



Business Flow Advanced 1

e-commerce

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Academiejaar 2018-2019

**DE HOGESCHOOL
MET HET NETWERK**

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De wereld is digitaal

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:

55%

INTERNET
USERS



4.021
BILLION

PENETRATION:

53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:

42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:

68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:

39%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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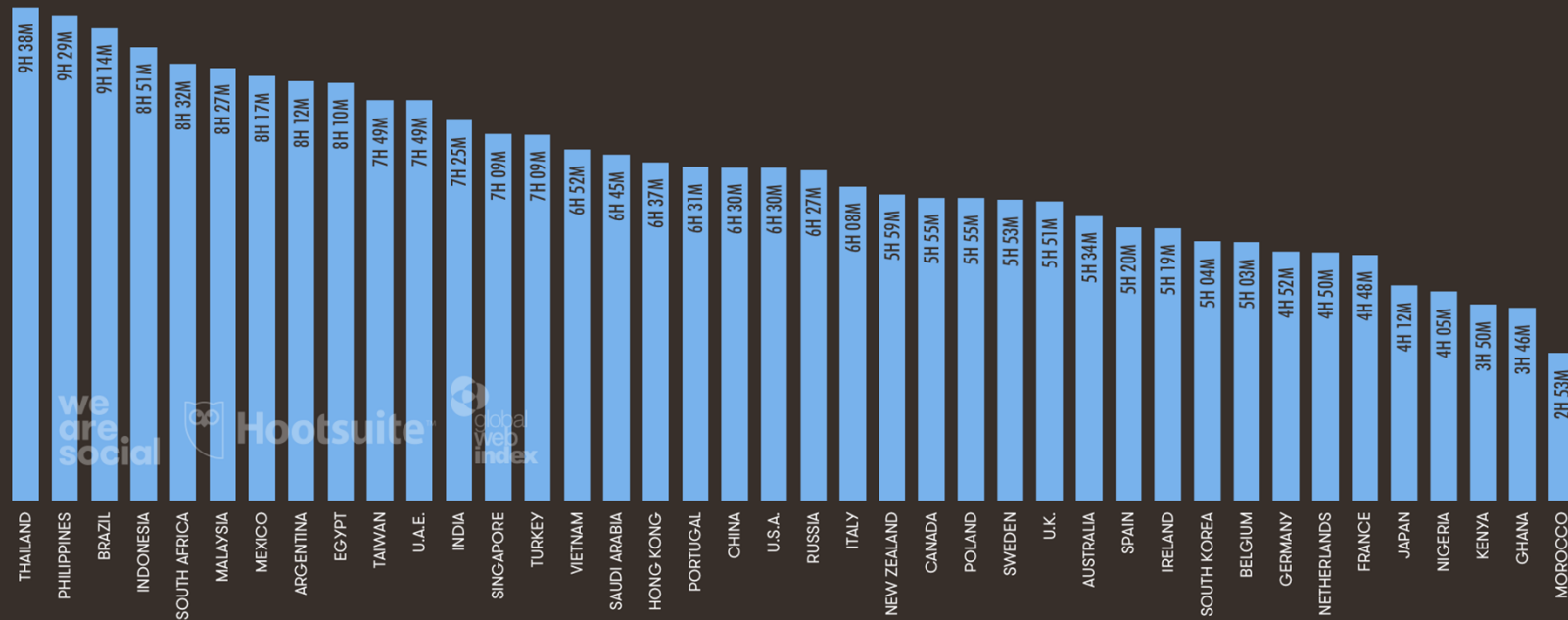


Tijd digitaal ?

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2018

TIME SPENT PER DAY ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY VIA ANY DEVICE [SURVEY BASED]



39

SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

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Devices ?

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

LAPTOPS &
DESKTOPS



43%

YEAR-ON-YEAR CHANGE:

-3%

MOBILE
PHONES



52%

YEAR-ON-YEAR CHANGE:

+4%

TABLET
DEVICES



4%

YEAR-ON-YEAR CHANGE:

-13%

OTHER
DEVICES



0.14%

YEAR-ON-YEAR CHANGE:

+17%

41

SOURCE: STATCOUNTER, JANUARY 2018 AND JANUARY 2017.

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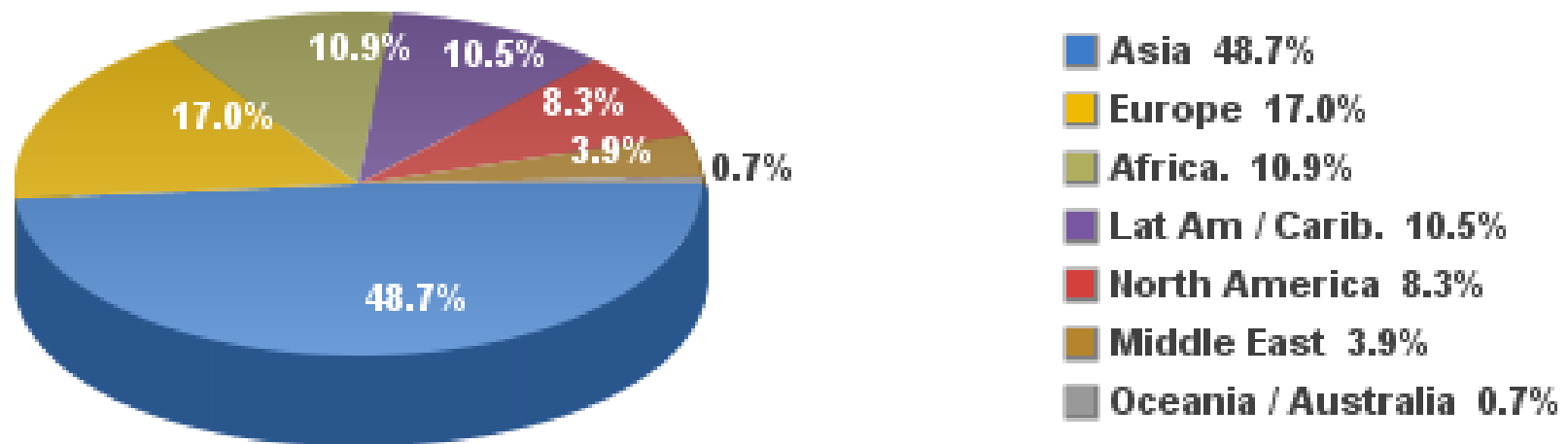


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Wie loopt voorop ?

Internet Users in the World by Regions - December 31, 2017



Source: Internet World Stats - www.internetworldstats.com/stats.htm

Basis: 4,156,932,140 Internet users in December 31, 2017

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e-commerce

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E-COMMERCE DETAIL: CONSUMER GOODS

AN OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN UNITED STATES DOLLARS

TOTAL NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA E-COMMERCE



1.77
BILLION

YEAR-ON-YEAR CHANGE:

+8%

PENETRATION OF CONSUMER
GOODS E-COMMERCE
(TOTAL POPULATION)



23%

VALUE OF THE CONSUMER
GOODS E-COMMERCE MARKET
(TOTAL ANNUAL SALES REVENUE)



\$1.474
TRILLION

YEAR-ON-YEAR CHANGE:

+16%

AVERAGE ANNUAL REVENUE
PER USER OF CONSUMER
GOODS E-COMMERCE (ARPU)



\$833

YEAR-ON-YEAR CHANGE:

+7%

131

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, E-COMMERCE INDUSTRY, ACCESSED JANUARY 2018. **NOTES:** FIGURES REPRESENT SALES OF PHYSICAL GOODS VIA DIGITAL CHANNELS ON ANY DEVICE TO PRIVATE END USERS, AND DO NOT INCLUDE DIGITAL MEDIA, DIGITAL SERVICES SUCH AS TRAVEL OR SOFTWARE, B2B PRODUCTS AND SERVICES, RESALE OF USED GOODS, OR SALES BETWEEN PRIVATE PERSONS (P2P COMMERCE). PENETRATION FIGURE REPRESENTS PERCENTAGE OF TOTAL POPULATION, REGARDLESS OF AGE.

