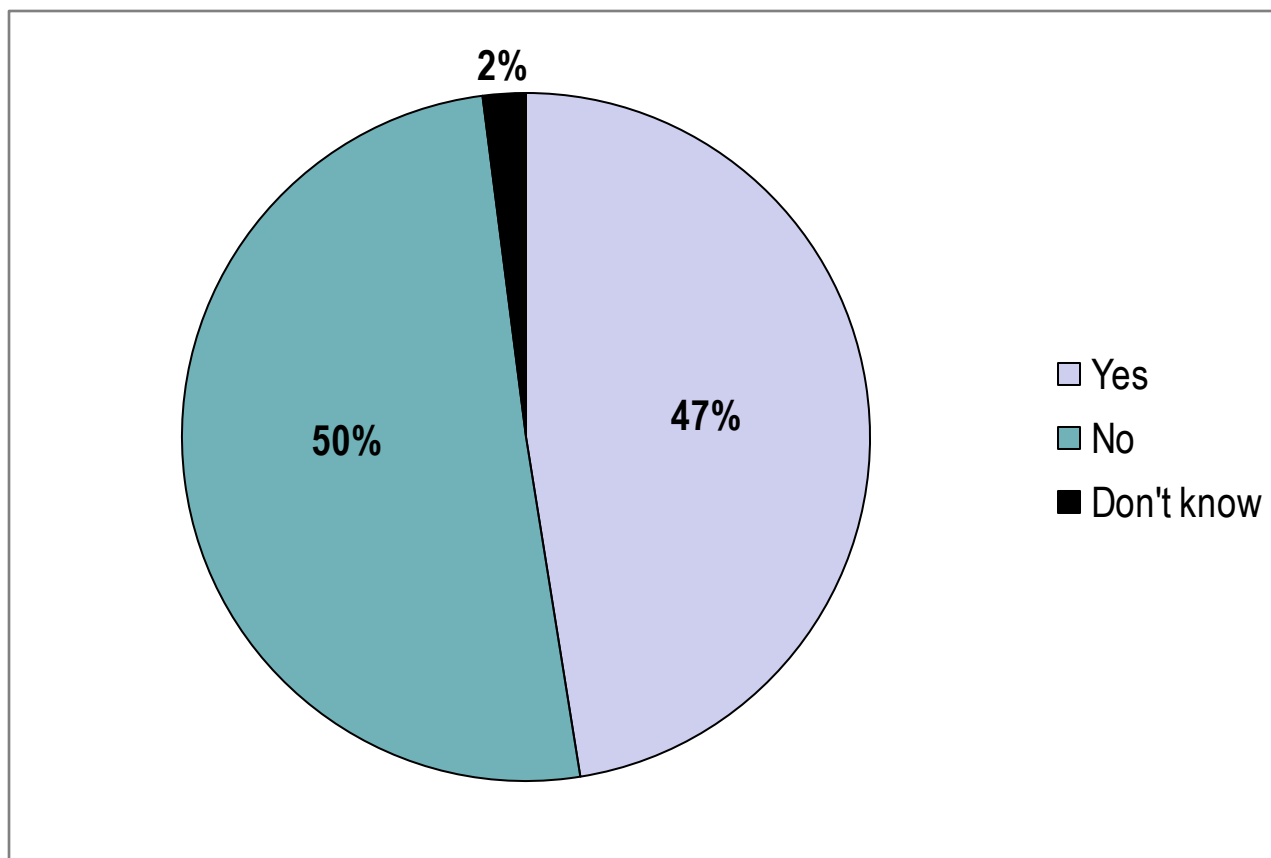
Base: purchases made by others

Would you attend a short course about online buying?



Base: all respondents in sample

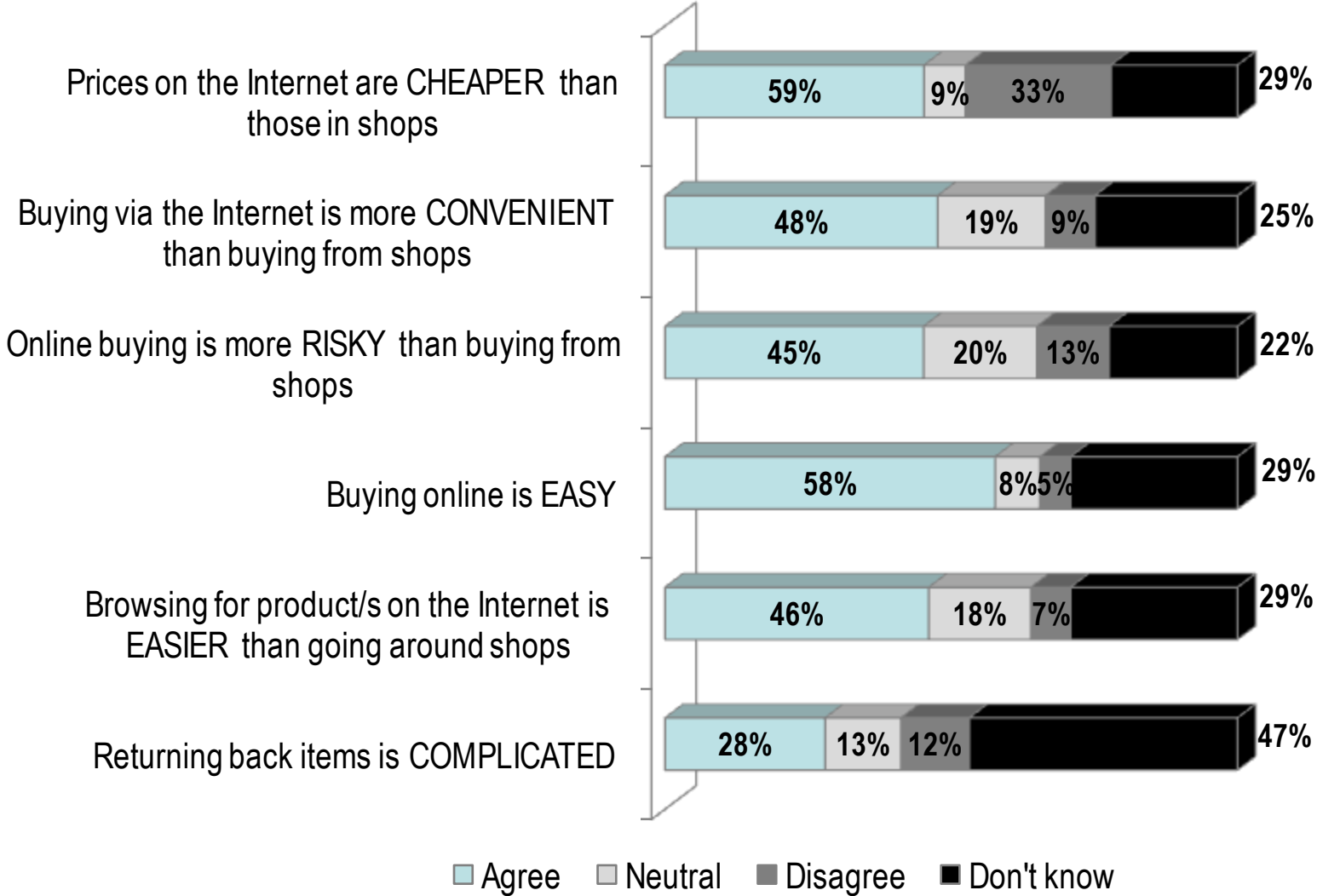
Do you own a credit/debit card?



