

Business Flow

Advanced 1:

e-commerce

Isabelle Godfrind
2019-2020



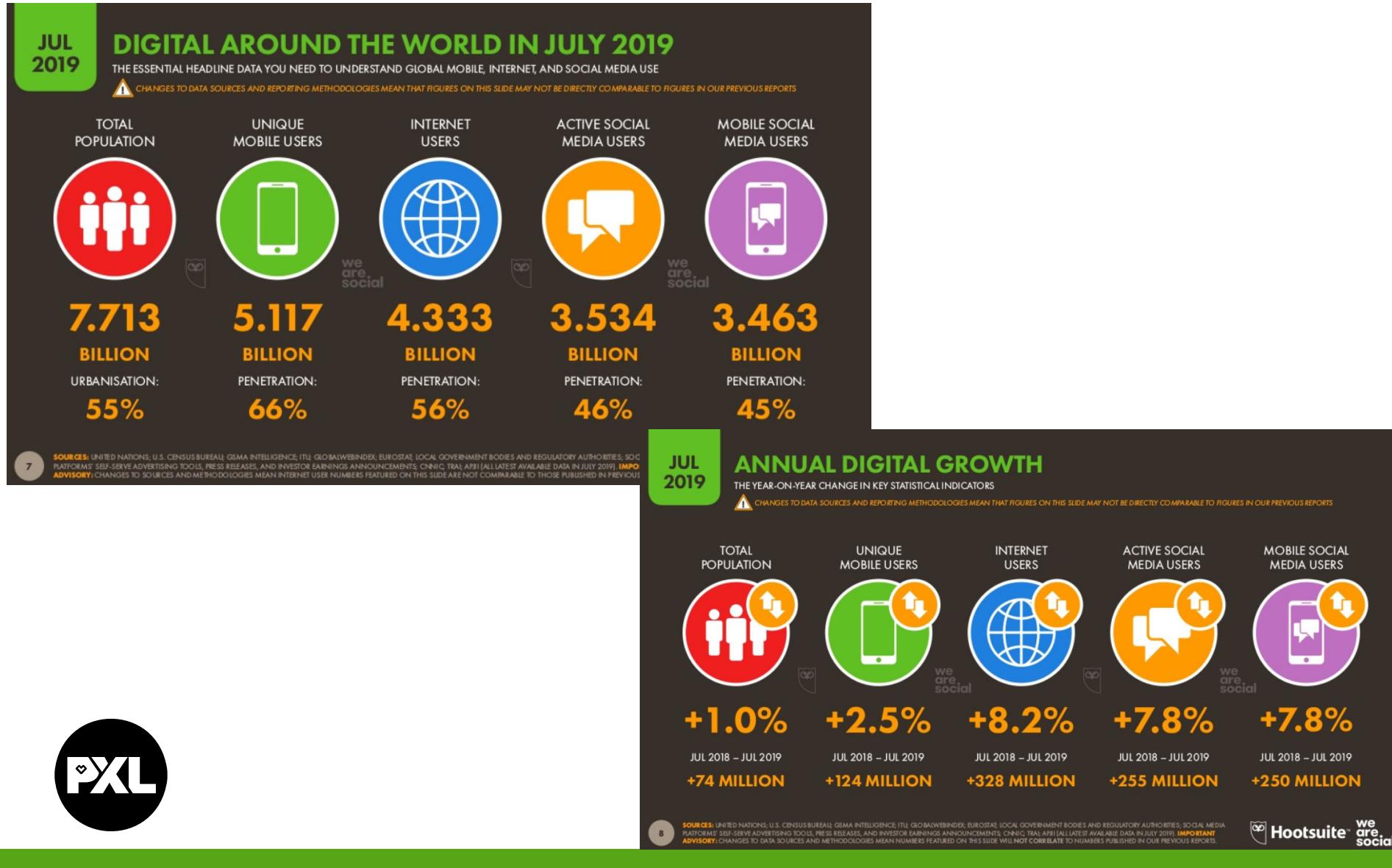
DE HOGESCHOOL