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e-commerce in Europa



Western Europe:

- Netherlands
- Belgium
- United Kingdom
- Luxembourg
- France
- Germany
- Ireland

Northern Europe:

- Denmark
- Finland
- Latvia
- Lithuania
- Estonia
- Iceland
- Sweden
- Norway

Central Europe:

- Czech Republic
- Hungary
- Slovakia
- Switzerland
- Poland
- Slovenia
- Austria

Eastern Europe:

- Macedonia
- Russia
- Bosnia/Herzegovina
- Romania
- Bulgaria
- Serbia
- Ukraine
- Albania

Southern Europe:

- Croatia
- Cyprus
- Greece
- Italy
- Malta
- Portugal
- Turkey
- Spain

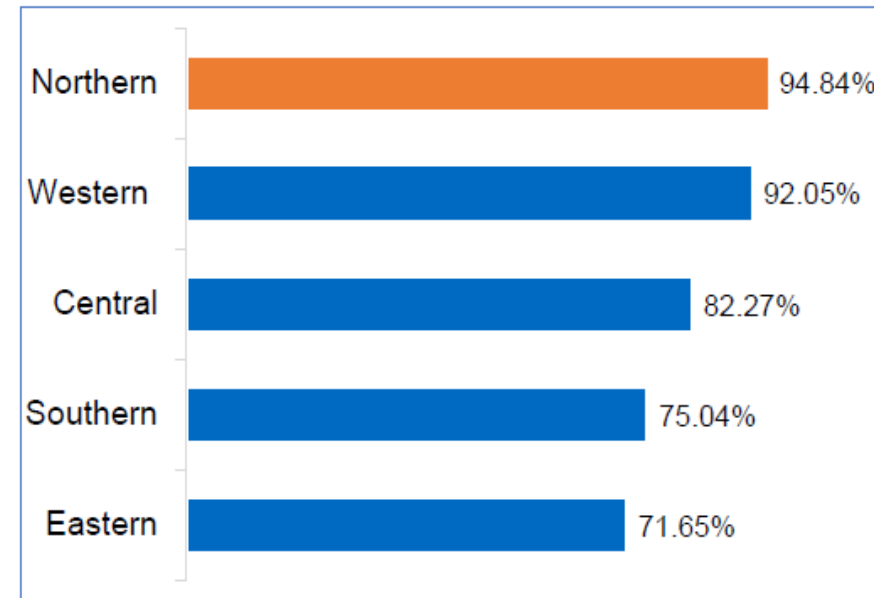
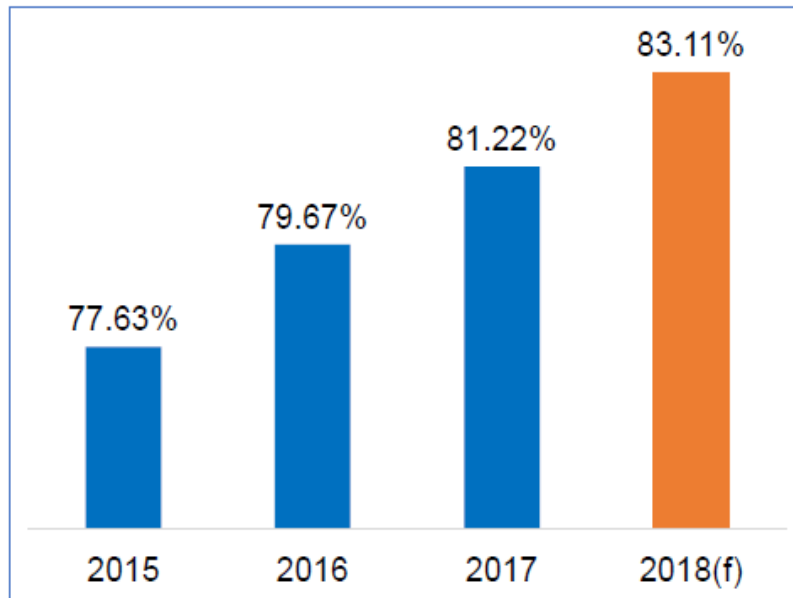
Bevolking Europa

- Bevolking Europa stijgt elk jaar (+1,5 miljoen)
- 2018 (f): 811,7 miljoen mensen
- Grootste bevolkingsgroep: West Europa (31%)
- Deel 65+ groeit jaarlijks
- Werkeloosheid daalt in heel Europa



Internet penetratie Europa

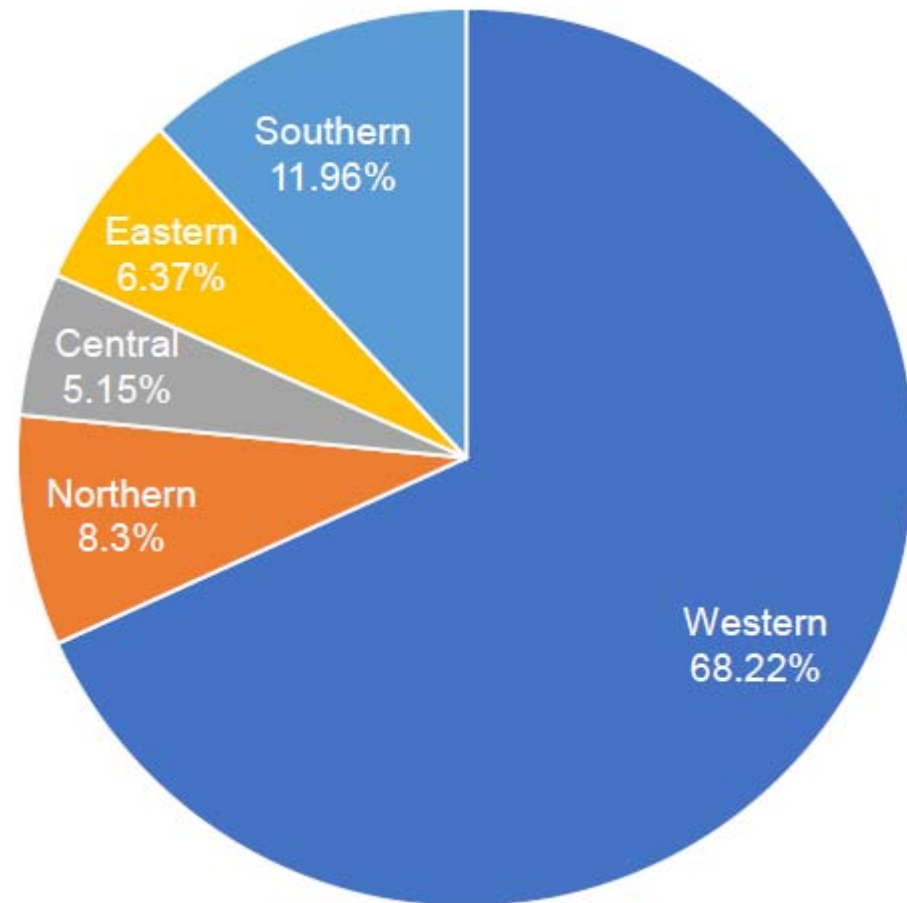
Internet penetration in Europe is steadily increasing



e-commerce in Europa ?