Perception Questions

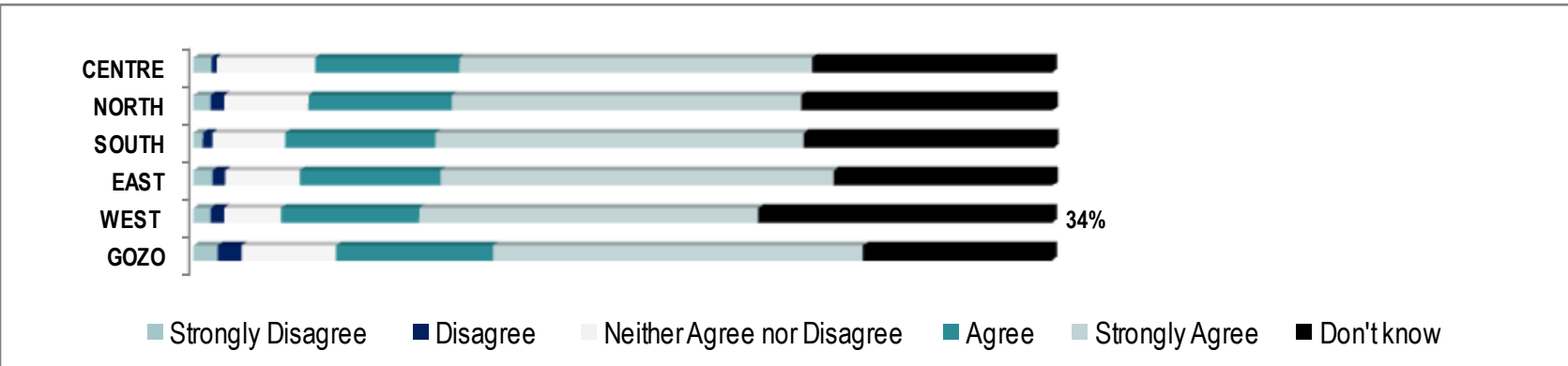
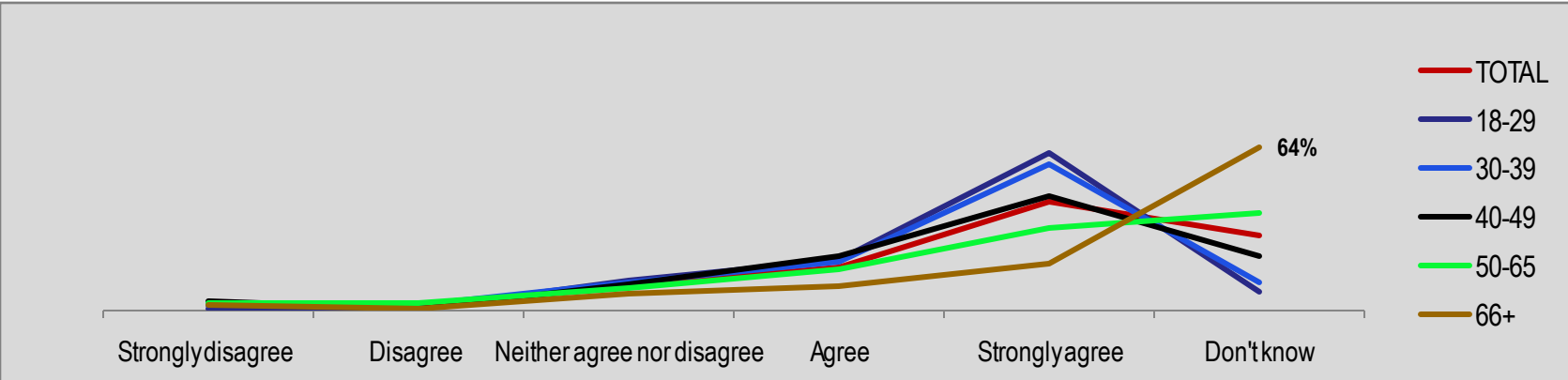
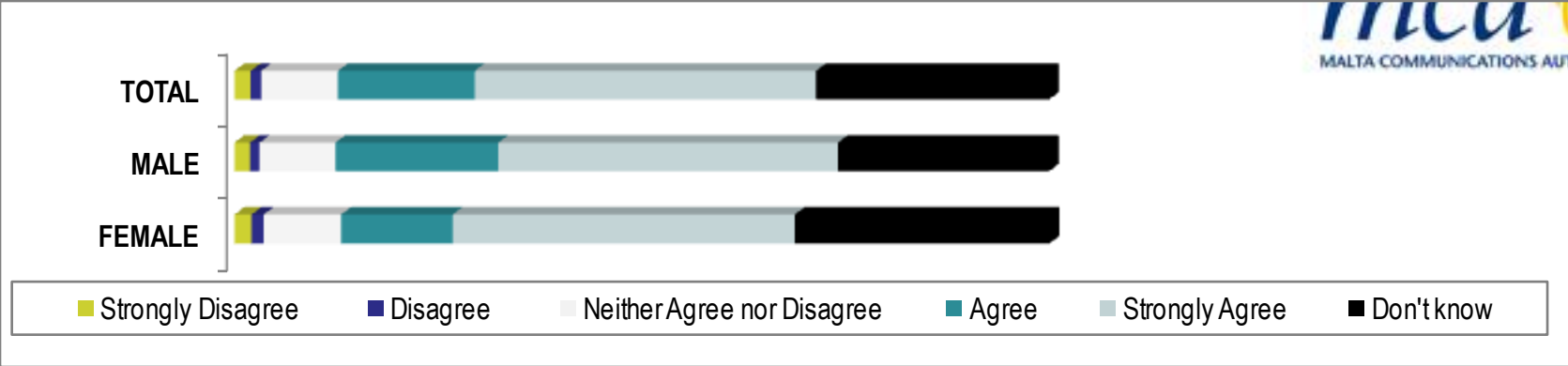
Perceptions About Online Buying

How much do you agree or disagree with the following statements?



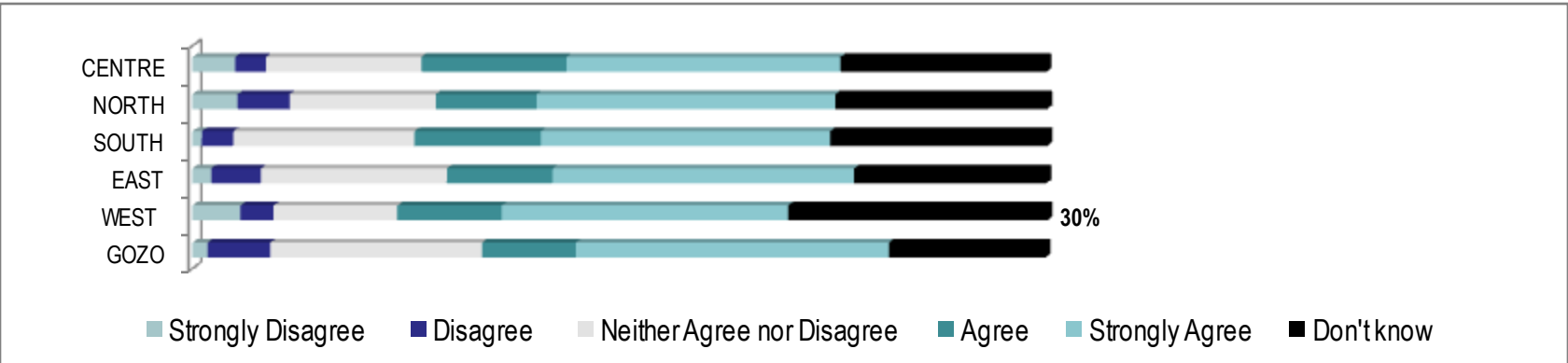
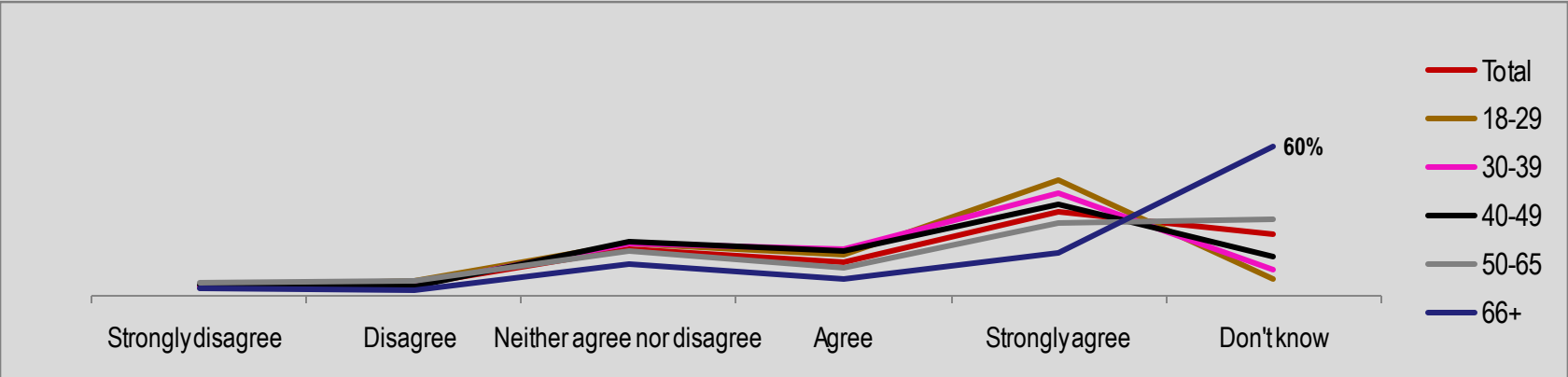
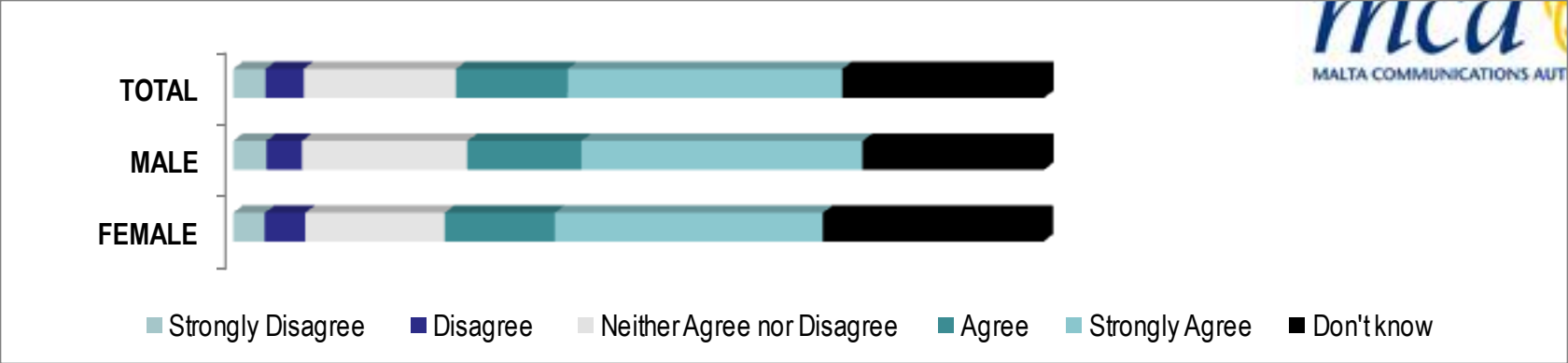
Base: all respondents in sample