MET HET NETWERK

Elfde-Liniestraat 24, 3500 Hasselt, www.pxl.be

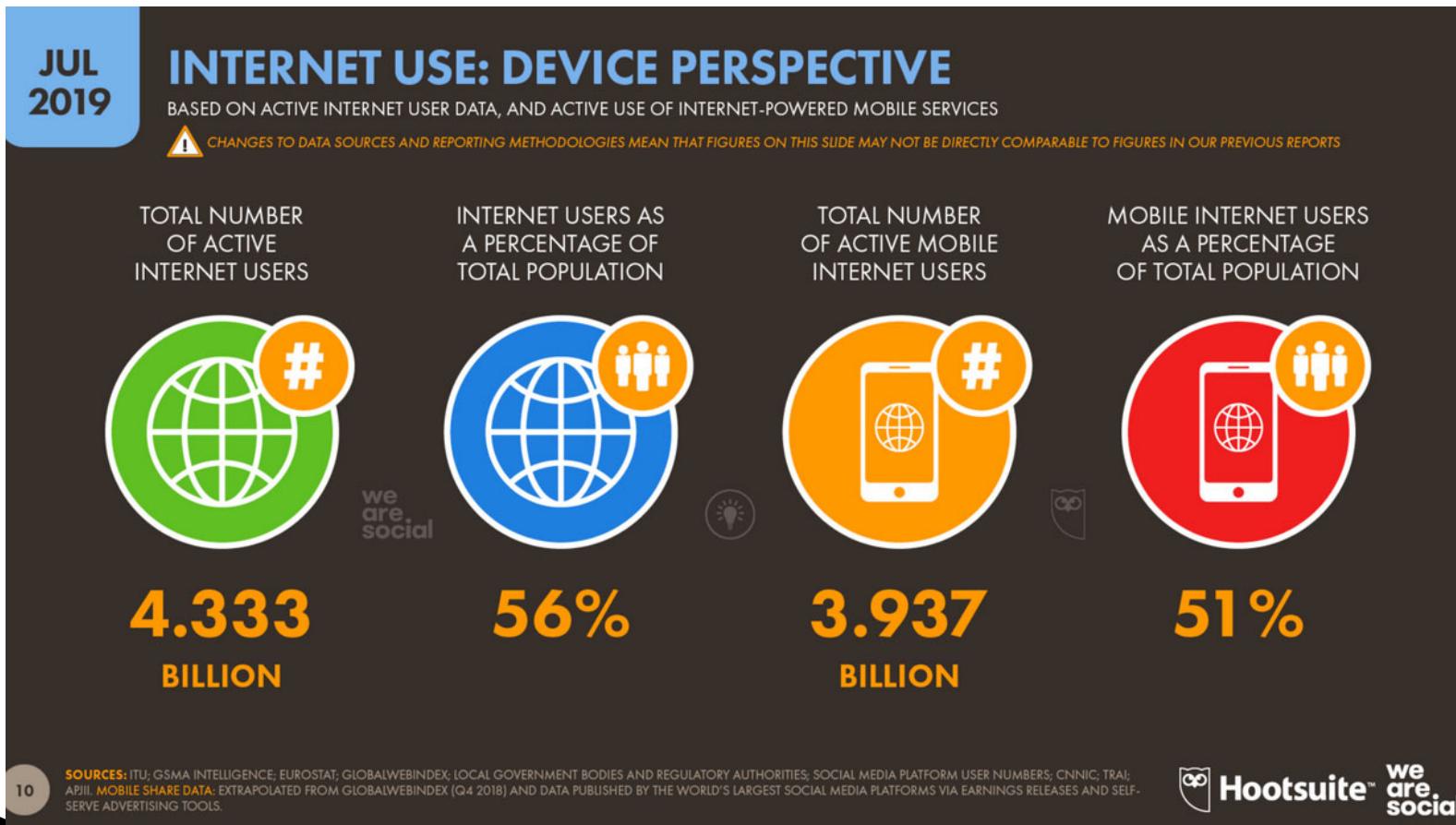