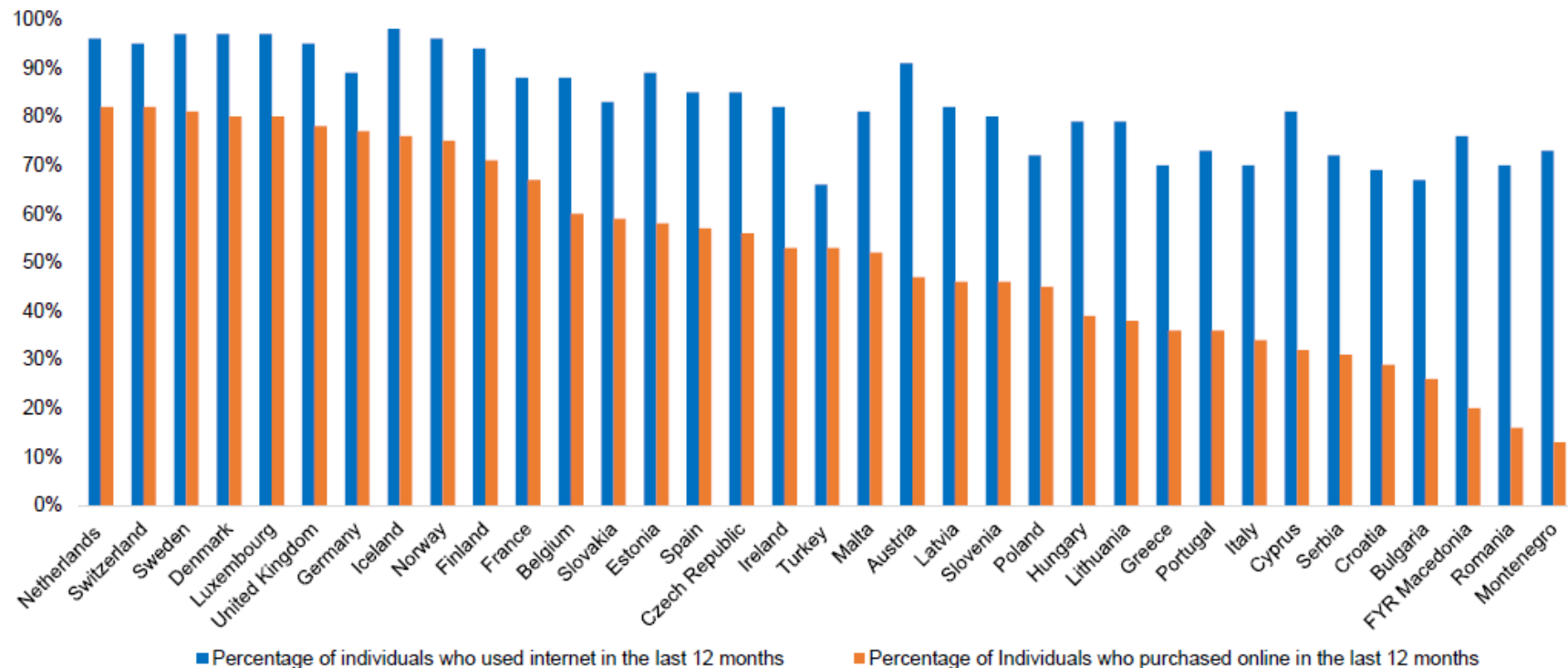
West Europa domineert de markt:

- Uitgebreide infrastructuur
- Groot internetgebruik
- Klantcomfort online bestellingen (customer experience)



Internet gebruik vs online shopping

Internet use & online shopping differs strongly across the EU



Internet Use and Online Shoppers, 2017. Source: Eurostat, 2018.



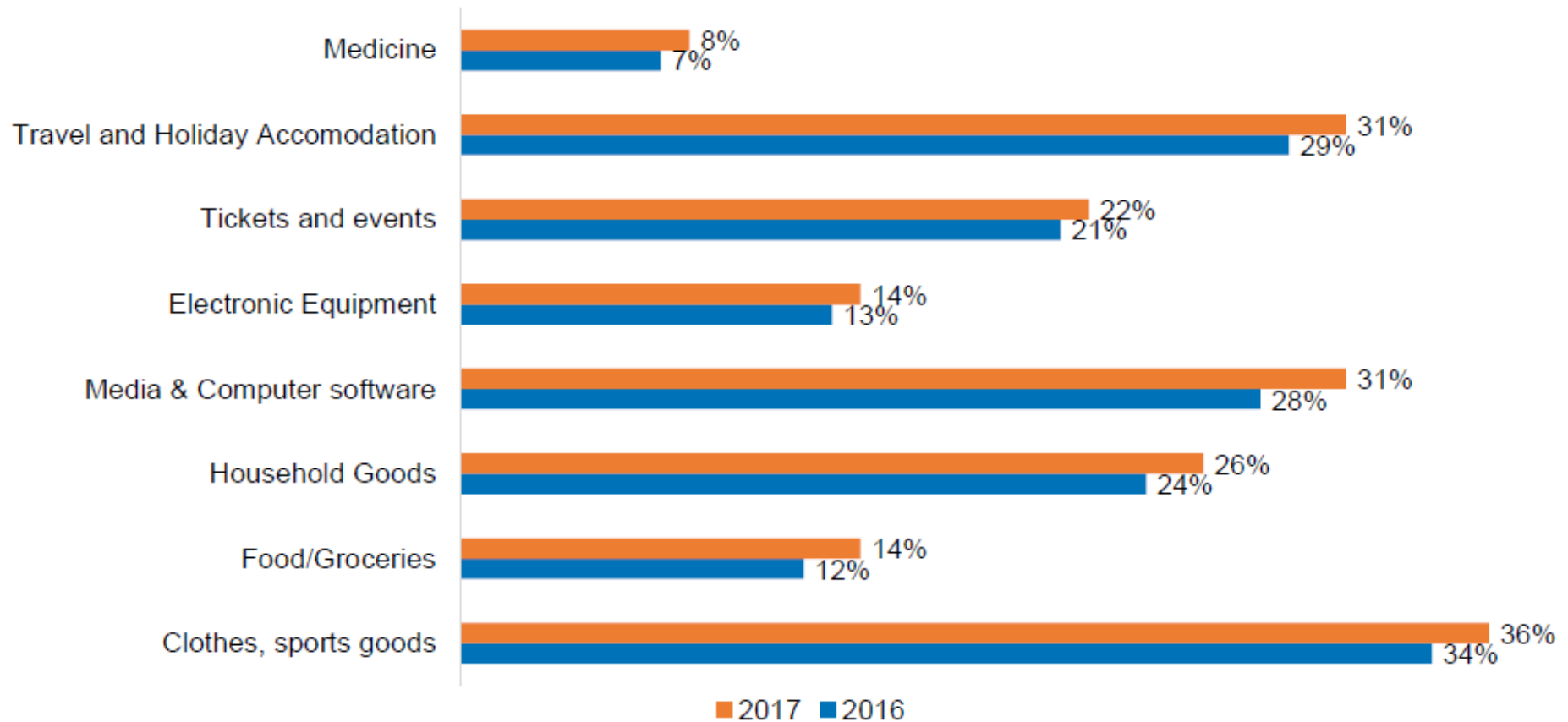
Waarom e-shopperen ?