Prices on the Internet are CHEAPER than those in shops



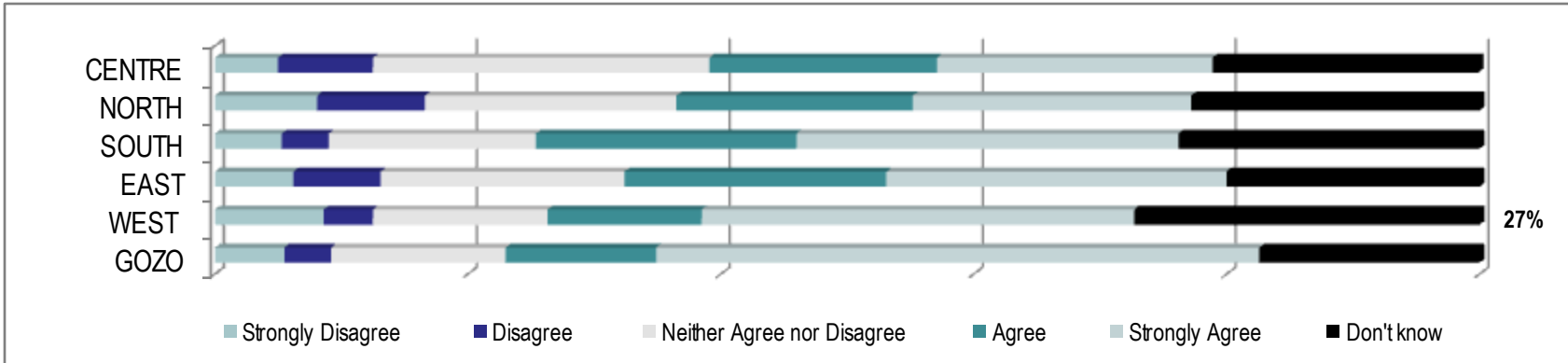
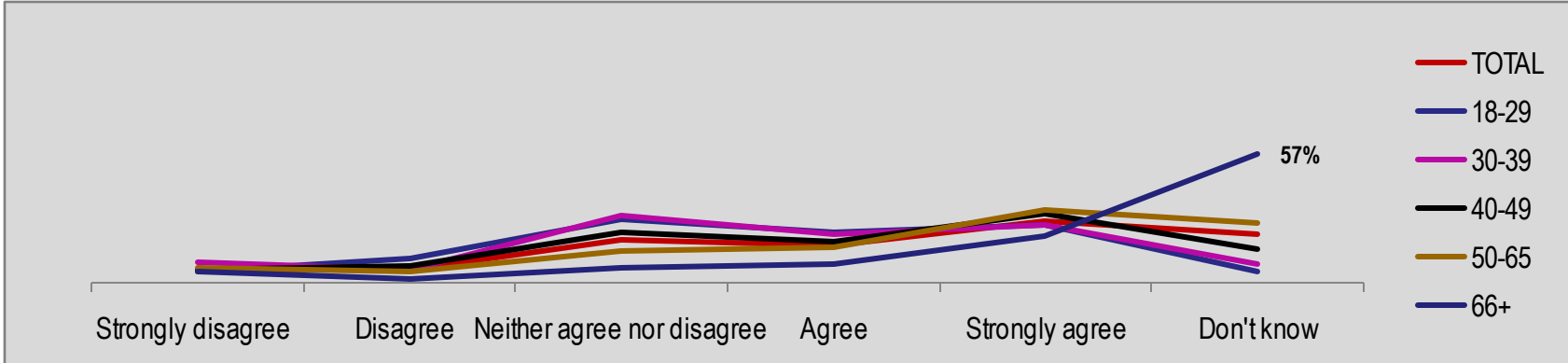
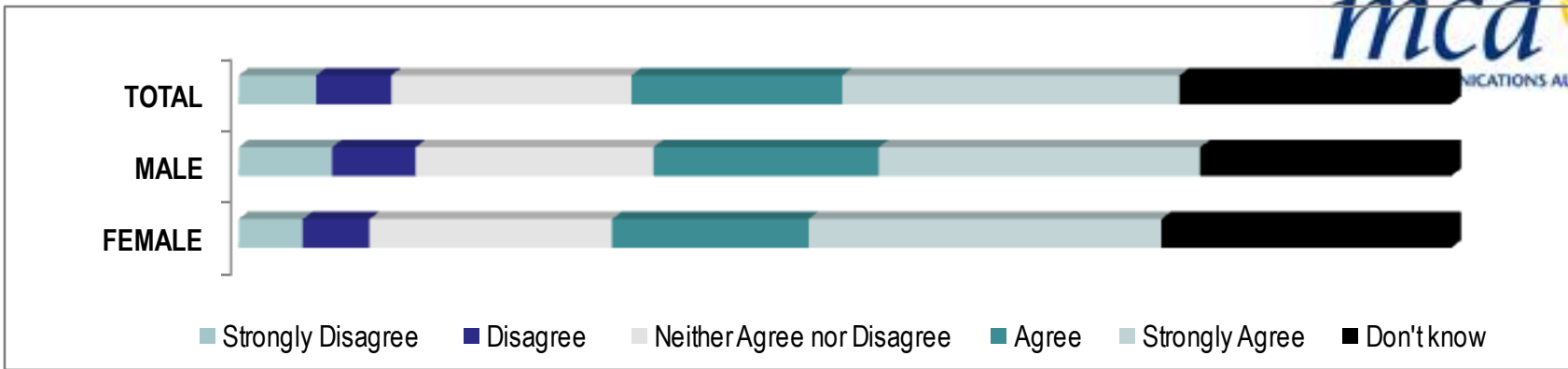
Base: all respondents in sample

Buying via the Internet is more CONVENIENT than buying from shops



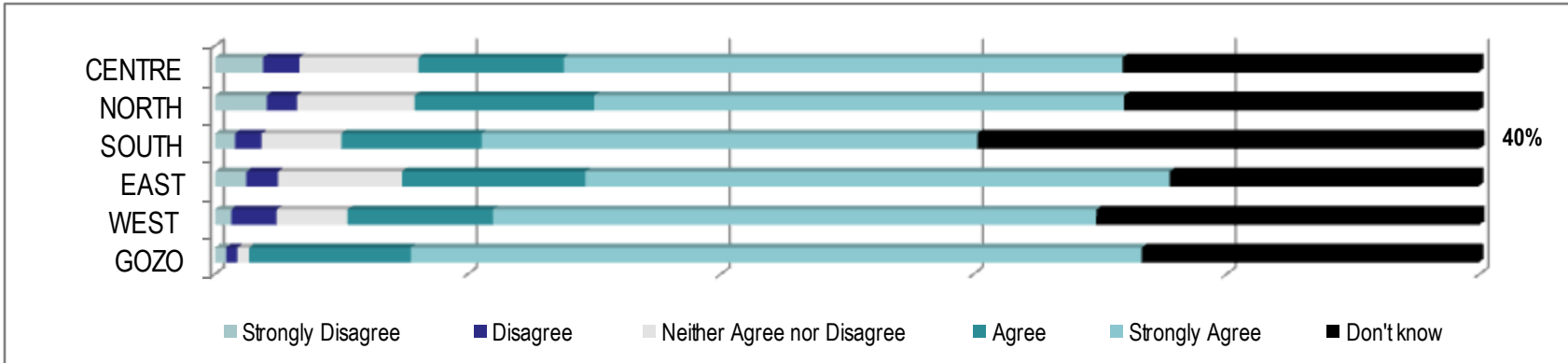
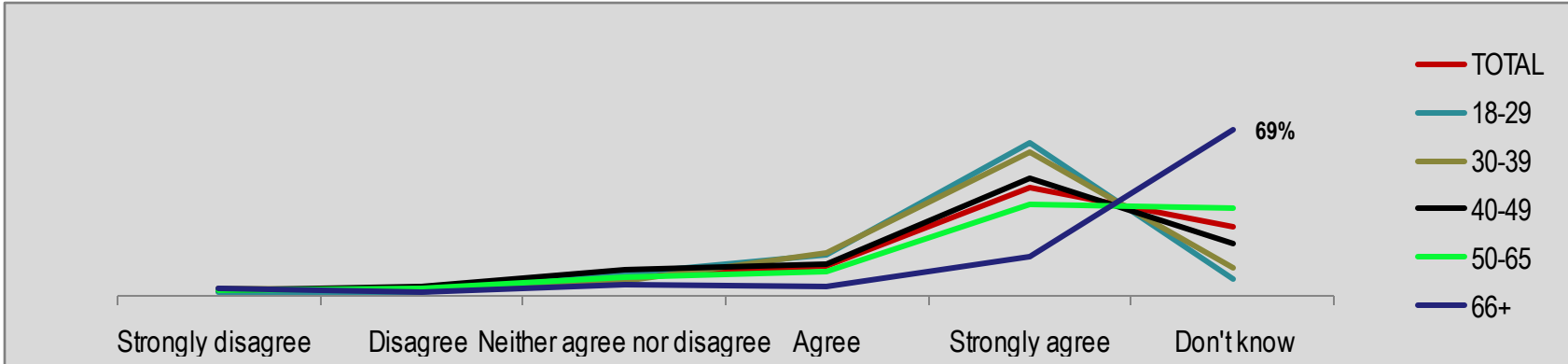
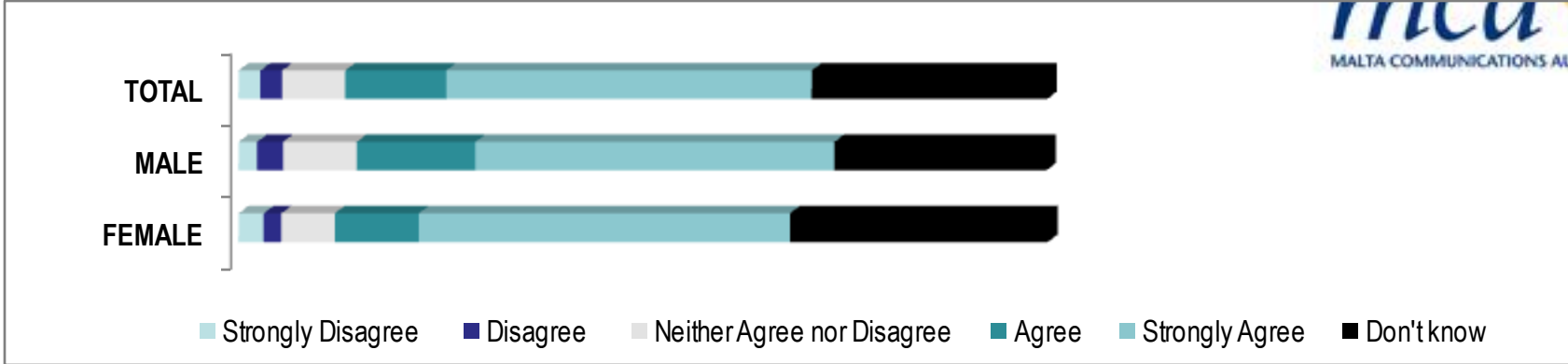
Base: all respondents in sample

