

Internet & eCommerce Use by Individuals Survey 2014

11th eCommerce Forum

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PURPOSE OF PRESENTATION

To present the findings of the Internet and eCommerce Use by Individuals survey carried out by the MCA.

SURVEY OBJECTIVES

GAUGE the
growth of
eCommerce use
across Malta &
Gozo.

COMPARE results
to identify trends
& changes in
buying behaviour
patterns.

SURVEY METHODOLOGY

Sample

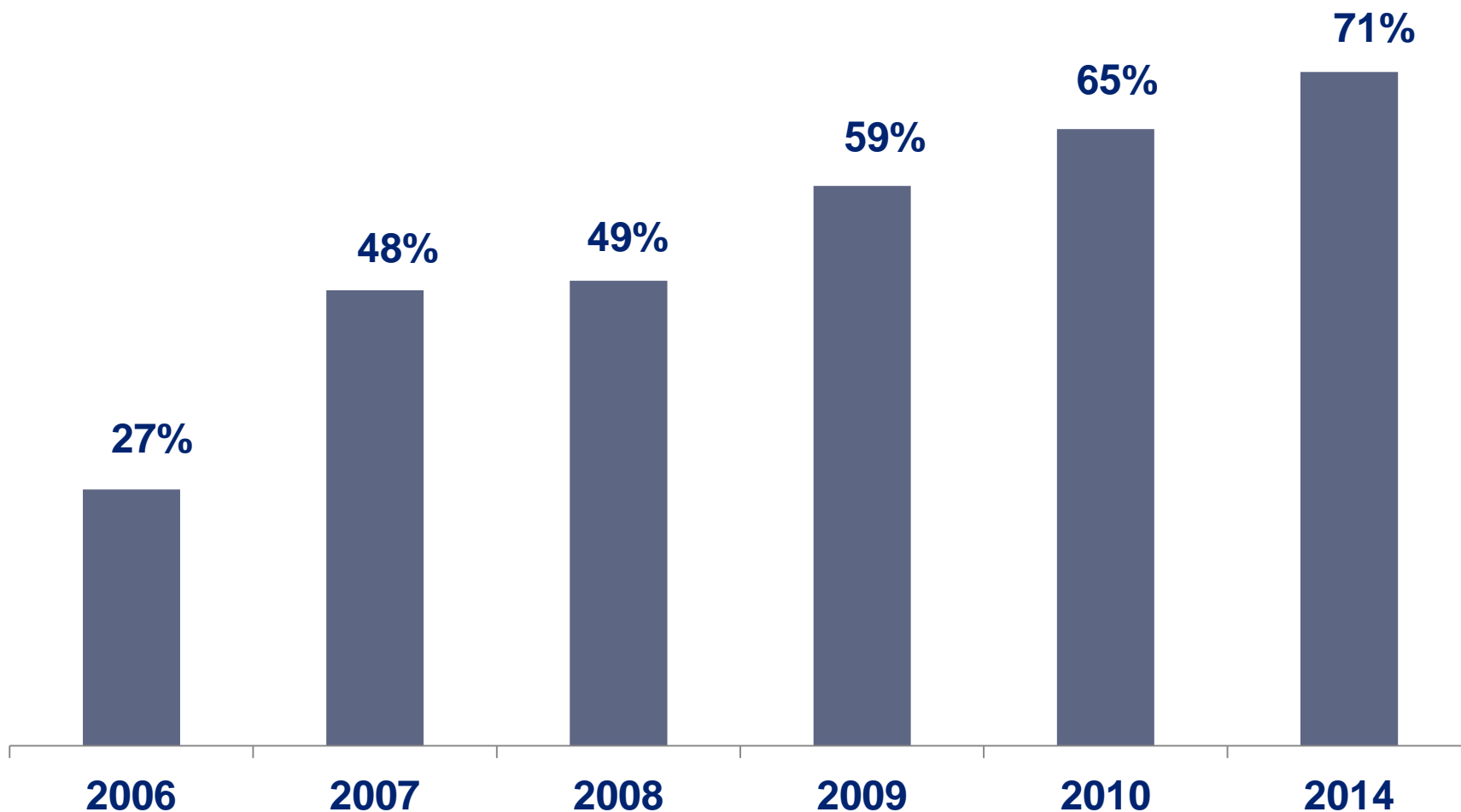
- 800 net respondents.
- An additional 118 interviews conducted to boost the eCommerce users cohort.

Fieldwork

- 10-min CATI
- April-May 2014
- Margin of error of 3.46% at 95% confidence interval.

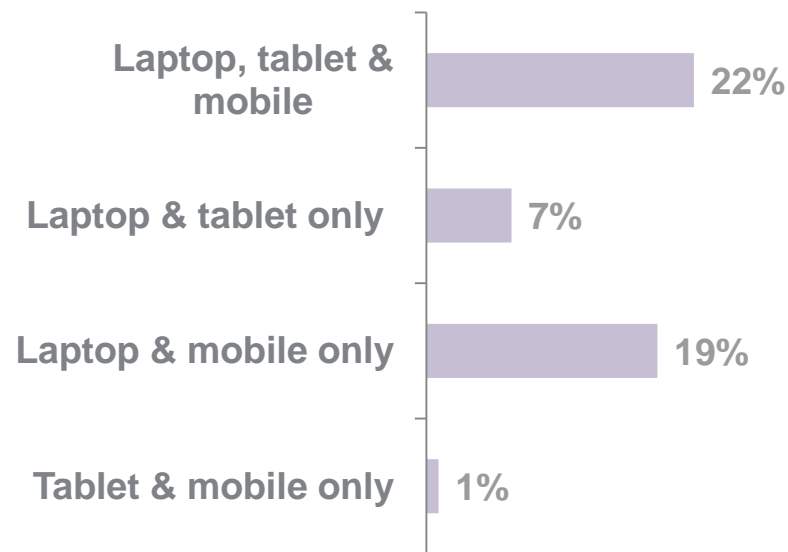
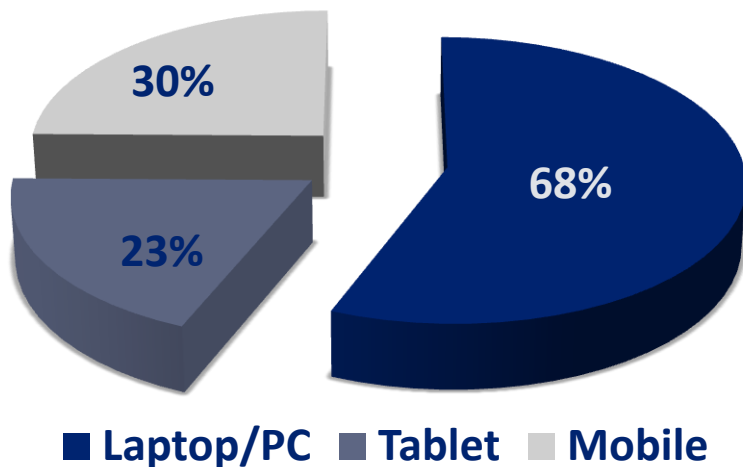
Internet Use