- Gemakkelijk
- Vergelijken
- Gepersonaliseerd
- Veel producten
- Reviews



Online verkopen per dienst/product

Clothes & Sports and Travel remain most purchased online

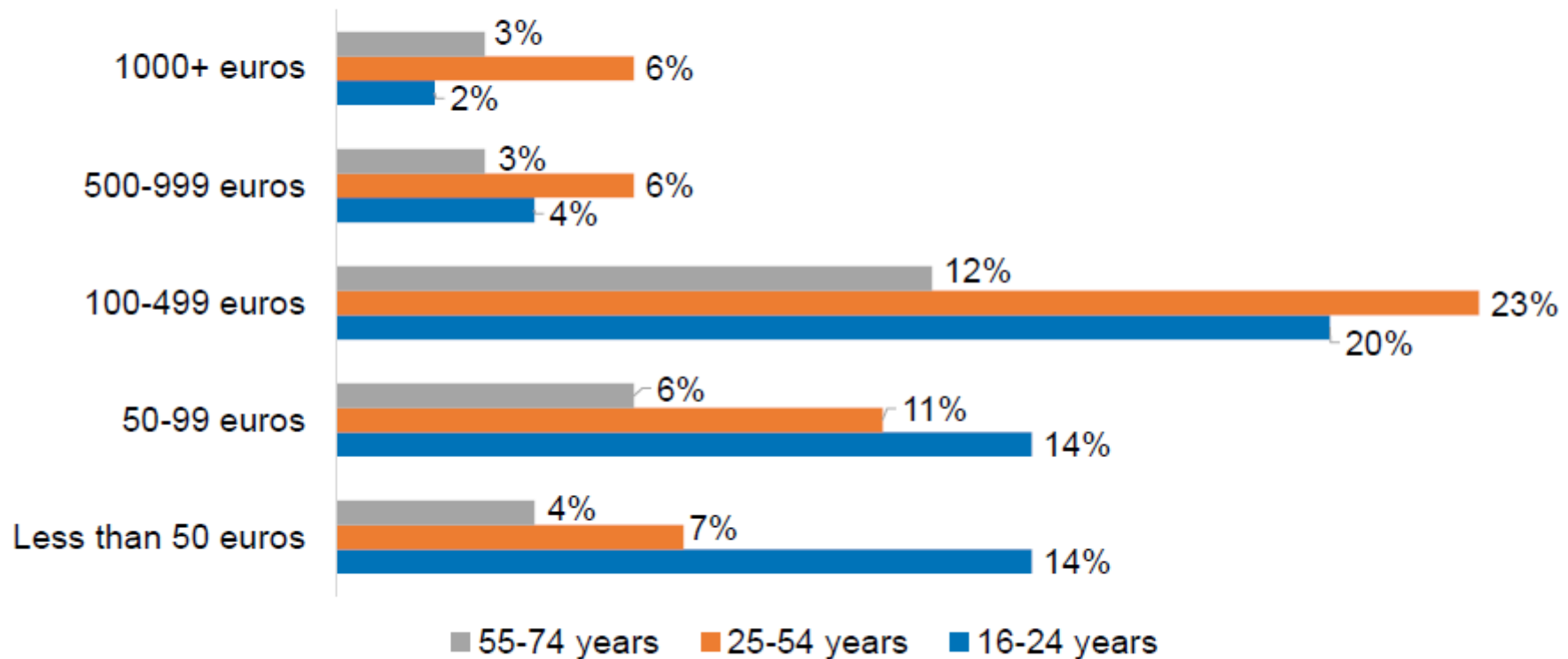


Online shoppers per product/service category, EU-28, 2017. Source: Eurostat, 2018.



Uitgave per leeftijdscategorie

Most spent between €100 – €500 over the last 3 months

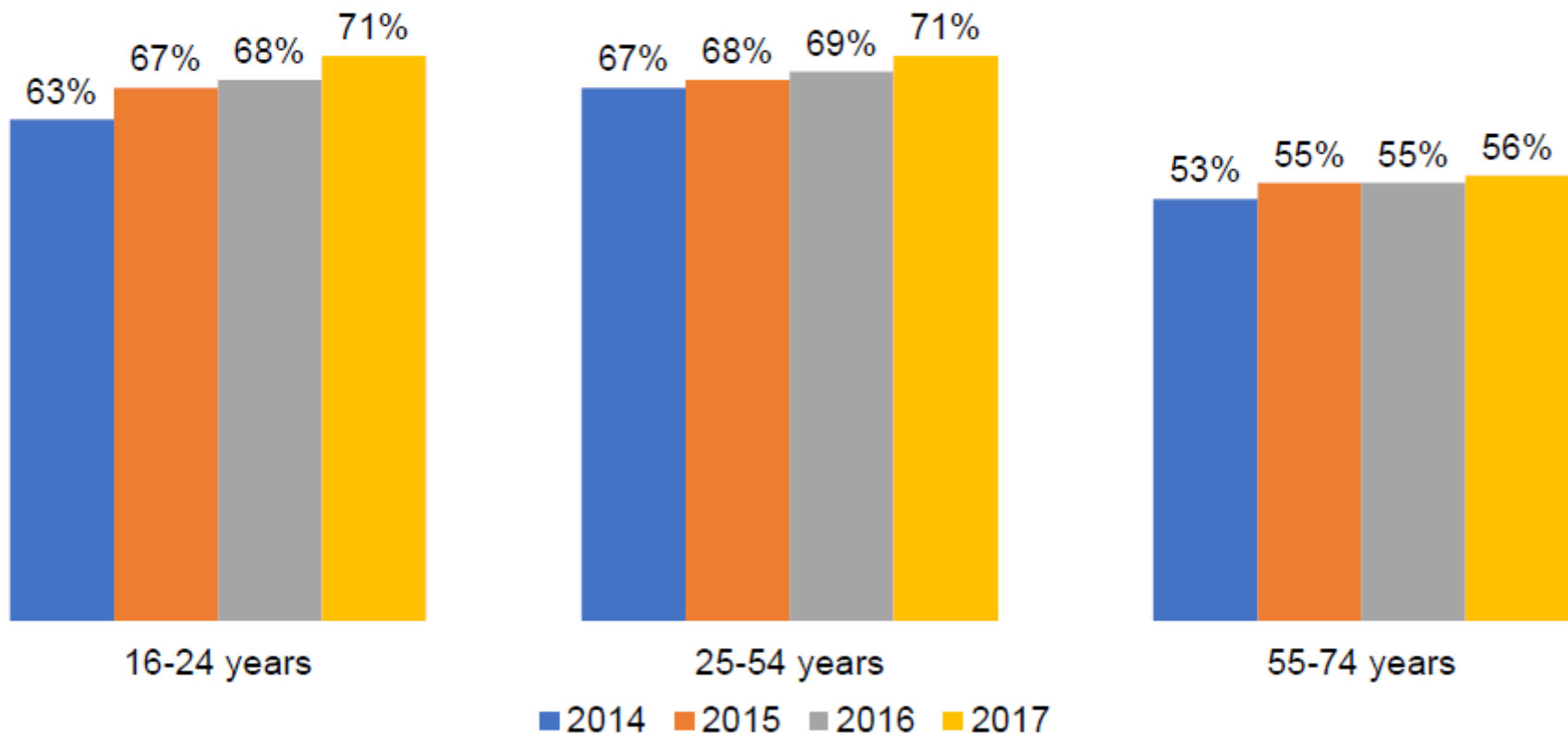


Money spent by online shoppers in the previous 3 months, EU-28, 2017. Source: Eurostat, 2018.



e-shoppers per leeftijdscategorie

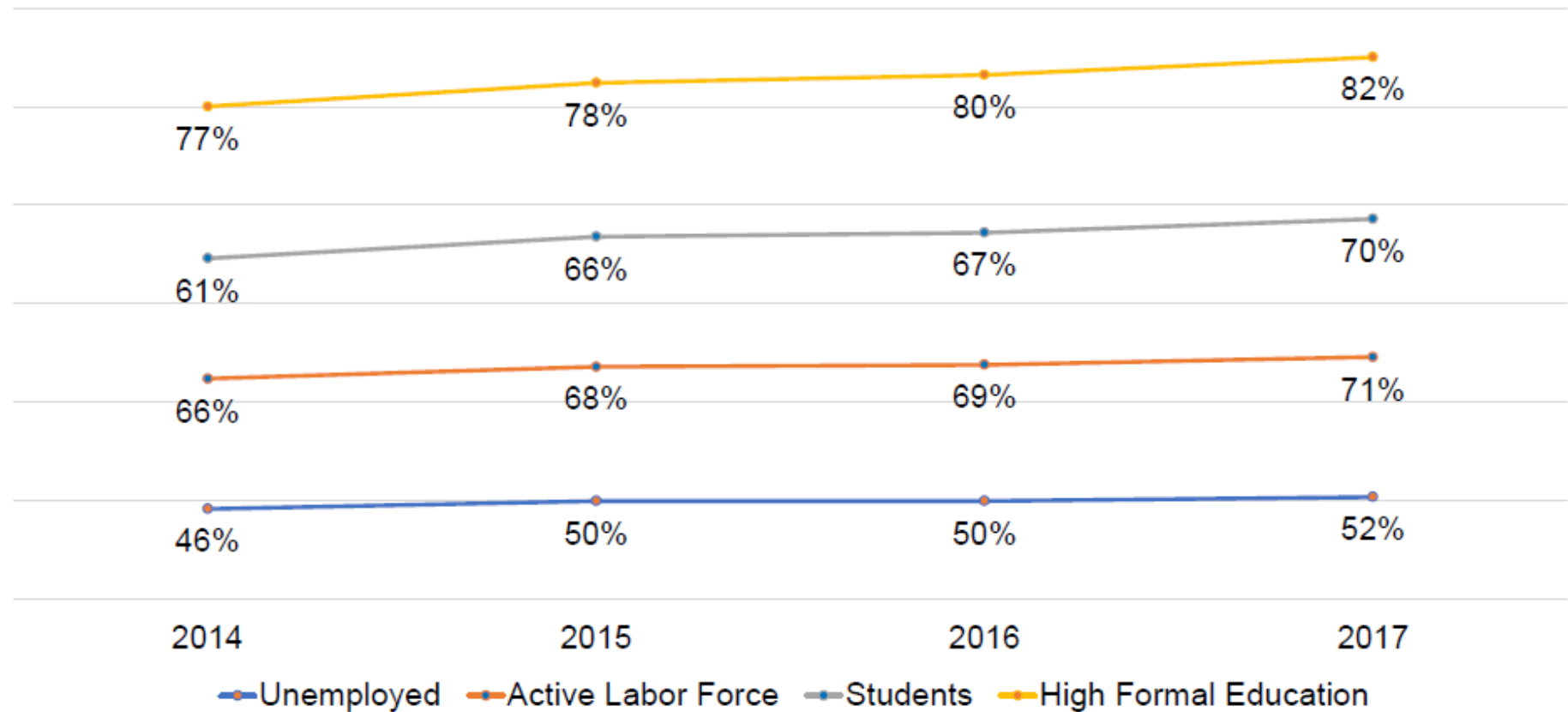
25-54 year-olds purchase most frequently online