Online buying is more RISKY than buying from shops



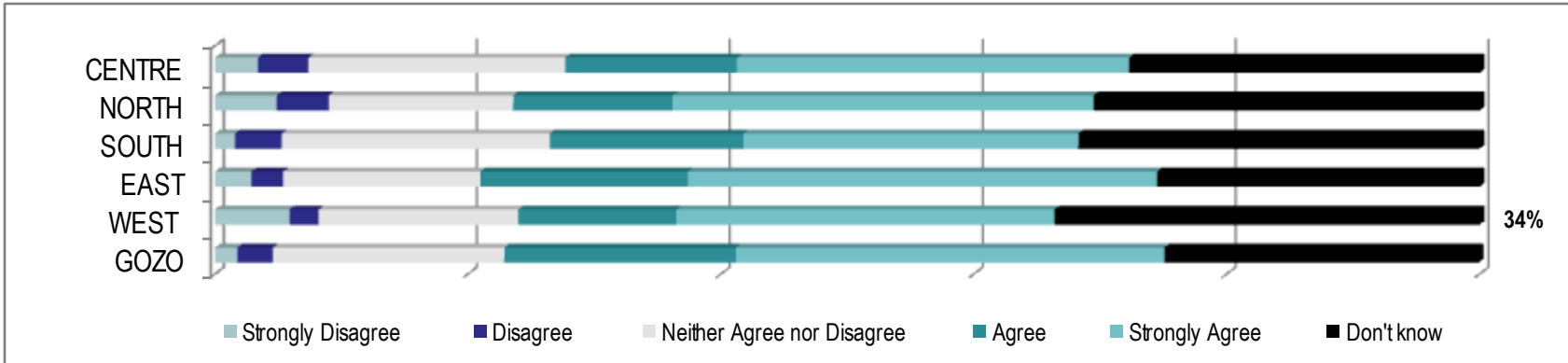
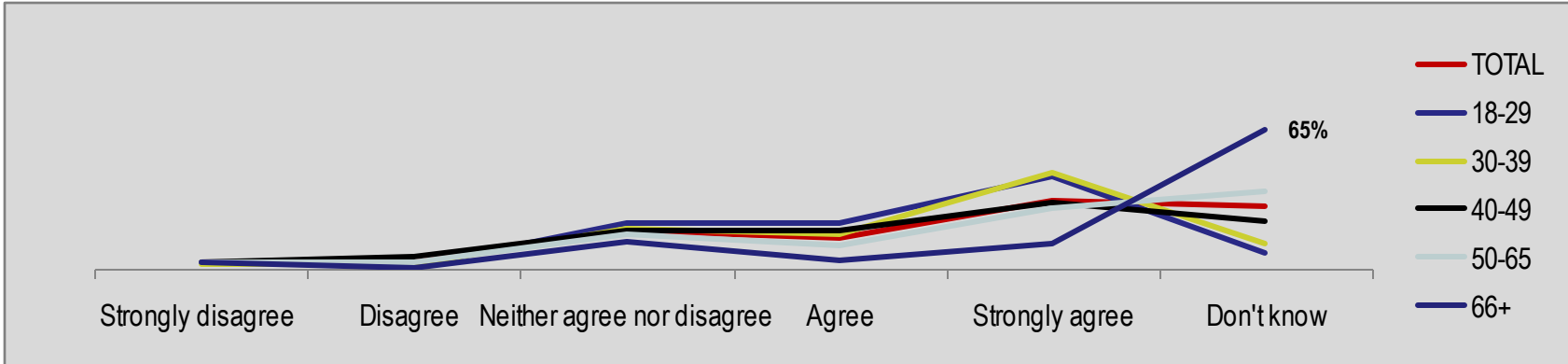
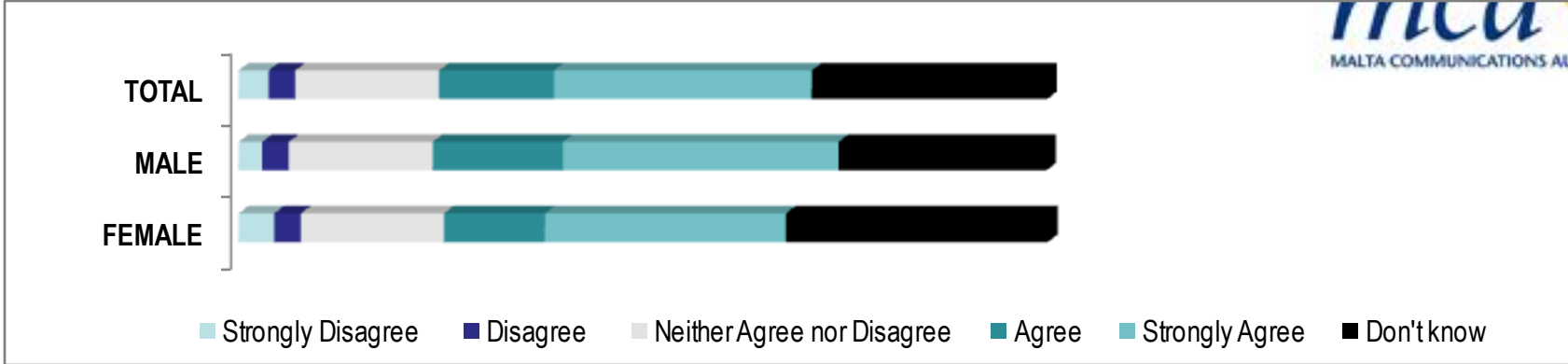
Base: all respondents in sample