% of total respondents



Devices used to Access the Internet

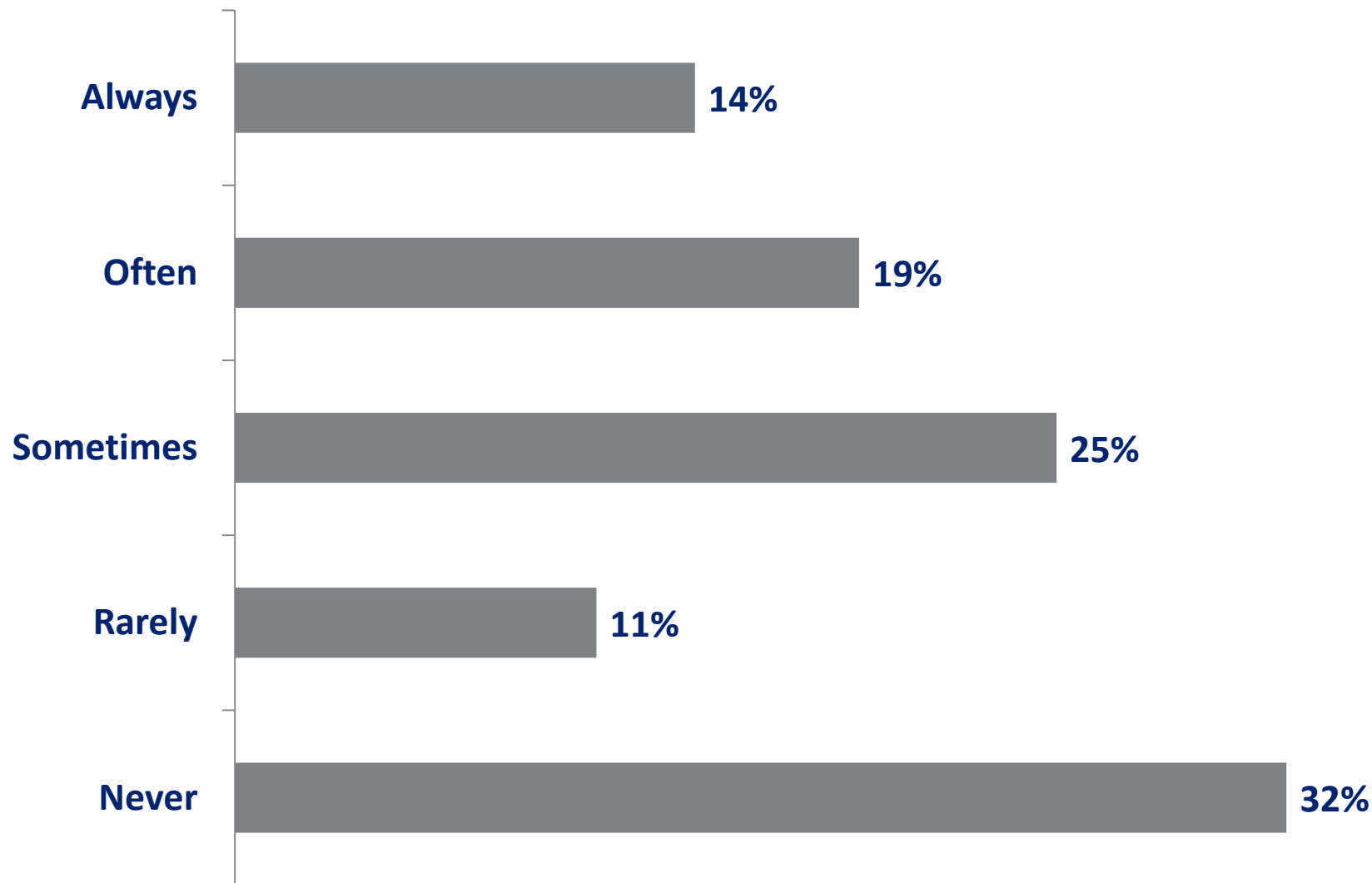
% of total respondents



% of internet users

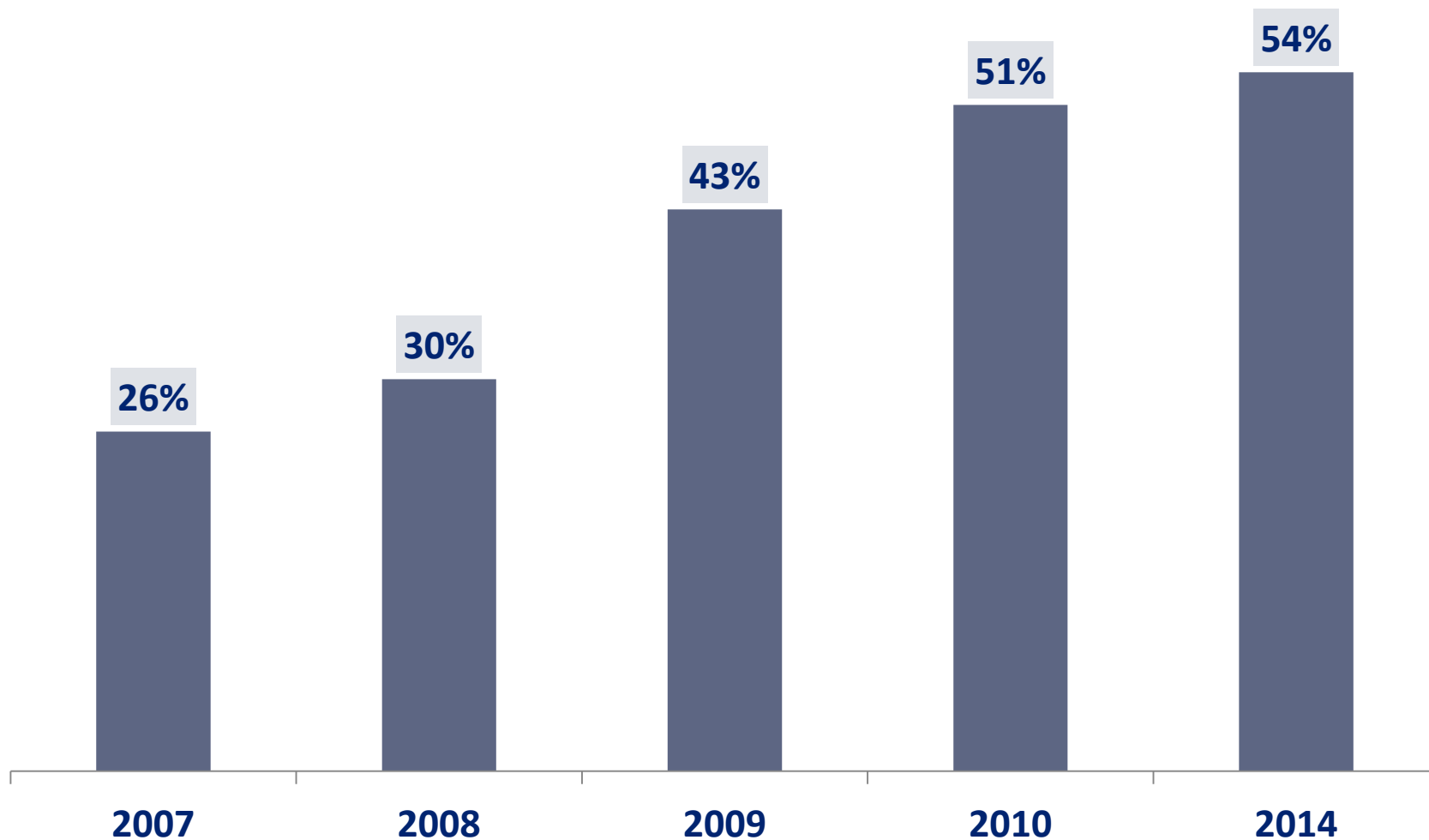