Purchased online in the last 12 months, EU-28, 2014-2017. Source: Eurostat, 2018.

e-shoppers per leeftijdscategorie

Students & the highly educated shop online more regularly

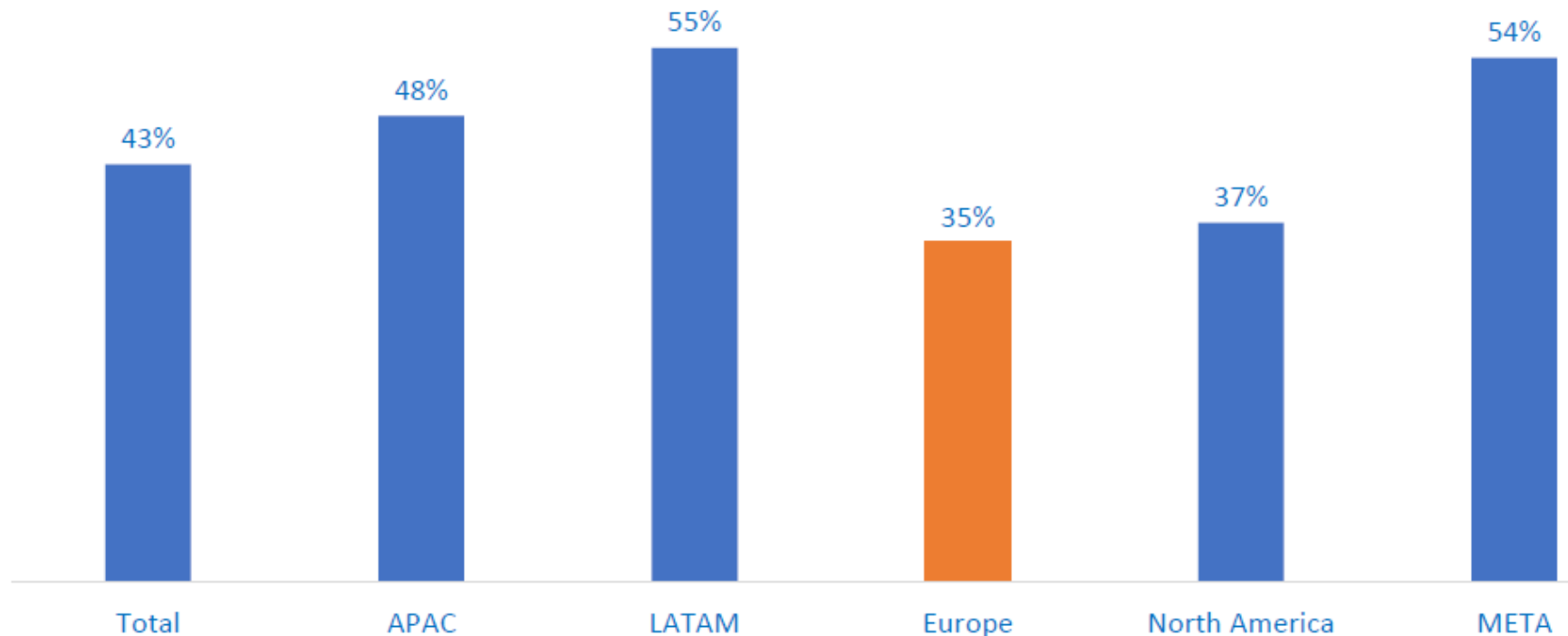


Online shoppers in the previous 12 months, EU-28, 2014-2017. Source: Eurostat, 2018.



Fysieke winkels ?

Europeans still prefer physical stores



Source: GfK, Future Buy 2016, Q: Do you agree with the statement? "I can see a future where retail stores are not a big factor in how I shop", (% of respondents that answered positively); Base= 20002



I can see a future where retail stores are not a big factor in how I shop.

The good old days

- Koop wat er in de winkel ligt of verkoper aanprijst
- Val terug op de informatie die reclame aanbiedt
- Koop product dat vriend(in) aanbevolen heeft



Digitaal tijdperk

- Consument informeert zich via internet over de verschillende producten en vergelijkingen
- Vraagt aan vrienden via sociale media wat beste keuze is
- Laat enkel voor minder belangrijke aankopen zijn/haar beslissingen bepalen door klassieke reclame of advies op het verkooppunt



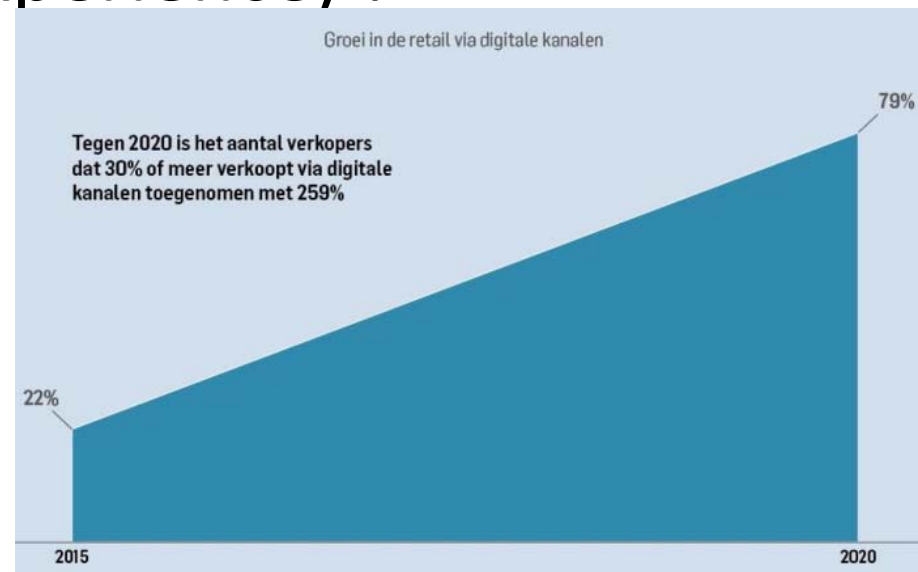
Sterke punten fysieke winkel

- Persoonlijk advies en informatie
- Aanraken producten
- Snelheid ontvangst product
- Aangeraden door bekende mensen
- Fun factor