Buying online is EASY

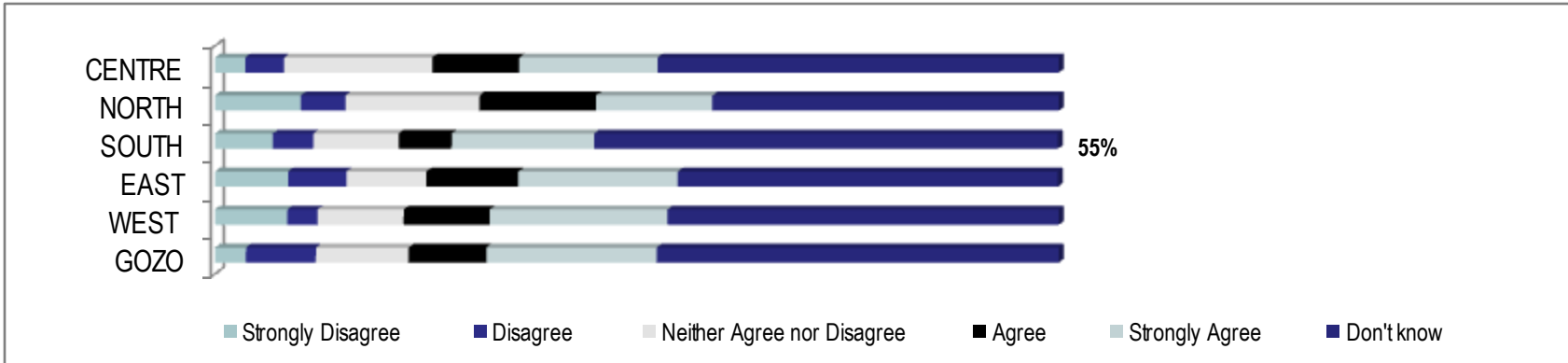
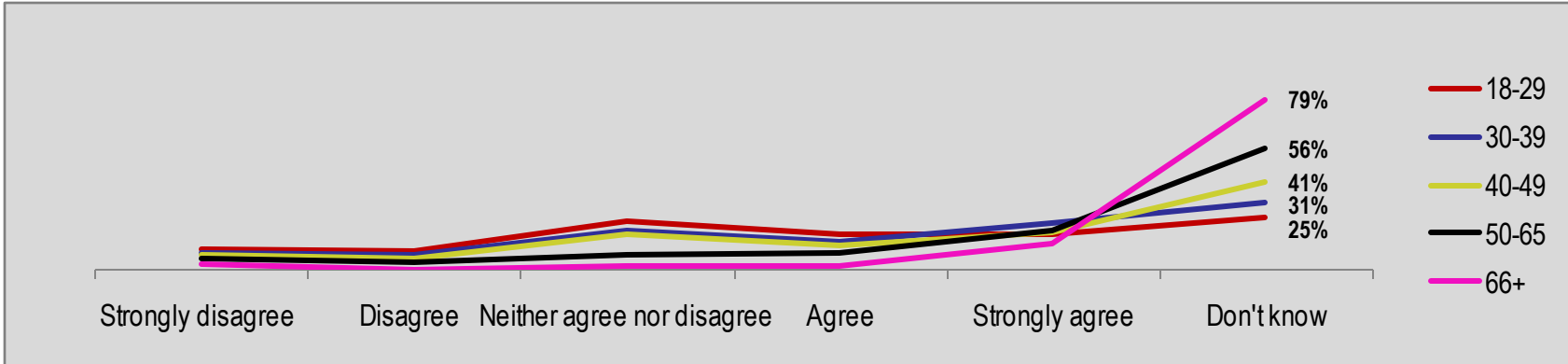
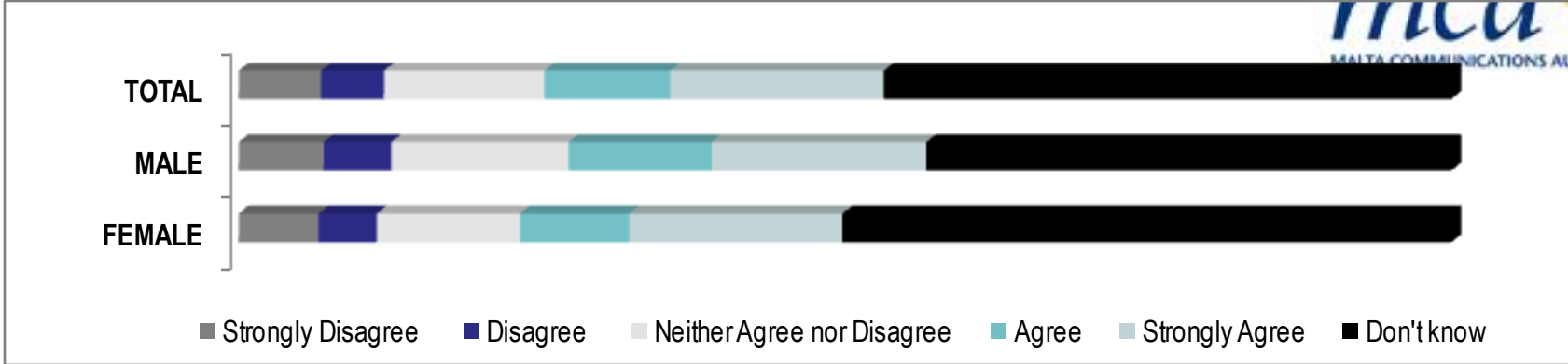