Use of Digital for Product Research

% of internet users



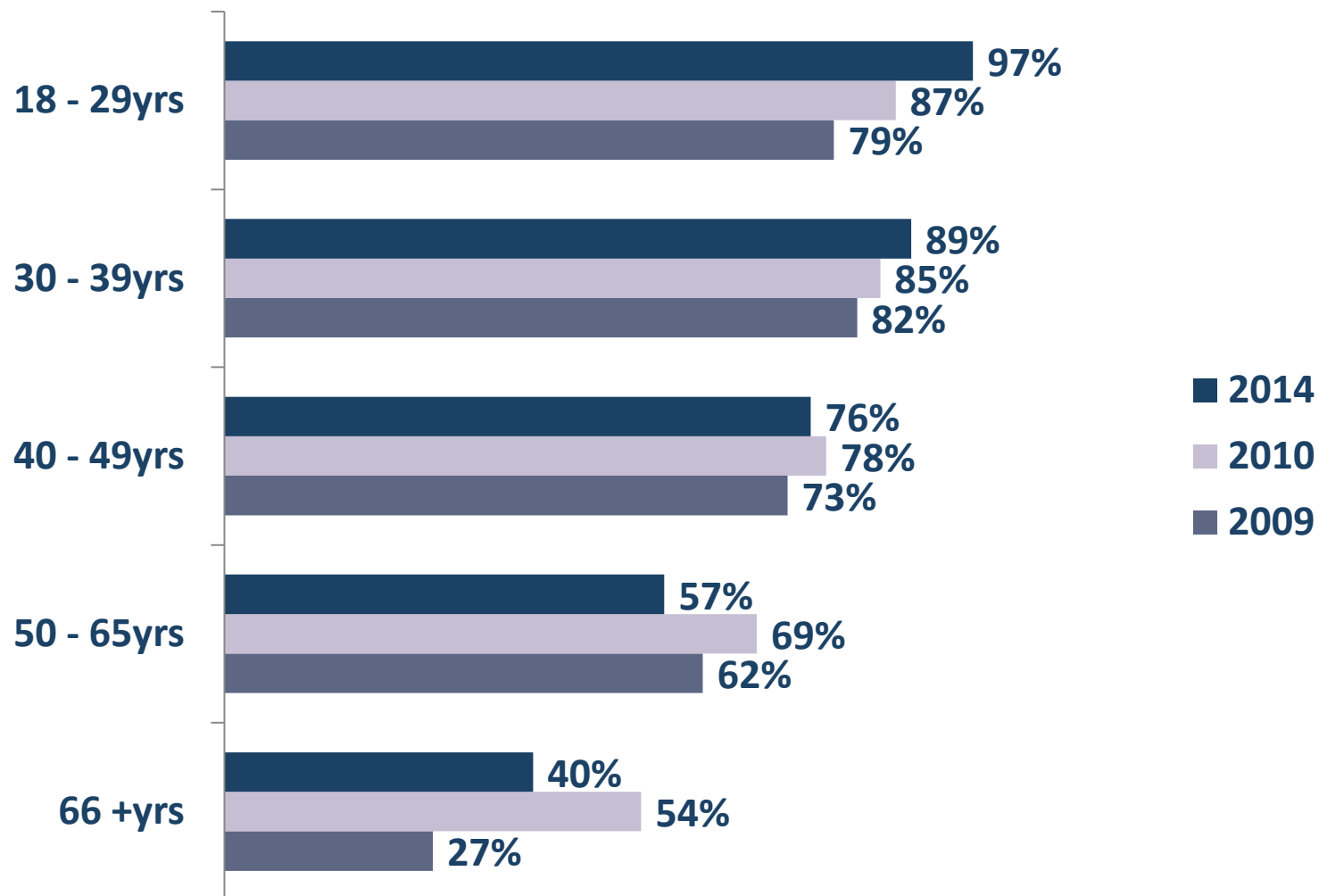
eCommerce Use

% of total respondents



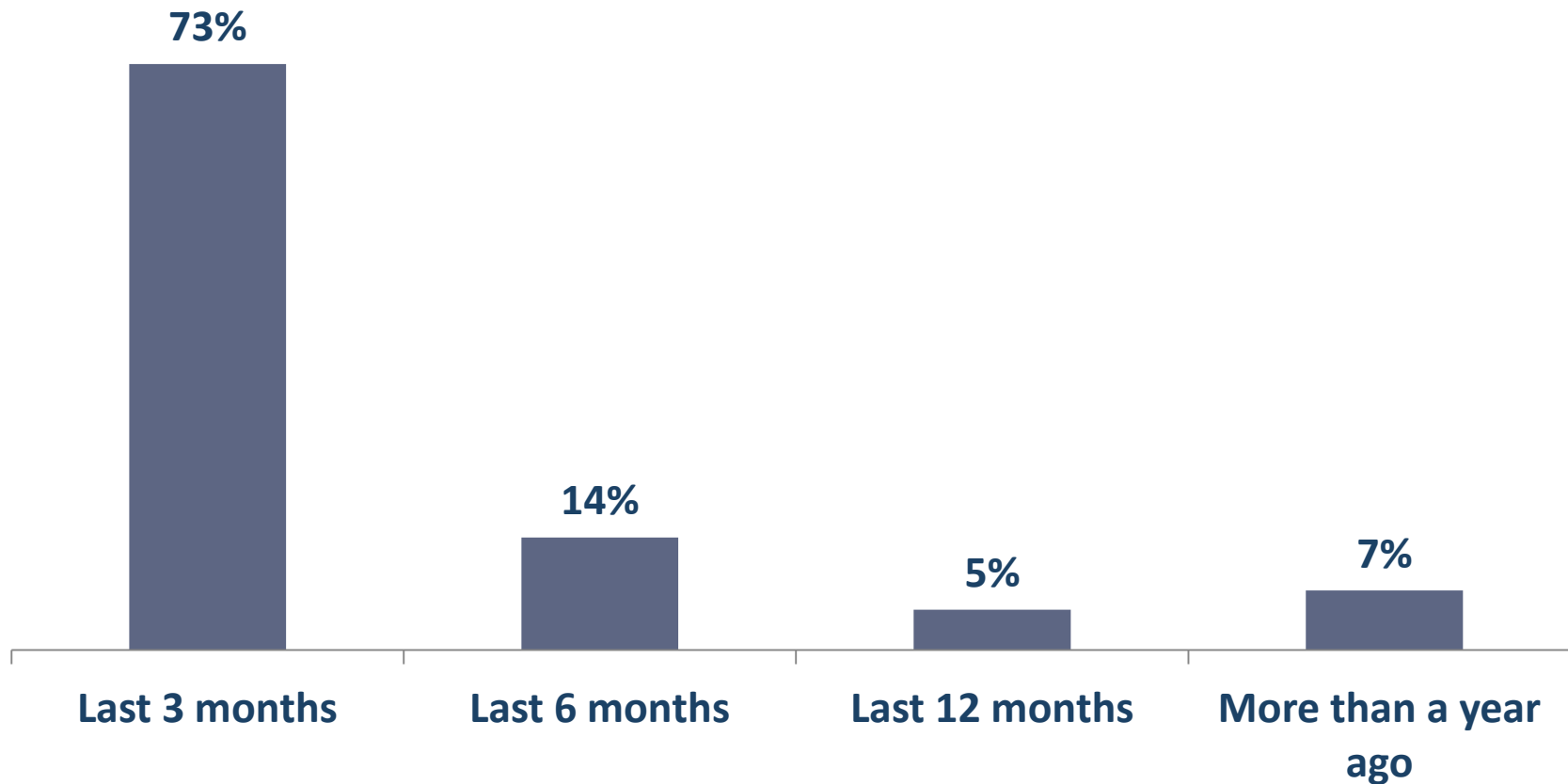