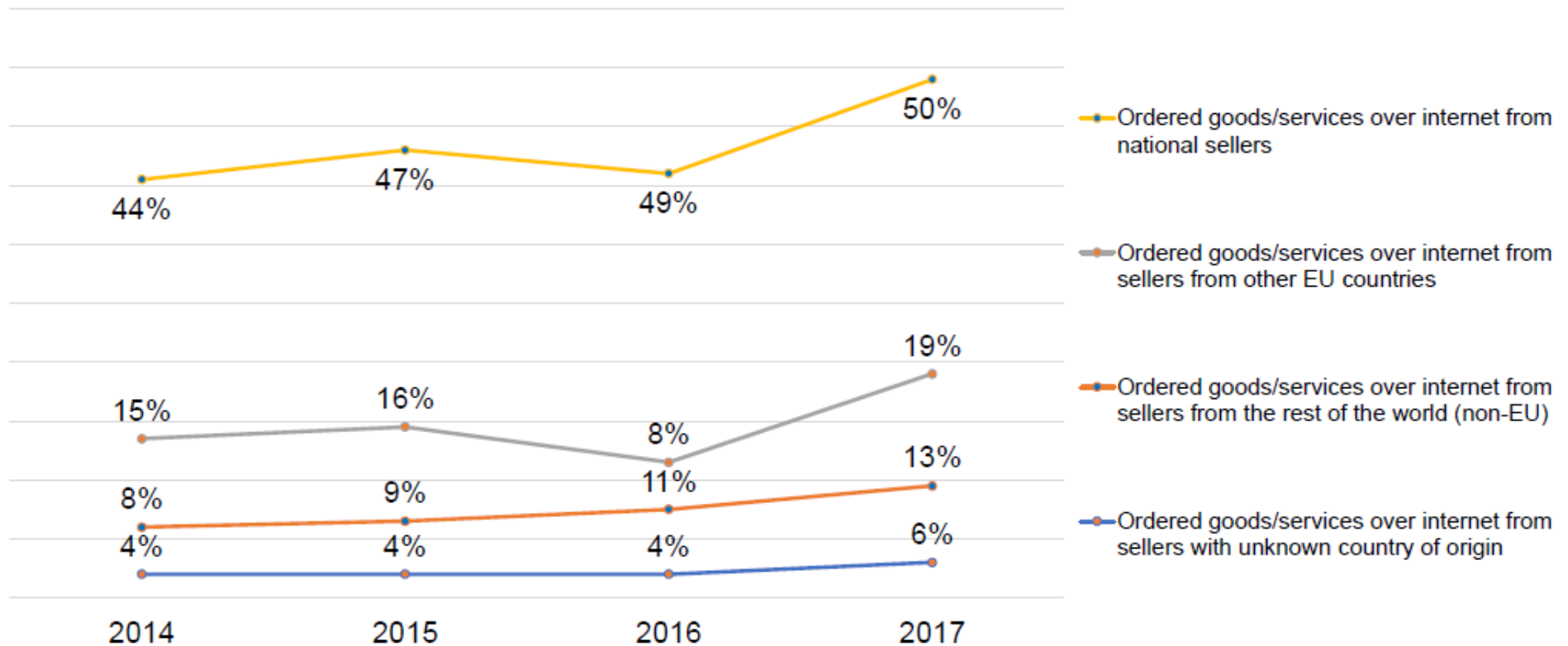
Digitaal tijdperk

- Omnichanneling: fysieke en digitale kanalen spelen op elkaar in
- Digitale marketing: content – engagement
- Usability (customer experience) !
- Klantvertrouwen !
- Retour-afhandeling !



Cross border e-commerce

38% of all online shoppers ordered abroad in 2017

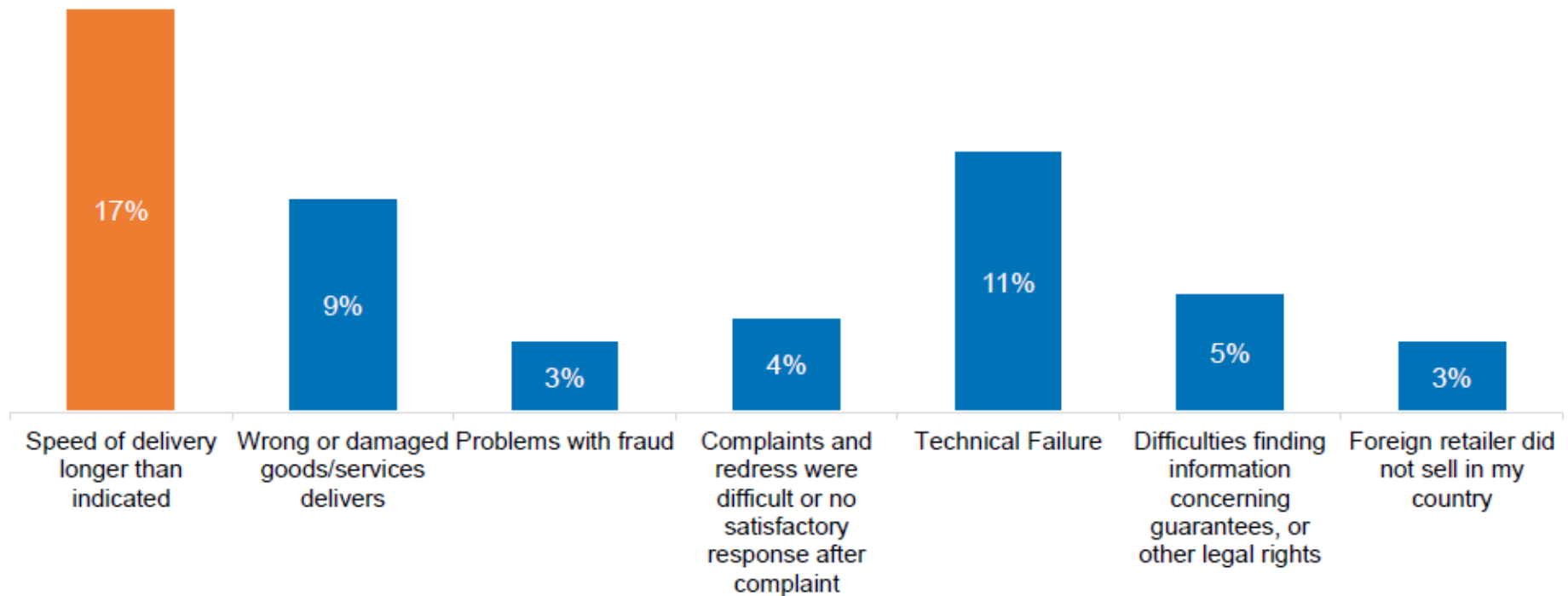


Online shoppers buying cross-border in the previous 12 months, Europe, 2014-2017. Source: Eurostat, 2018.



Cross border e-commerce

Cross-border online shopping still has its challenges



Problems with cross-border shopping, Europe. Source: Eurostat, 2018.



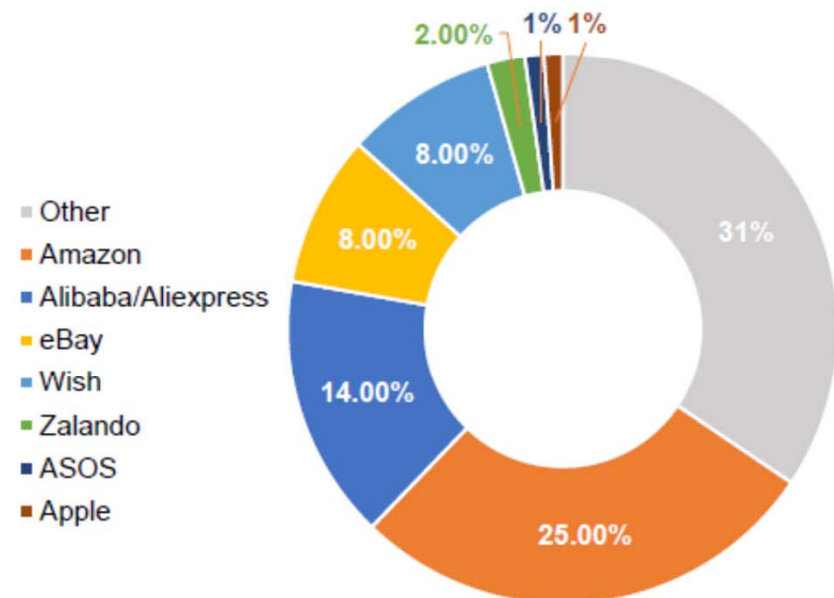
Marketplaces

Globally marketplaces own 56% of cross border ecommerce

- Amazon is the most popular cross border webshop in Luxembourg (72%) and Austria (64%).
- eBay leads in Cyprus (63%).
- AliExpress was most popular in Russia (69%) and the Netherlands (35%).