e-commerce wereldwijd

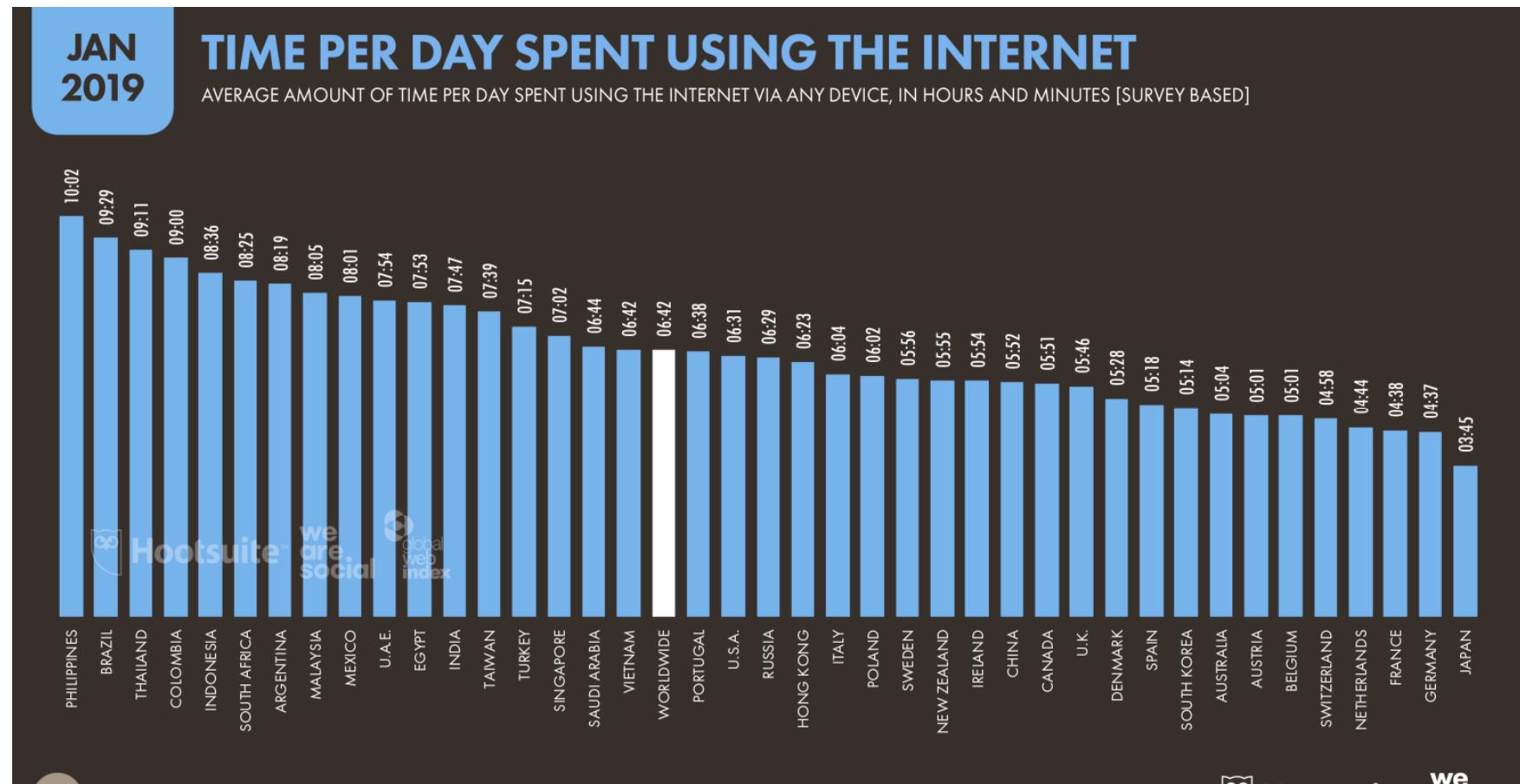
De wereld is digitaal



Mobiel internet gebruik



Tijd digitaal ?