eCommerce Use - *by gender & age*

% of internet users



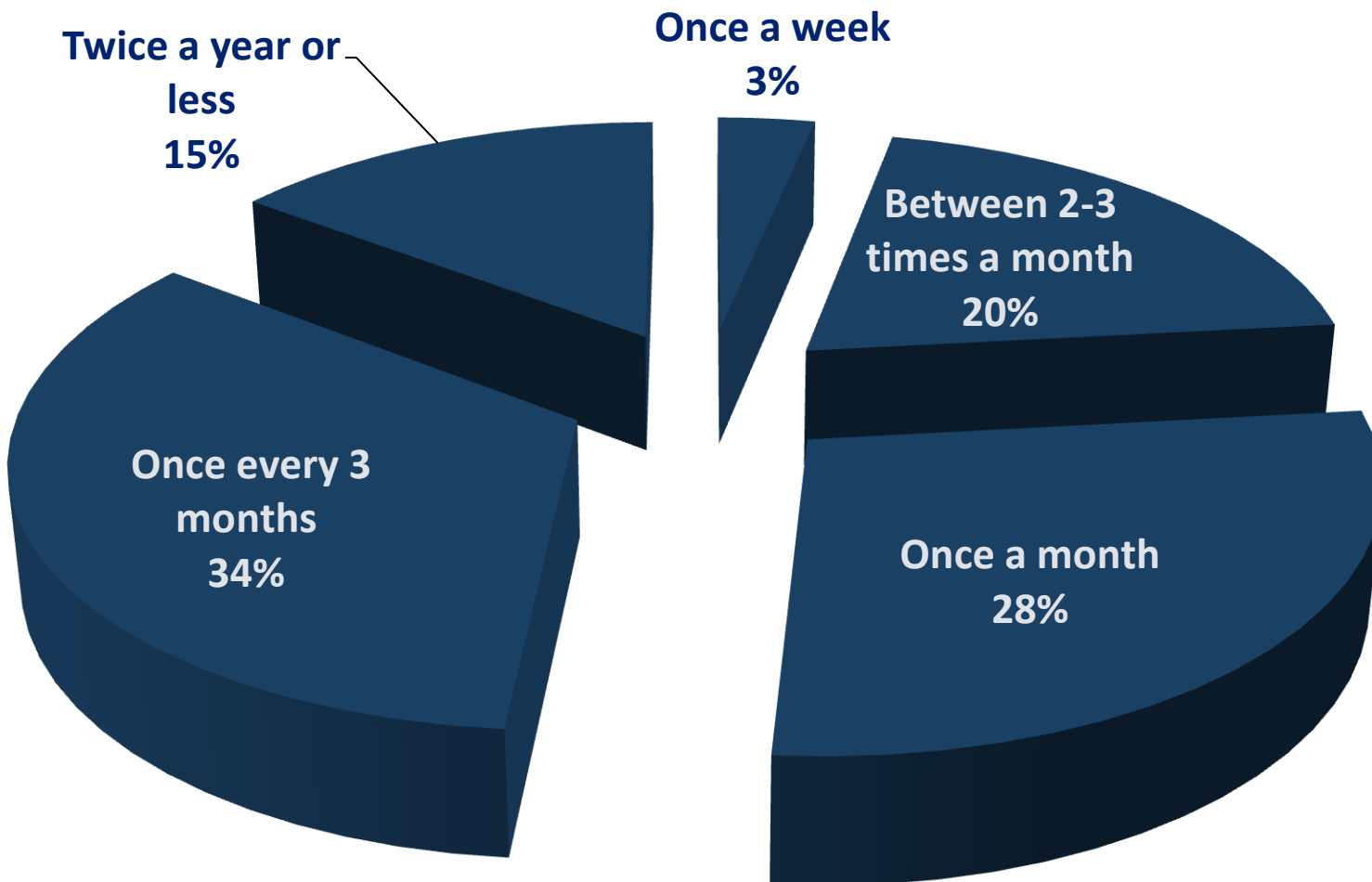
Last Time Bought Online

% of internet users



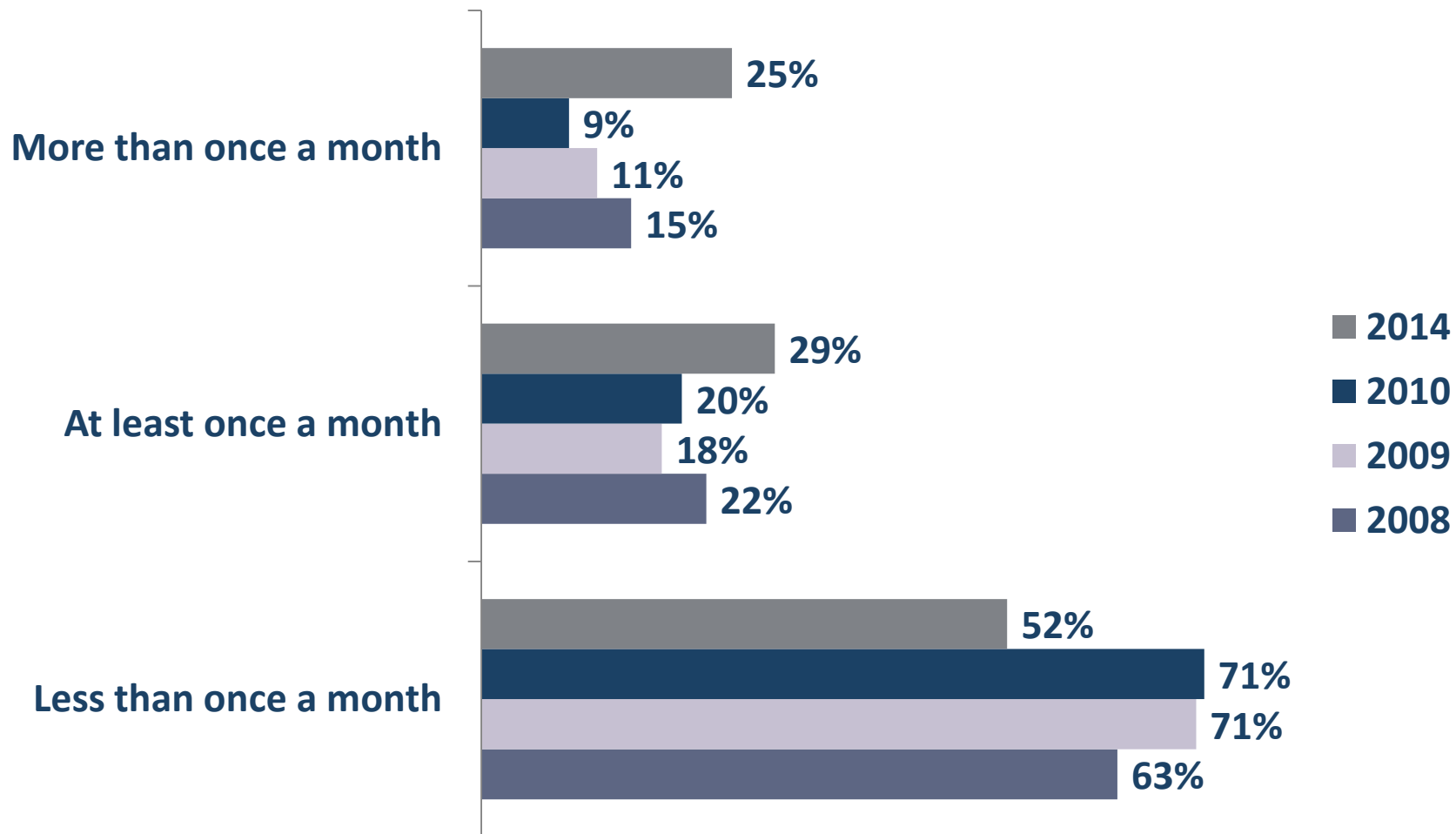
Frequency of Purchases