Base: all respondents in sample

Browsing for product/s on the Internet is EASIER than going around shops



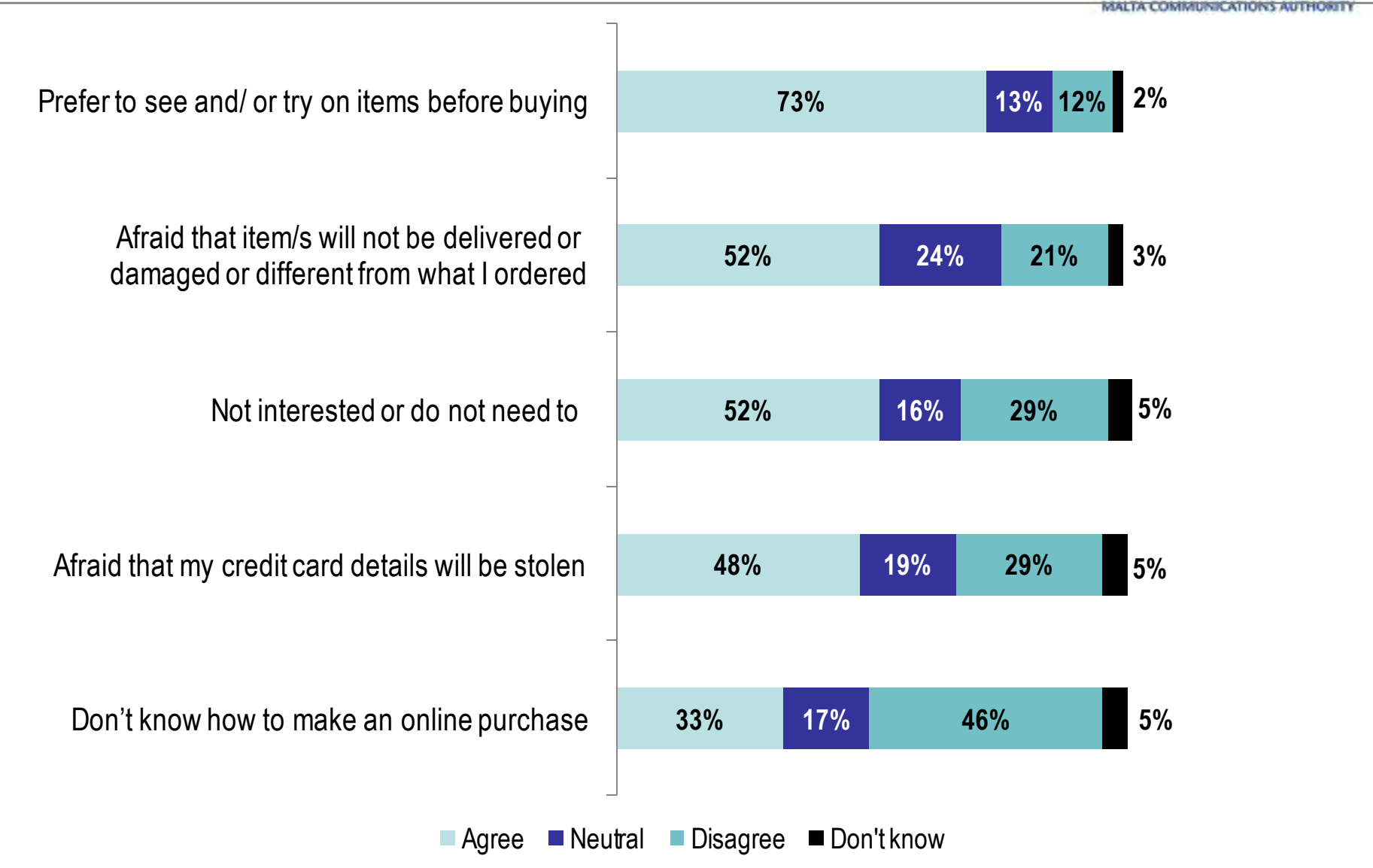
Returning back items is COMPLICATED



Base: all respondents in sample

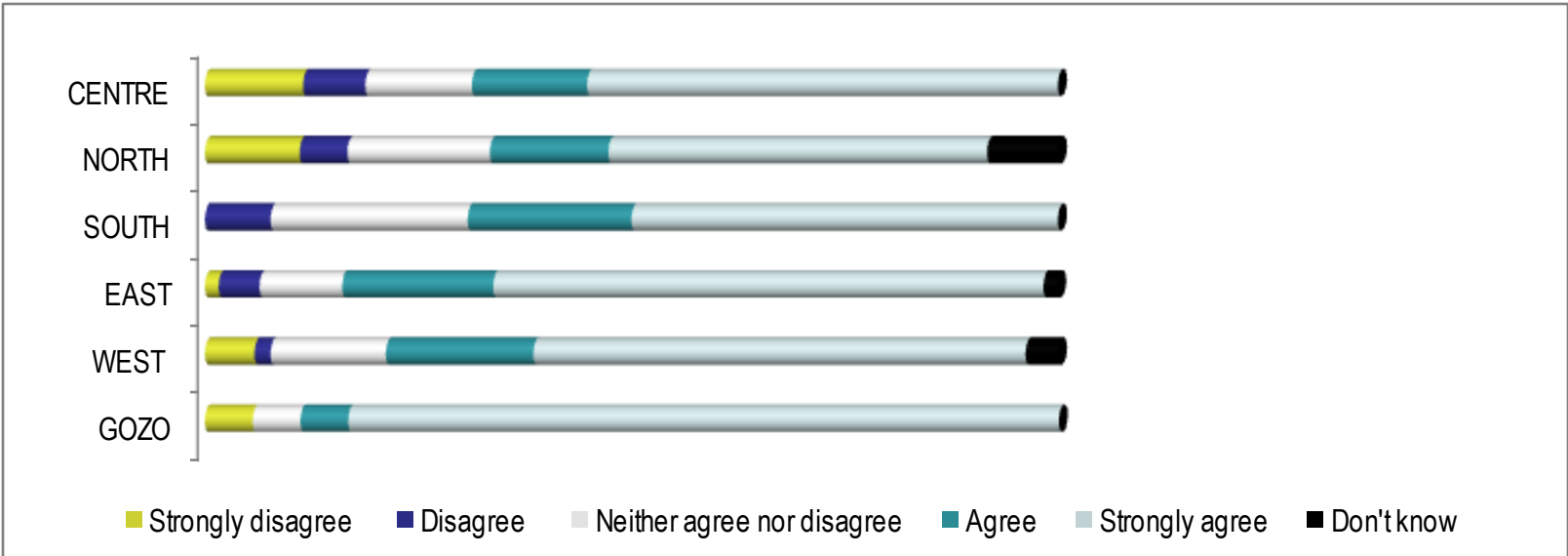
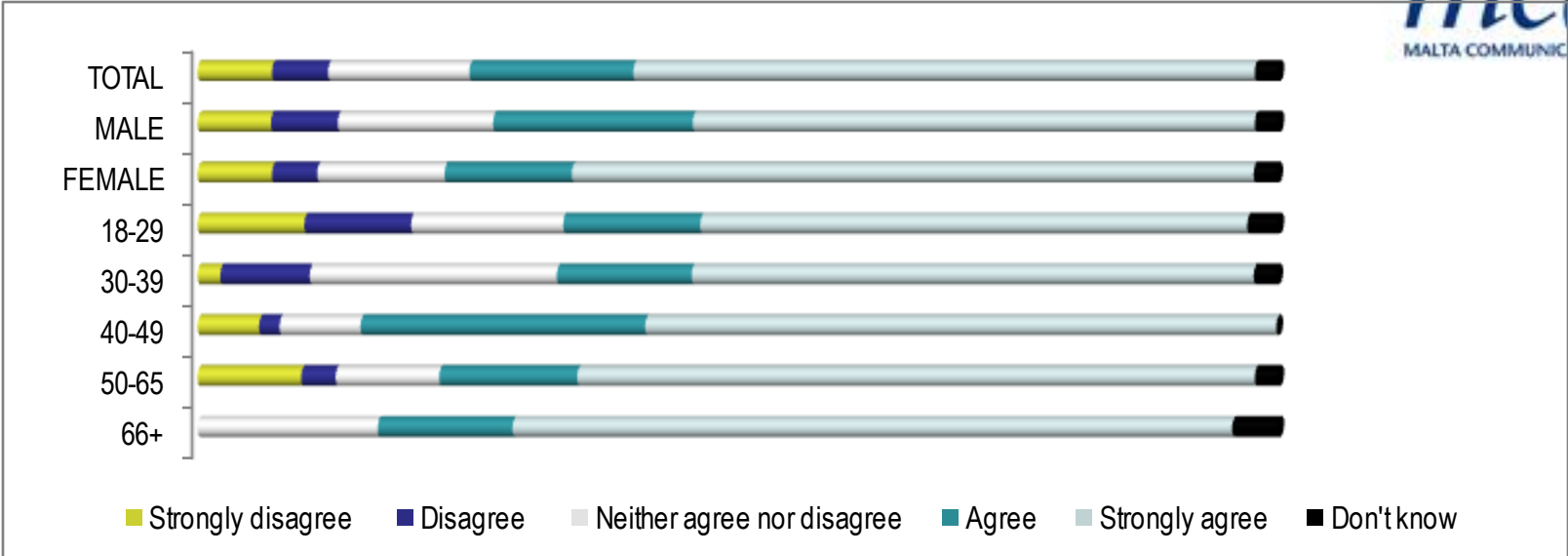
I don't buy online because...

How much do you agree or disagree with the following statements?



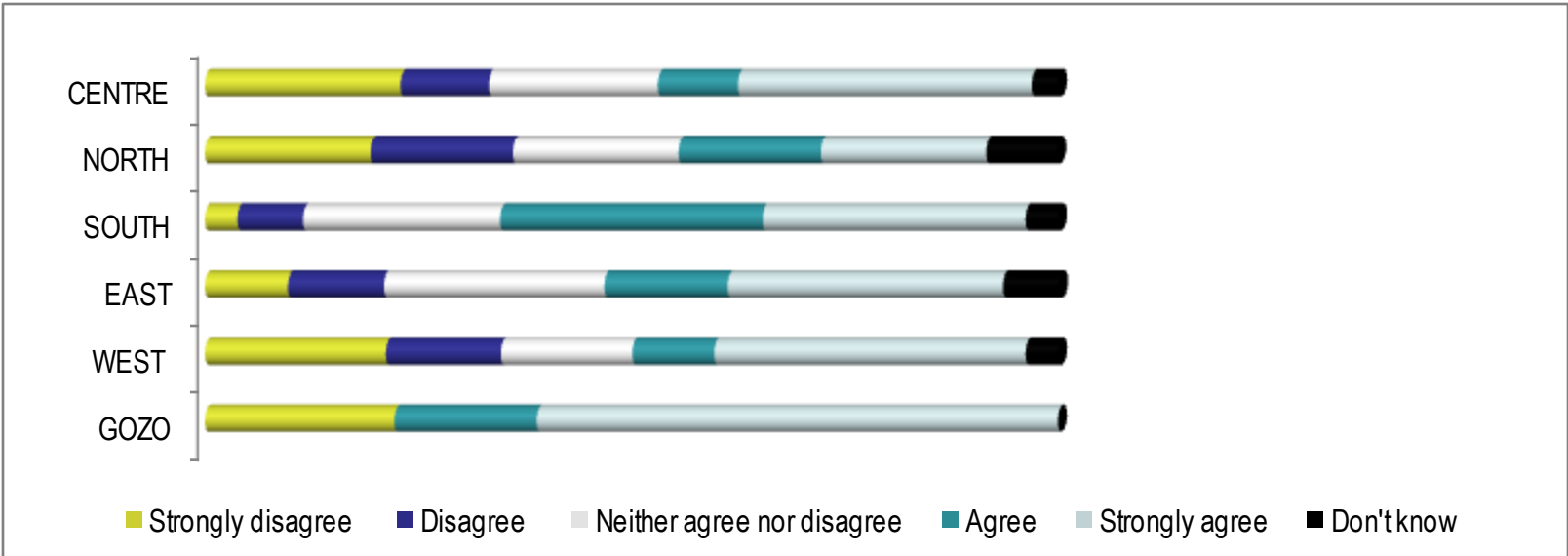
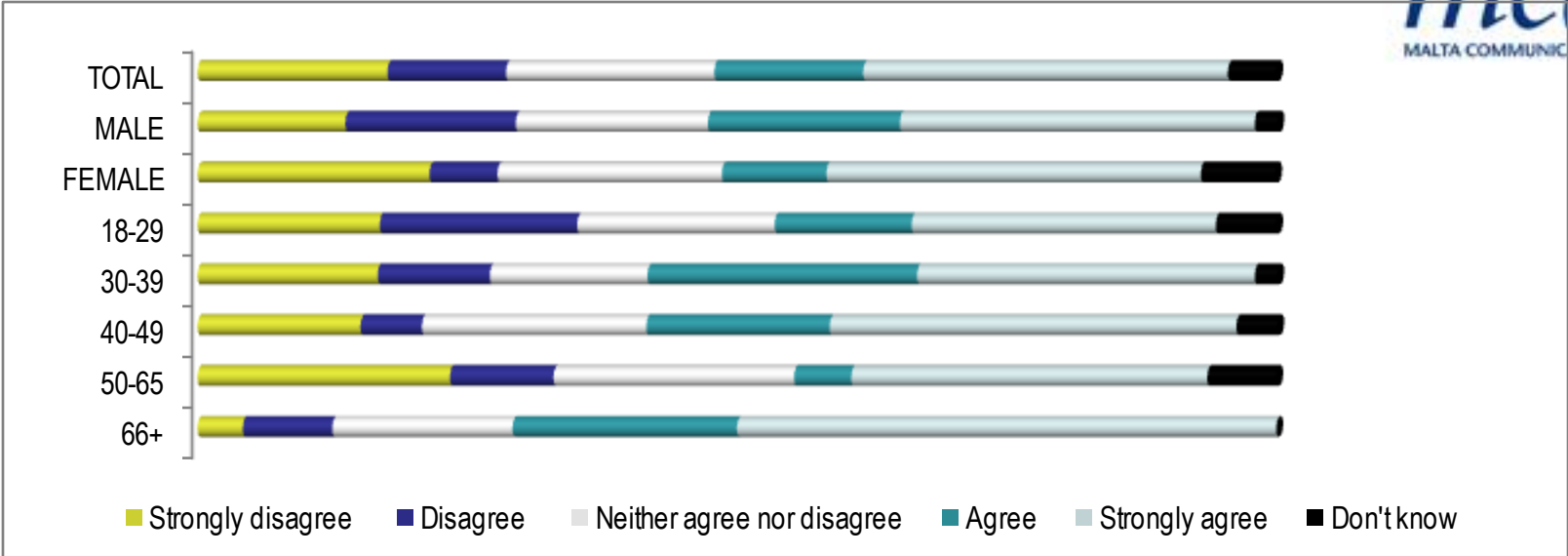
Base: NEVER bought online or bought online more than 6 months ago