RETAILER CHOICE: LAST CROSS-BORDER ONLINE PURCHASE
Cross-border ecommerce shopper survey, 2017



Source Statista; International Post Corporation, 2017. Retailer Choice: Most Recent Cross-border ecommerce item. Source: International Post Cooperation, 2017

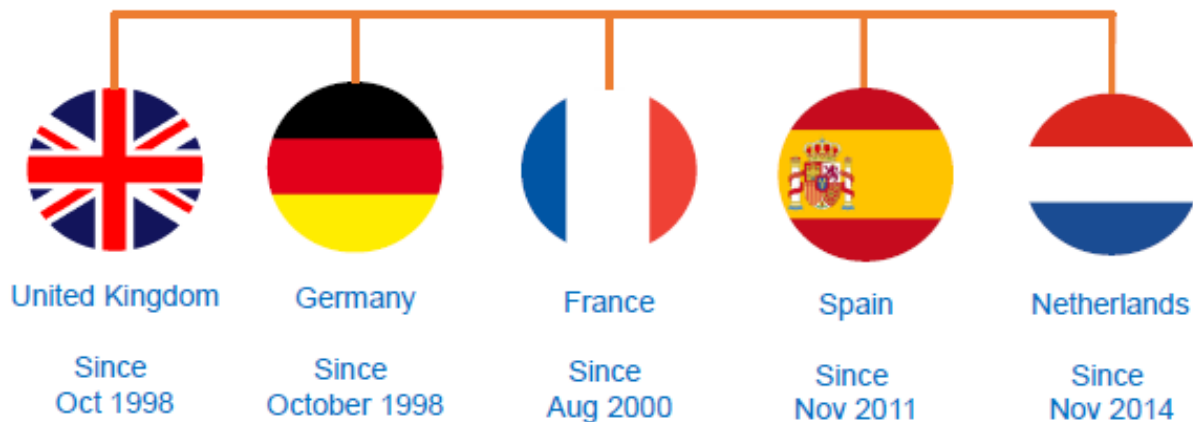


Marketplace Amazon in Europa

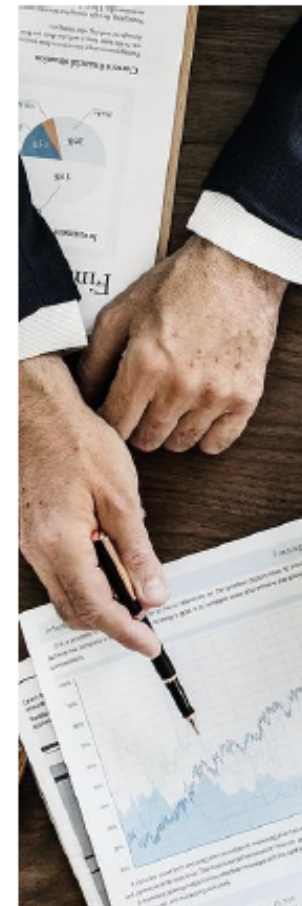
Amazon has a strong presence in Europe

Amazon has operation in 5 European countries, selling across the entire region

amazon



Source: CB Insights, 2018

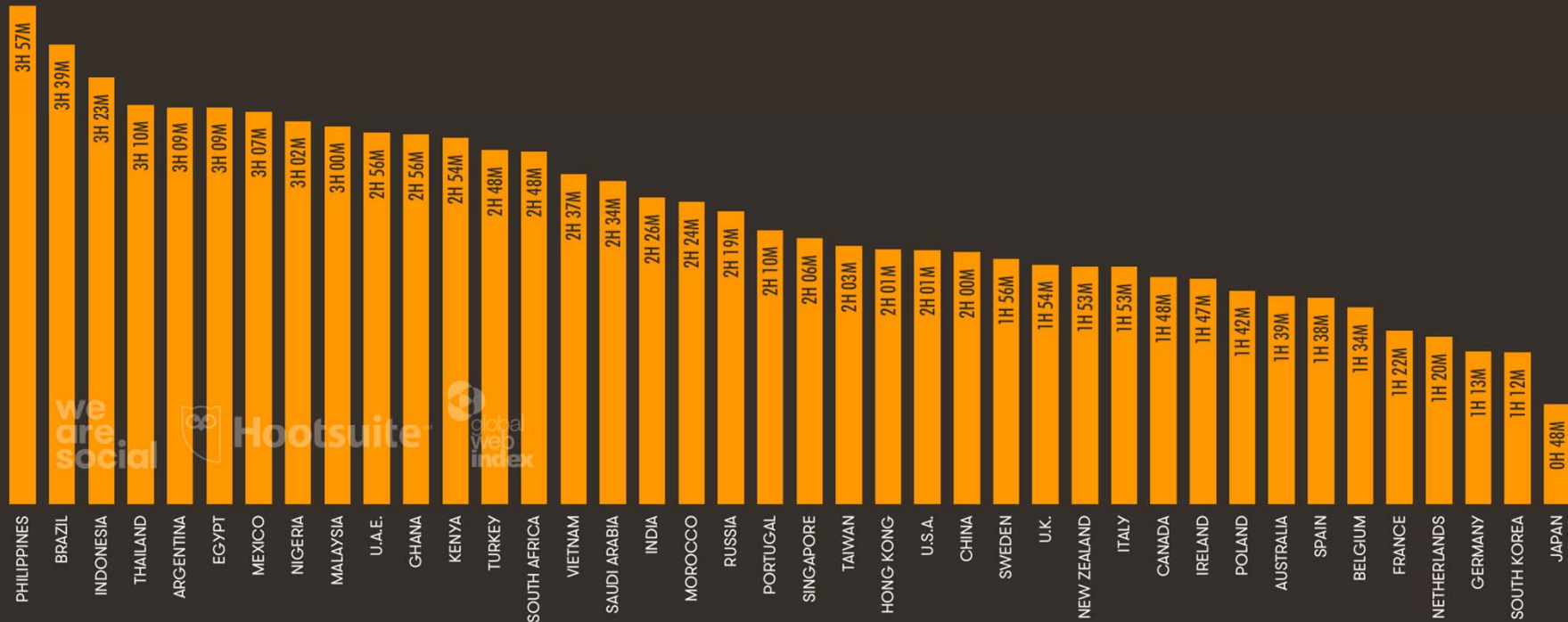


Social media: tijd ?

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TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY VIA ANY DEVICE [SURVEY BASED]