% of eCommerce users



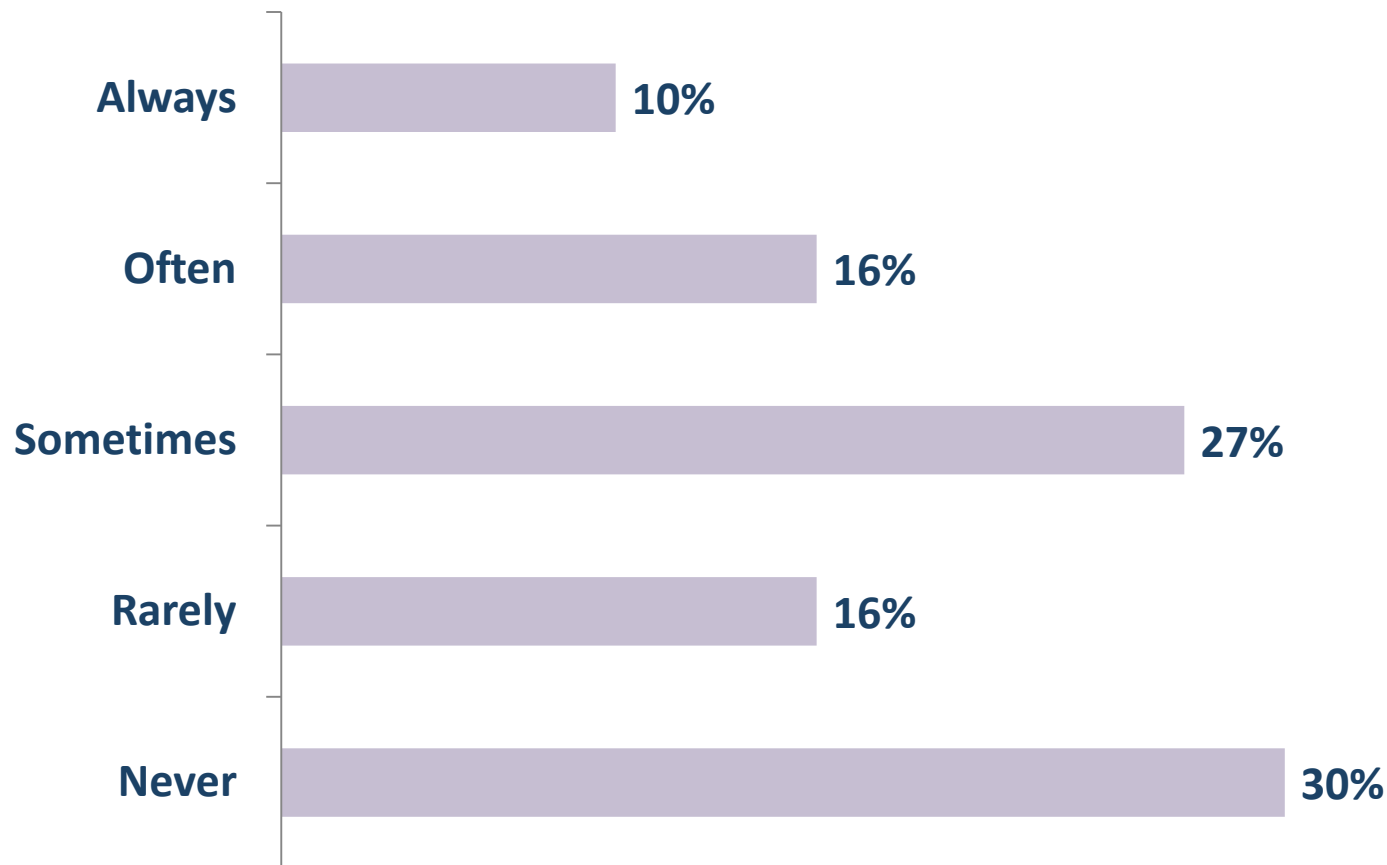
Frequency of Purchases

% of eCommerce users



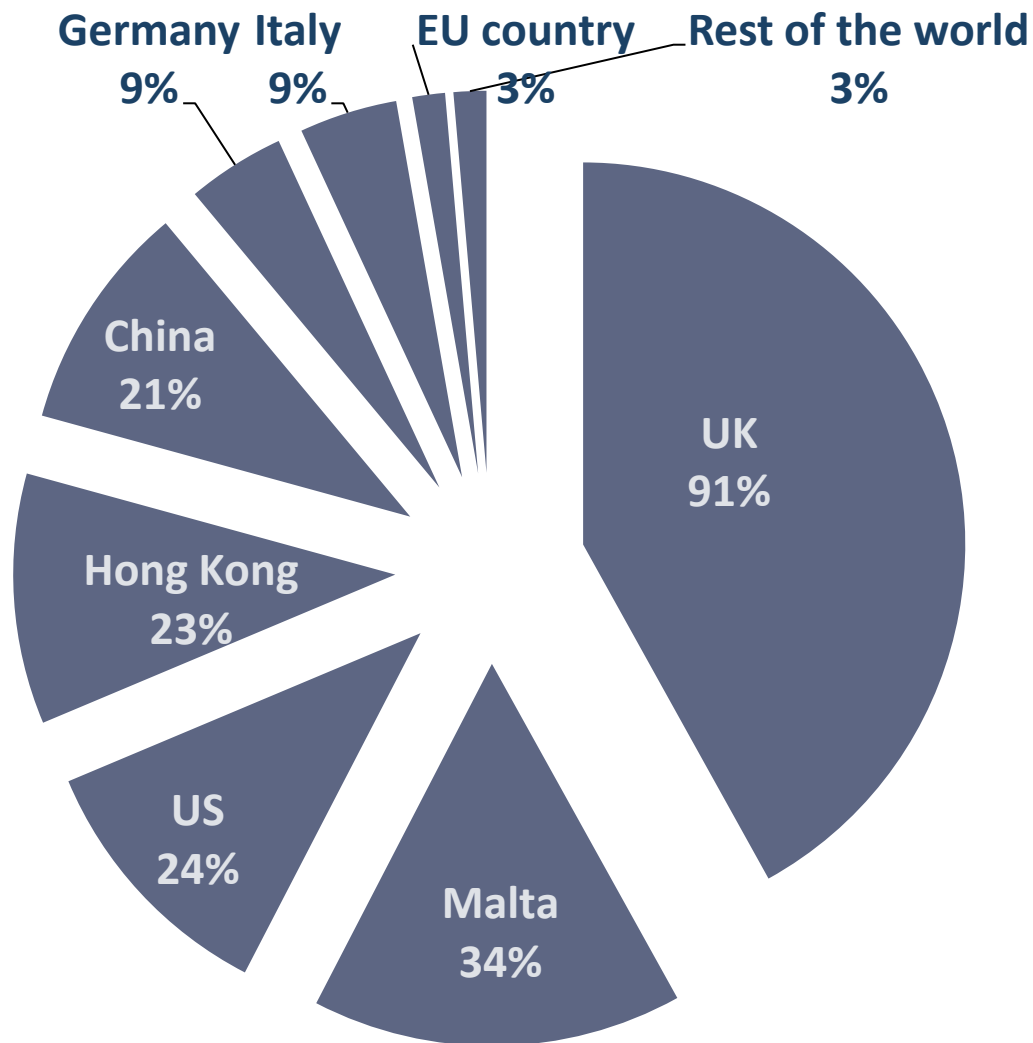
Checking Items in-store ('showrooming')