I don't buy online because... *I prefer to see and/ or try on items before buying*



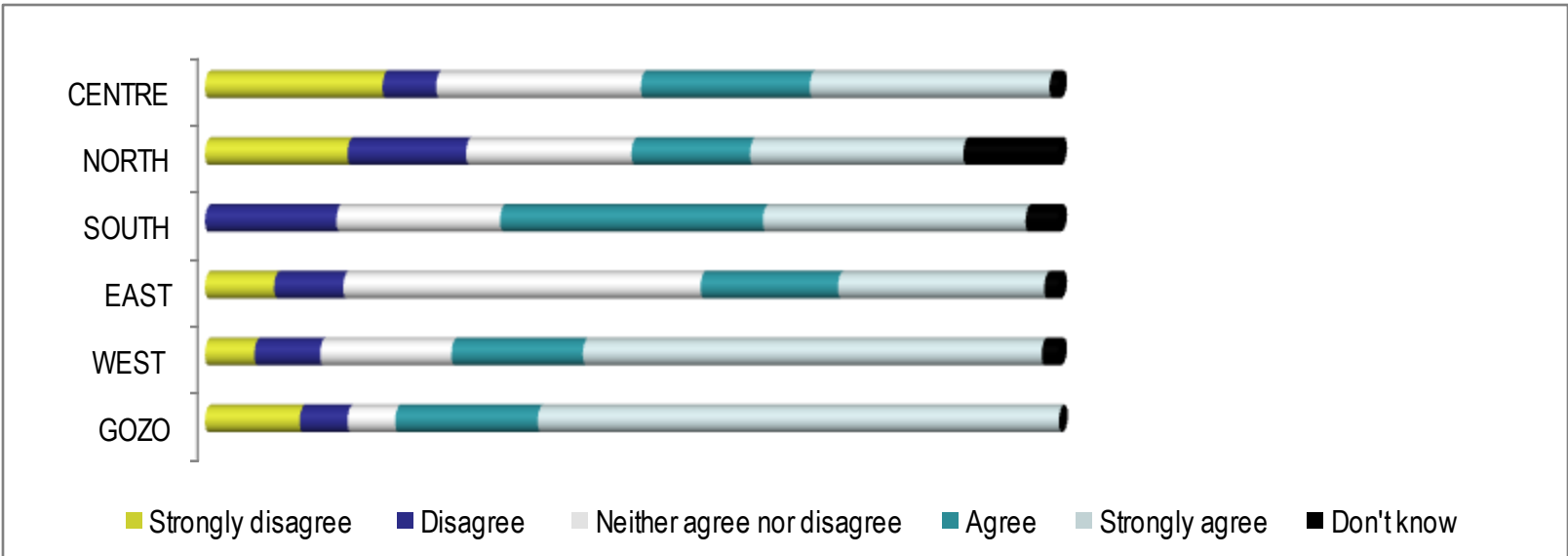
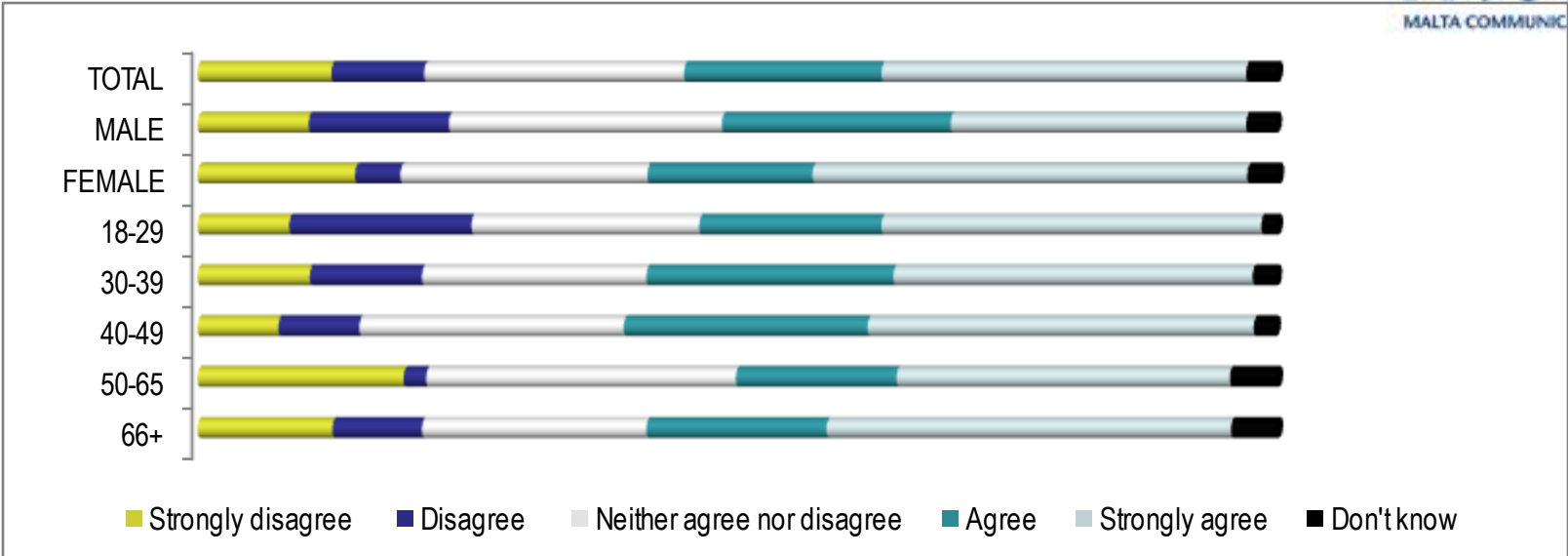
Base: NEVER bought online or bought online more than 6 months ago

I don't buy online because... *I'm afraid that my credit card details will be stolen*