58

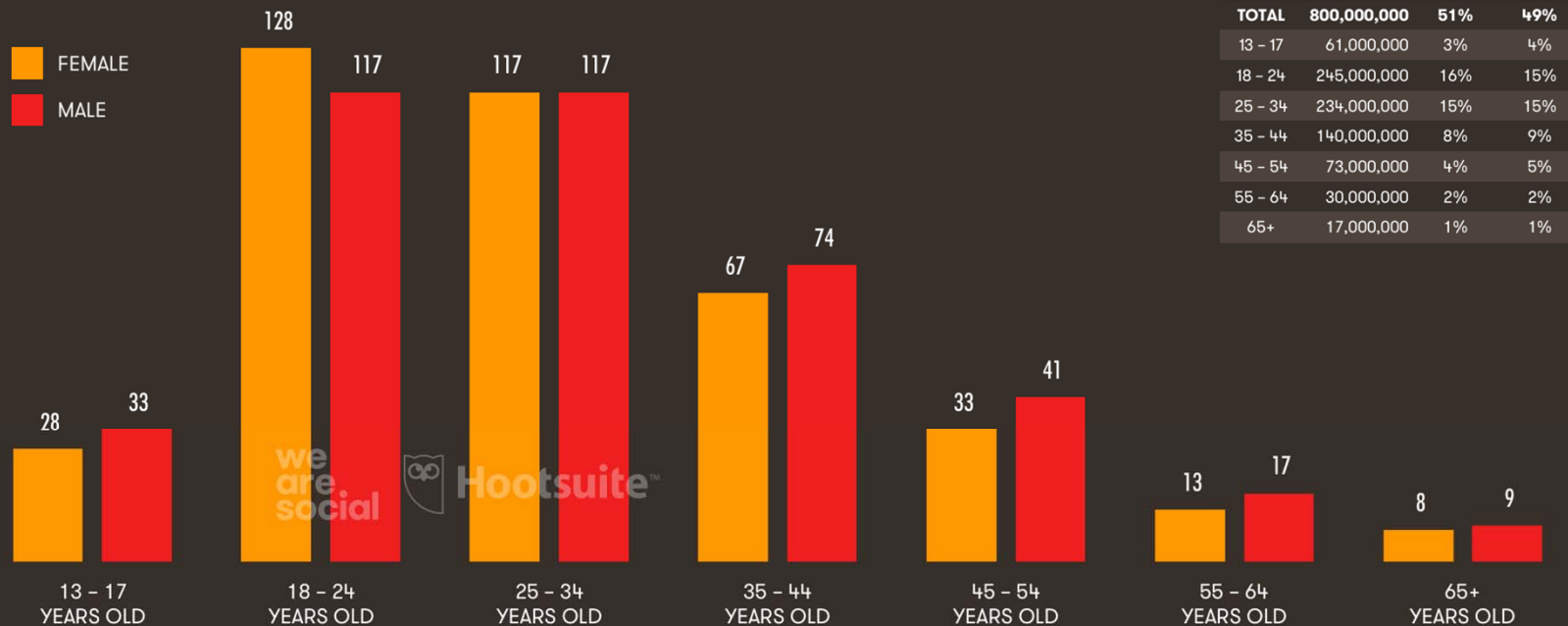
SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64.

Social media

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PROFILE OF INSTAGRAM USERS

BREAKDOWN OF INSTAGRAM'S GLOBAL USERS BY AGE AND GENDER, IN MILLIONS



77

SOURCES: EXTRAPOLATION OF DATA FROM INSTAGRAM (VIA FACEBOOK), JANUARY 2018. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL GLOBAL INSTAGRAM USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

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Opdracht: wat ?

- Paper: analyse gepersonaliseerde ads op internet:
 - Waar en hoe komt dit tot stand?
 - Gebruiker: wat doen indien hij geen ads wil?
 - Bedrijven: wat doen?
- Paper: e-commerce in België – evolutie en huidige status.
- Powerpoint: Kies 2 ondernemingen:
 - 1 *internationale* onderneming met een “goede” website.
 - 1 onderneming met een “slechte” website.
 - Motiveer waarom website goed/slecht ?
 - Evalueer SEO voor deze sites: waarom scoren deze sites goed/slecht ?
 - Welke sociale media wordt gebruikt bij de **goede** site? Wat is de **meerwaarde** hiervan?



Opdracht: hoe ?

- Groepswerk
- Basismateriaal op Blackboard
- Extra materiaal: *www*
- Evaluatie:
 - Presentatie van 10 minuten over laatste opdracht
 - Q&A
 - Paper: analyse ads internet
 - Paper: evolutie en status e-commerce België



Opdracht: wanneer ?

- Week 1: groepsindeling + start
- Week 2: deadline ondernemingen
- Week 2, 3, 4, 5: groepswork tijdens les
- Week 5 (les): mondelinge evaluatie papers
- Einde week 5: deadline indienen presentatie (PPT met notities)
deadline 2 papers
- Week 6, 7: presentaties

Permanente aanwezigheid is vereist !

Per afwezigheid → -3/20 ! (15 min → -0,5; 30 min → -1)



Verboden bedrijven

3suisses	bax-shop.be	compugenk
ABImbev	beatport	coolblue
actionkart	bells.be	corsair
adidas	belsimpel	cranenbroek
Albert Heijn	best-electronics-ca	Cristal
alibaba	bilborecords	croky
aliexpress	Blinker.com	dansschoenenwinkel.nl
allekabels.nl	bluebell	decathlon
alternate	bmw	Dell.Com
amazon	body&fitshop	deprijzenklopper
Ancien Belgique concerts	boekhandelmapertuis	descarto
apple	Bofrost	devreemdeend
Archonia	bol	dierenvilla.be
argos	bookdepository.com	distrelec
arngren.net	booking.com	dominos.com
asos	boostedboards	dovykeukens
Astonmartin.com	brussels airlines	dragoncomputers
asus.com	buycoolshirts	dreamland
Audi	Camping Bonanza	Duvel
audible.com	carrefour	dx.com
autodesk	CD-ROM-LAND	dynatech.nl
axito.com	chipmunk	EA (origin.com)
azerty	cloud9walkers.com	Eldi
Base	coca-cola	electronica-online
battle.net	collishop	Etsy



Verboden bedrijven

Eurosys	hottopic.com	Lidle
ex mouth view	HTC.com	lidle-shop.be
fluidtek	huisdierenapotheke	Lieffertz
flyingtiger	humblebundle	lingscars
formula1	iBood	logitech
g2a	ikea	maasmechelen Village
gamegear	industrialpainter	maison-lab
GateNFences	instant-gaming.com	marineparts.com
glyde	ironmongery direct	mars.com
gooise-gitaren	jackwolfskin	massdrop
gotron	jackyclaes	Mc Donalds
grimbergenbier.be	jageneau	McCormickrecovery
gsmnet.nl	jaguar	McLaren
GSMWeb	jupiler	Mediamarkt
H&M	kenzo	megekko
hapitones	kfc	Mercedes Benz
heineken	Kinguin	metrotile.eu
Helenb.be	Kinguin	meubis.be
hellinx.be	knaaldeals	Microsoft Store
herbalife.be	komplett.be	miniinthebox
Hewlett Packard	krefel	Minute Maid
Highflow.nl	kruidvat	MnMcomputers.com
honda	large	mobile vikings
horlogemerken	leisofhawaii	mobistar
hostelworld	levi's	MSI



Verboden bedrijven

MSY	pizza.be	shopforgeek.com
<u>msy.com.au</u>	pizzahut	siphawaii
musicstore	playstation	skype
mustang	prada	smartphonehoesjes
mvmtwatches	primark	snogard
myprotein.com	proximus	sony
nespresso.com	ptcgo	soudal
Nestle	PXL	Spar
netflix	quantummansite	specialtyrestaurantequipment
newegg	quick	spotmetering
newpharma	raptor-digital.eu	standaardboekhandel
Nike	razer	steam
nintendo	razerzone	steelseries
nordstrom	reddit.com	stockline.be
nowthatsit	rijschoolgoossens	storeubi
OnePlus	route22computers	superior-web-solutions
onlinetuning.com	roverP6cars	supremenewyork
orange	roxis	suzannecollinsbooks
otto.nl	rudgwicksteamshow	tattoopink.be
outspot.be	ryanair	tech-media
paradisewithaview.com	Samsung	telenet.be
parfumtop	sanisole.nl	teslamotors.com
pc-tools	sarenza	Testaankoop
pennyjuice.com	seocentro.com	thepoolpros.com
pepsico	Servocity	theroommovie



Verboden bedrijven

thomann	Urban Originals (UO)	winrar
timberland	Valve Corporation (steam)	wish.com
Tolkienwinkel	vandenborre	woodwatches
topkado	vbc	wordery
toshiba.be	virginamerica	wornontv
toyota	vitafix	xxlnutrition
Trivago	Vodafone	yetiboards
tuinbeeldennijs	volkswagen	zalando
twitch	vtek	zara
ubisoft	walmart	zarahome
uglytub	web-4-all	zavvi
unilever.be	weekpromo	Zooplus.nl
unitedfurniture.bis	weightwatchersshop.be	
UPS	Wholesale meats coventry	