% of eCommerce users



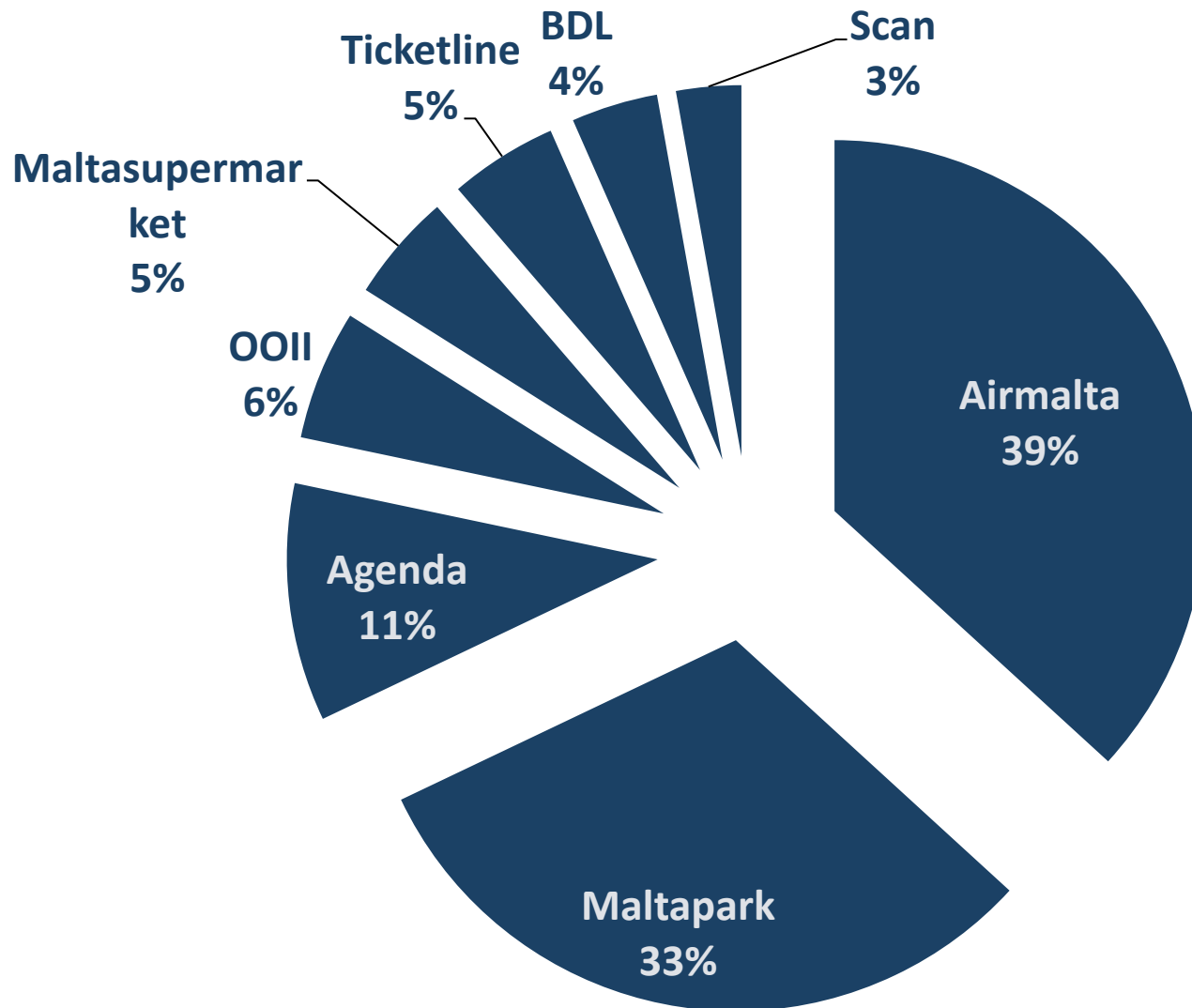
Countries Bought From

% of eCommerce users

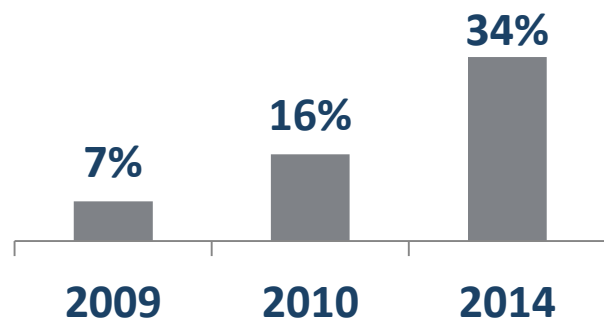


Local Websites - most mentioned

% of eCommerce users that buy from local sites

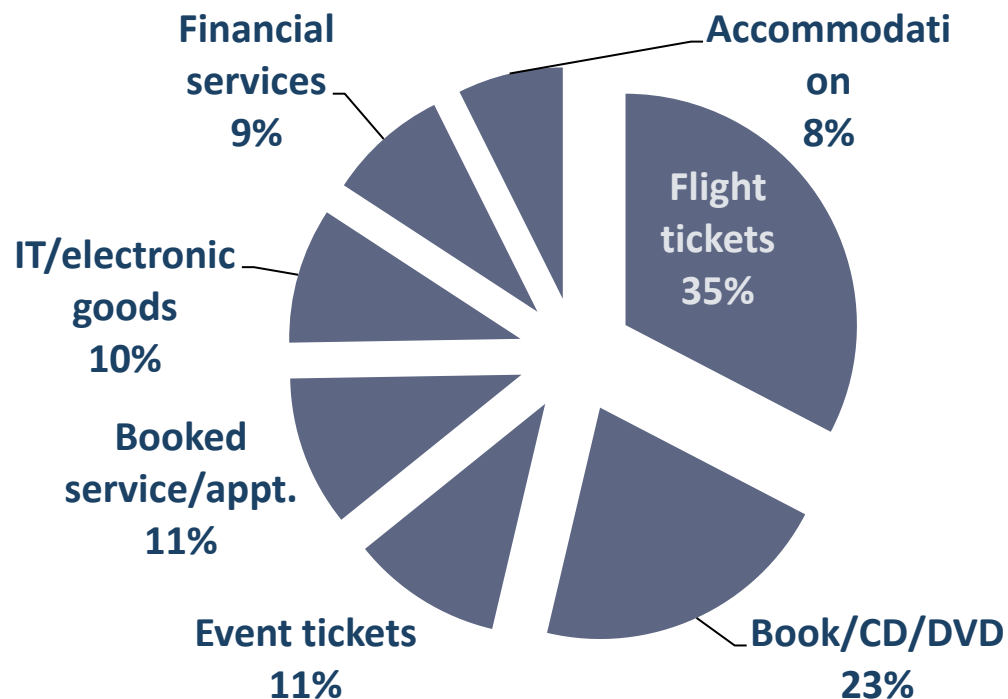


Local eCommerce