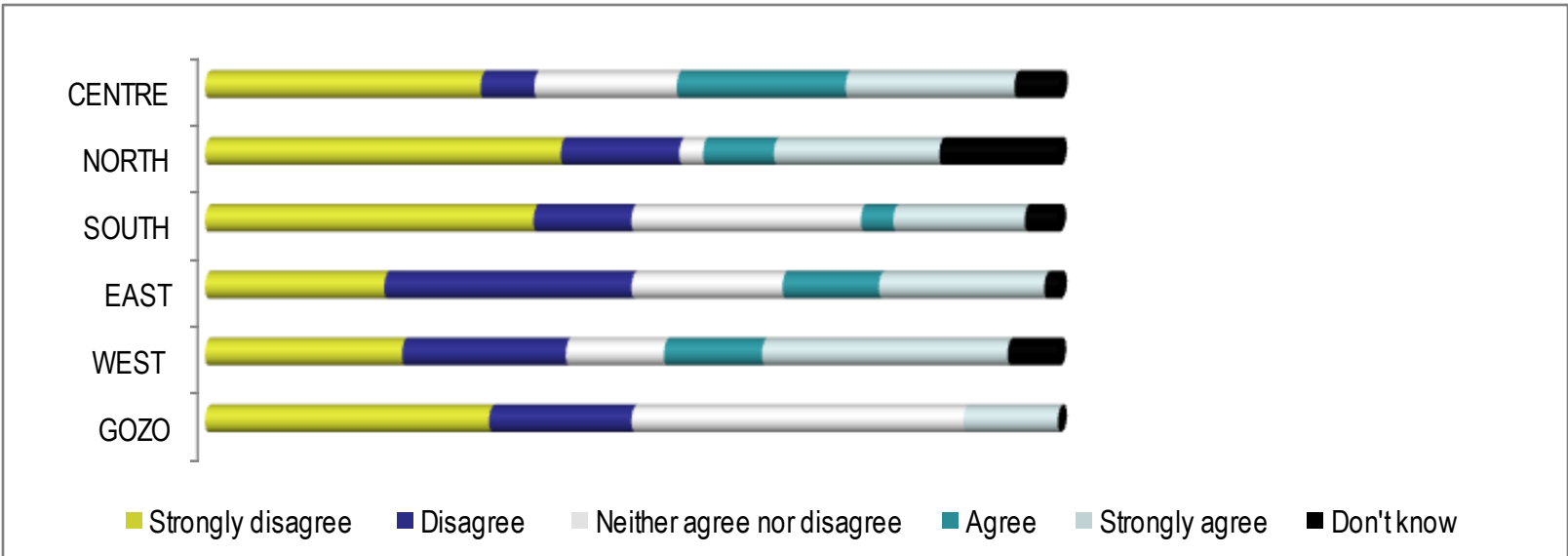
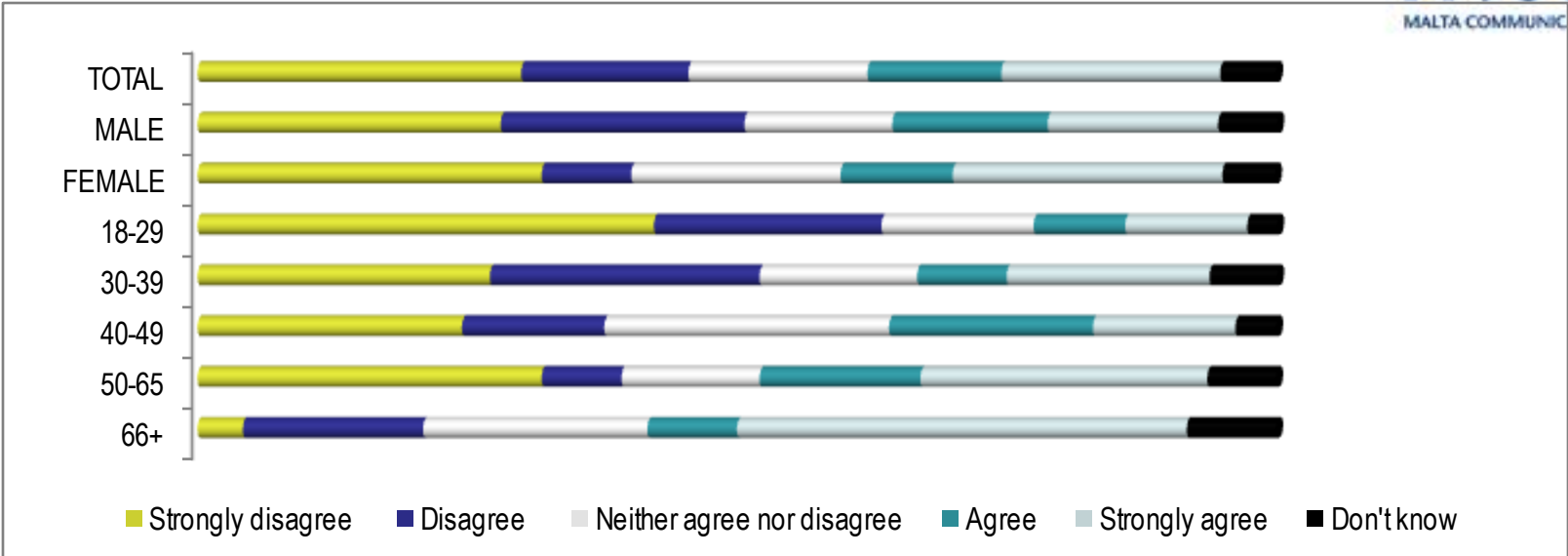
Base: NEVER bought online or bought online more than 6 months ago

I don't buy online because... *I'm afraid that item/s will not be delivered/damaged/different from what I ordered*



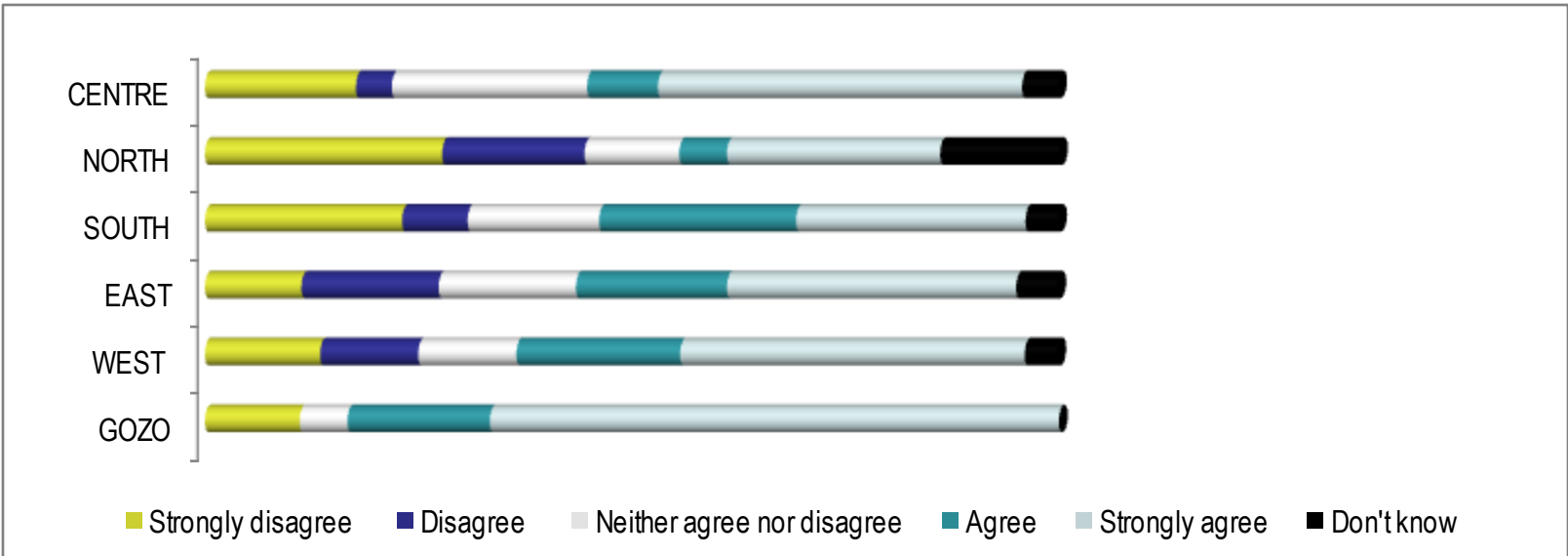
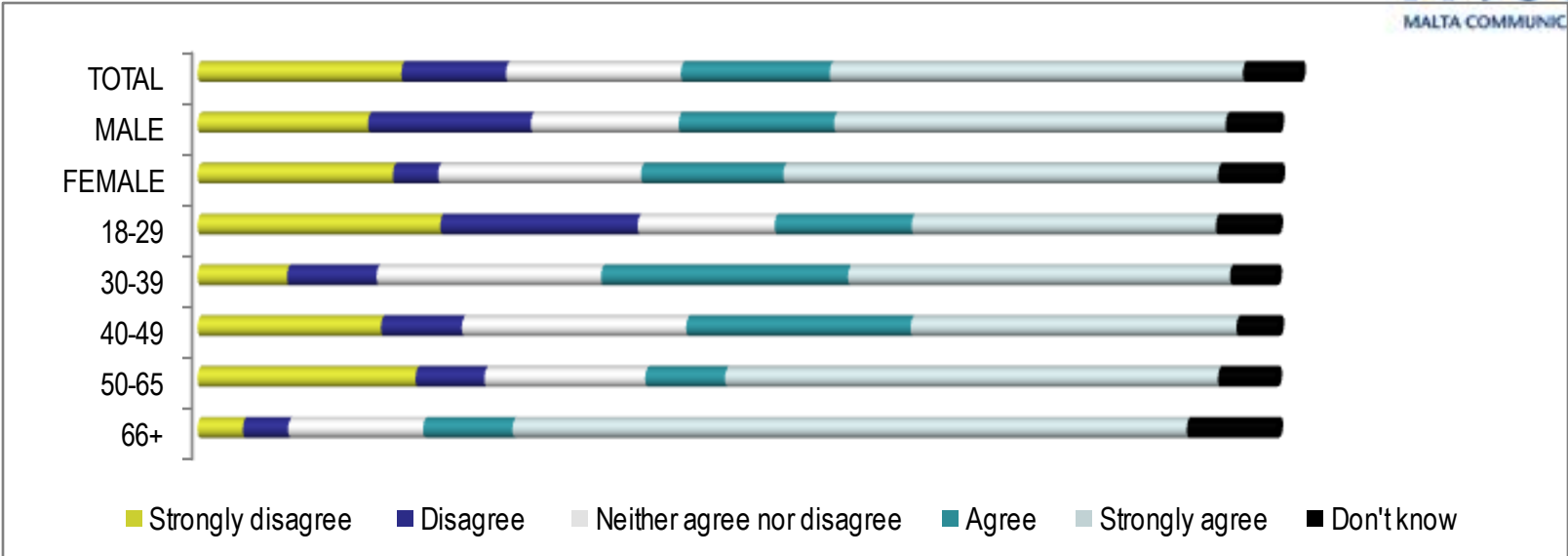
Base: NEVER bought online or bought online more than 6 months ago

I don't buy online because... *I don't know how to make an online purchase*



Base: NEVER bought online or bought online more than 6 months ago

I don't buy online because... *I'm not interested or do not need to*



Base: NEVER bought online or bought online more than 6 months ago