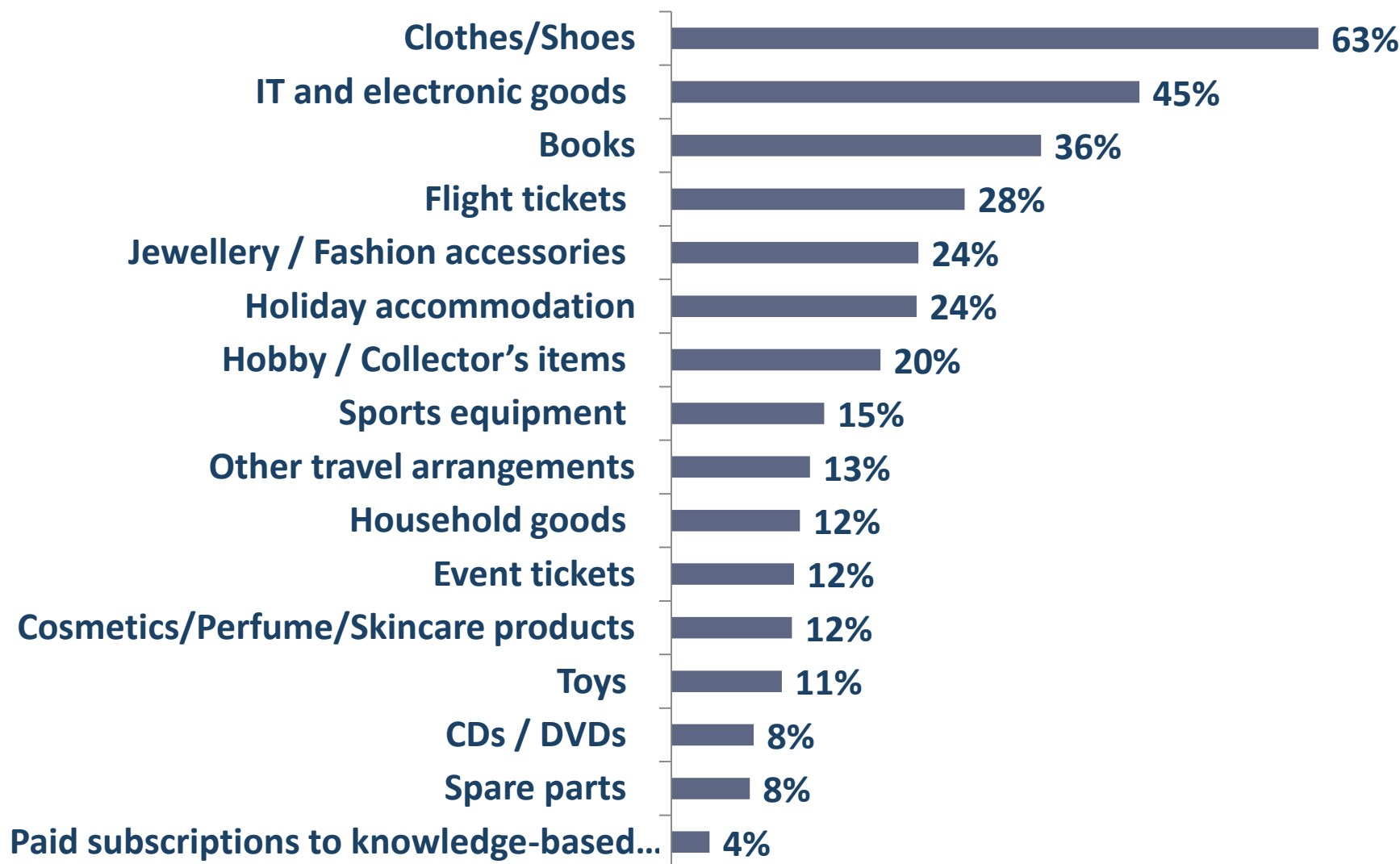
Preferred Items

% of those that buy from local sites



Items Bought Online From Foreign Websites

% of eCommerce users



Reasons For Not Buying From Local Websites

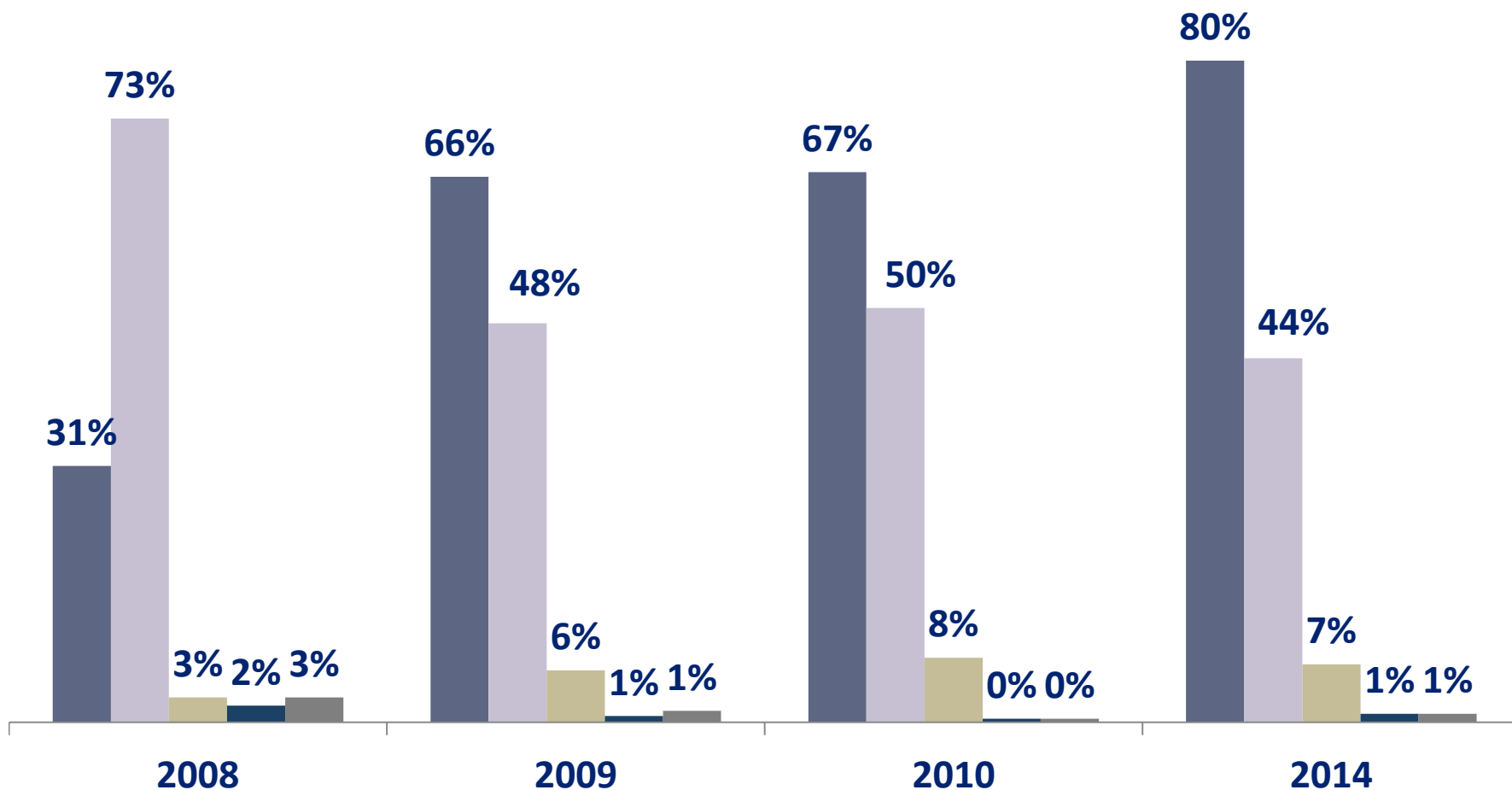
% of those that don't buy from local online shops



Preferred Method of Payment

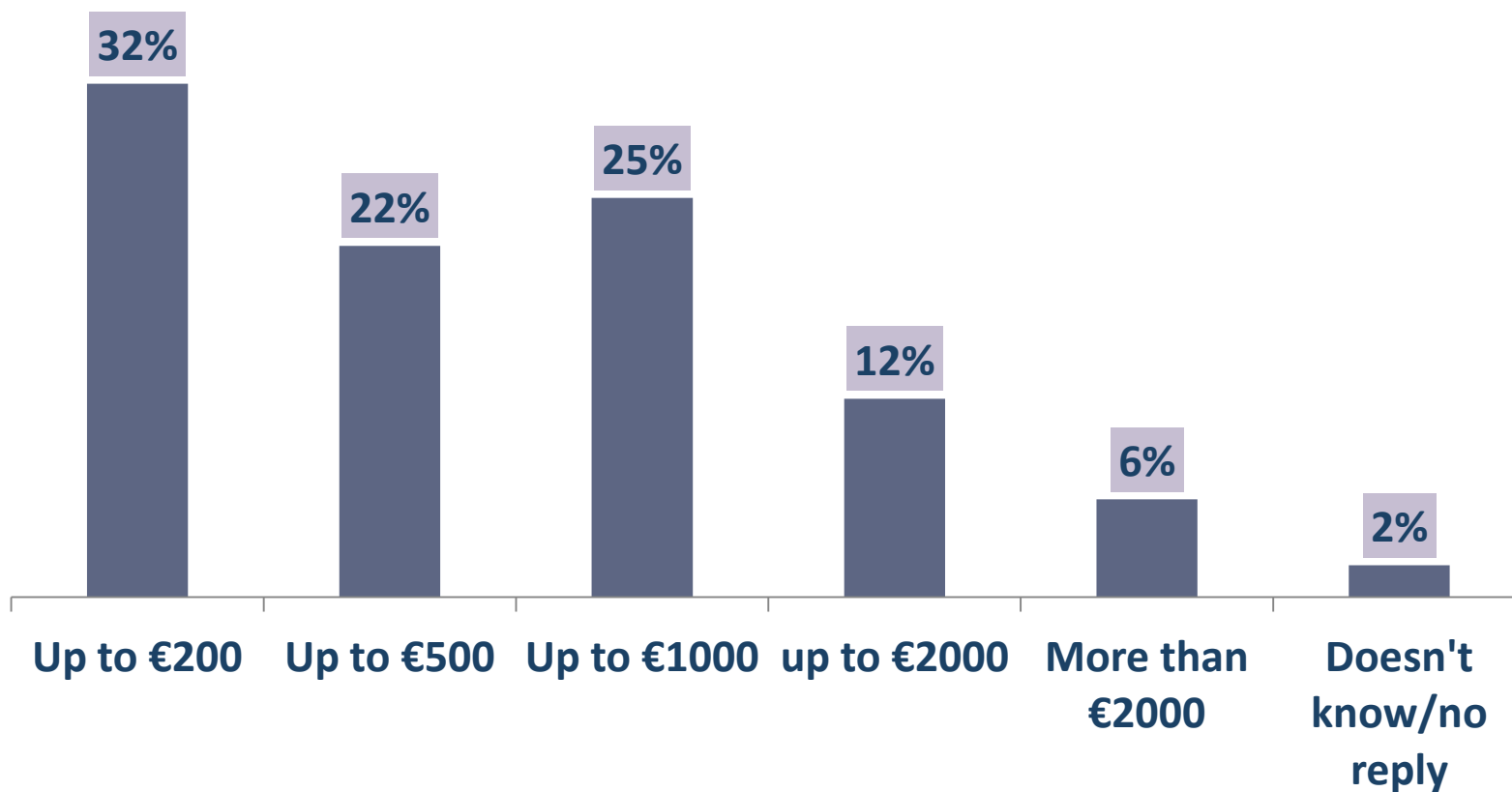
% of eCommerce users that bought online in last 6 months

■ **Paypal** ■ **Credit card** ■ **Debit card** ■ **Payment on delivery** ■ **Other methods**



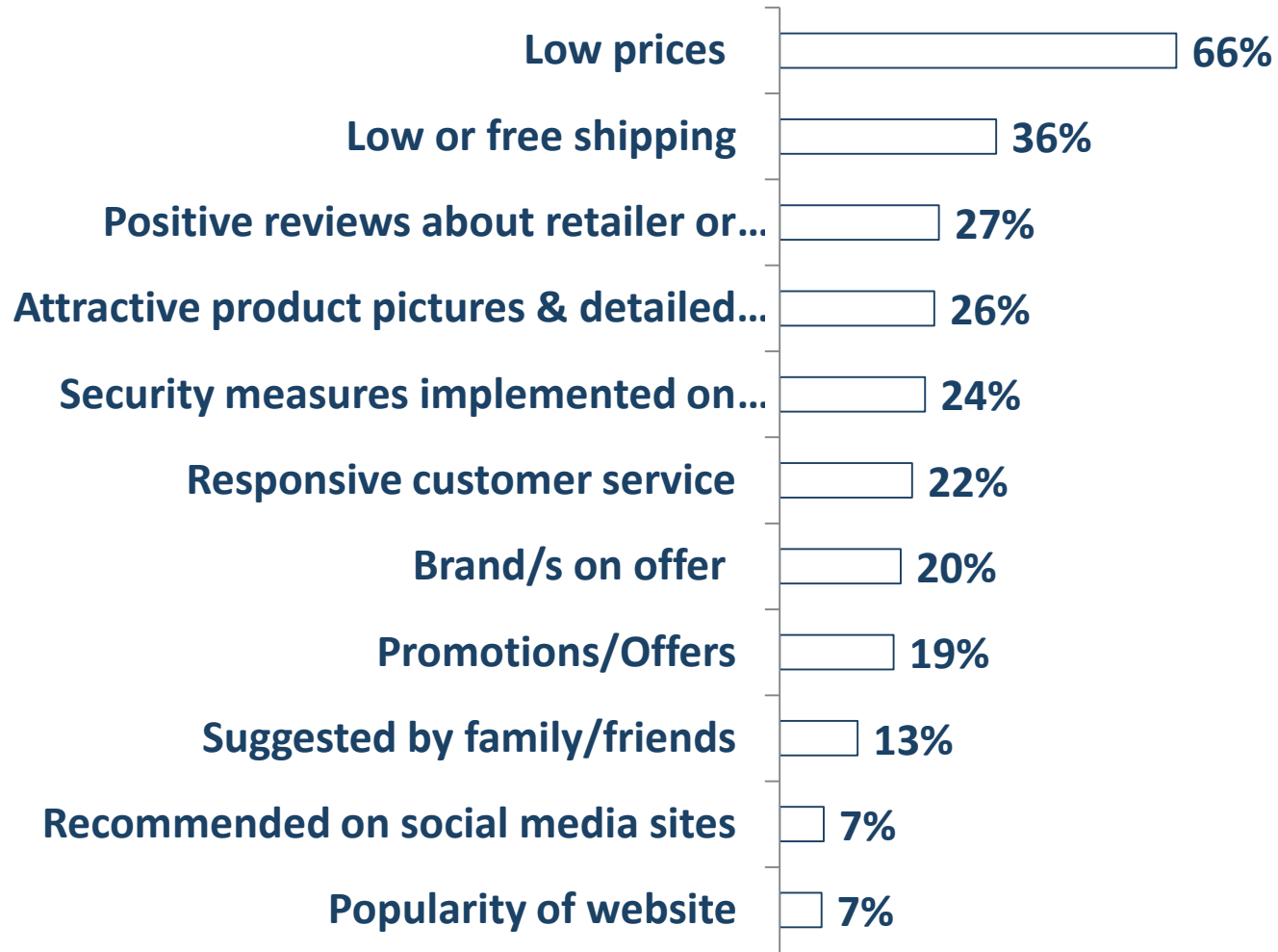
Amount Spent in a Year

% of eCommerce users



Reasons for Buying from a Particular Website

% of eCommerce users



Reasons for Not Buying Online

% of non-eCommerce users





MALTA COMMUNICATIONS AUTHORITY

Thank you

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