Meest populaire websites ?

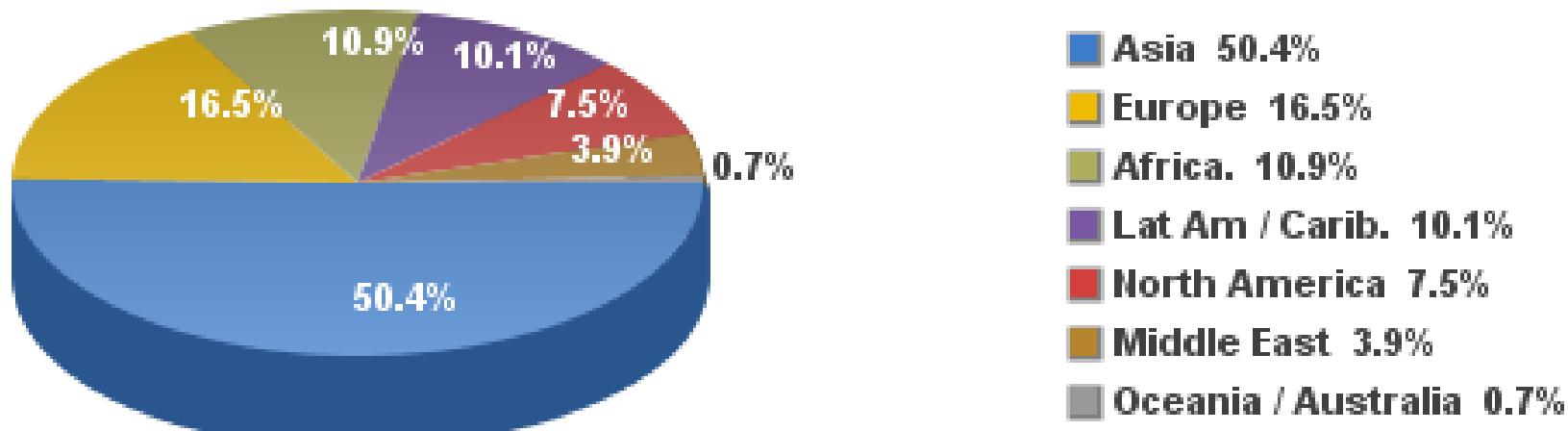
JUL 2019		WORLD'S MOST VISITED WEBSITES (SIMILARWEB)					
#	WEBSITE	TIME / VISIT	PAGES / VISIT	#	WEBSITE	TIME / VISIT	PAGES / VISIT
01	GOOGLE.COM	9M 38S	8.57	11	YANDEX.RU	10M 19S	9.2
02	YOUTUBE.COM	21M 35S	8.94	12	AMPPROJECT.ORG	3M 56S	3.27
03	FACEBOOK.COM	10M 52S	10.62	13	XNXX.COM	14M 37S	10.5
04	BAIDU.COM	6M 42S	7.72	14	AMAZON.COM	6M 02S	8.35
05	WIKIPEDIA.ORG	3M 40S	2.93	15	LIVE.COM	7M 44S	8.65
06	TWITTER.COM	9M 14S	7.64	16	VK.COM	16M 04S	19.87
07	YAHOO.COM	6M 26S	6.71	17	NETFLIX.COM	8M 32S	4.51
08	PORNHUB.COM	10M 24S	8.58	18	QQ.COM	4M 08S	3.4
09	INSTAGRAM.COM	6M 34S	13.82	19	WHATSAPP.COM	2M 37S	2.05
10	XVIDEOS.COM	12M 20S	9.85	20	MAIL.RU	7M 33S	7.11

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SOURCE: SIMILARWEB (JUNE 2019). NOTE: 'TIME PER VISIT' FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS.
ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.



Internetgebruikers: Wie loopt voorop ?



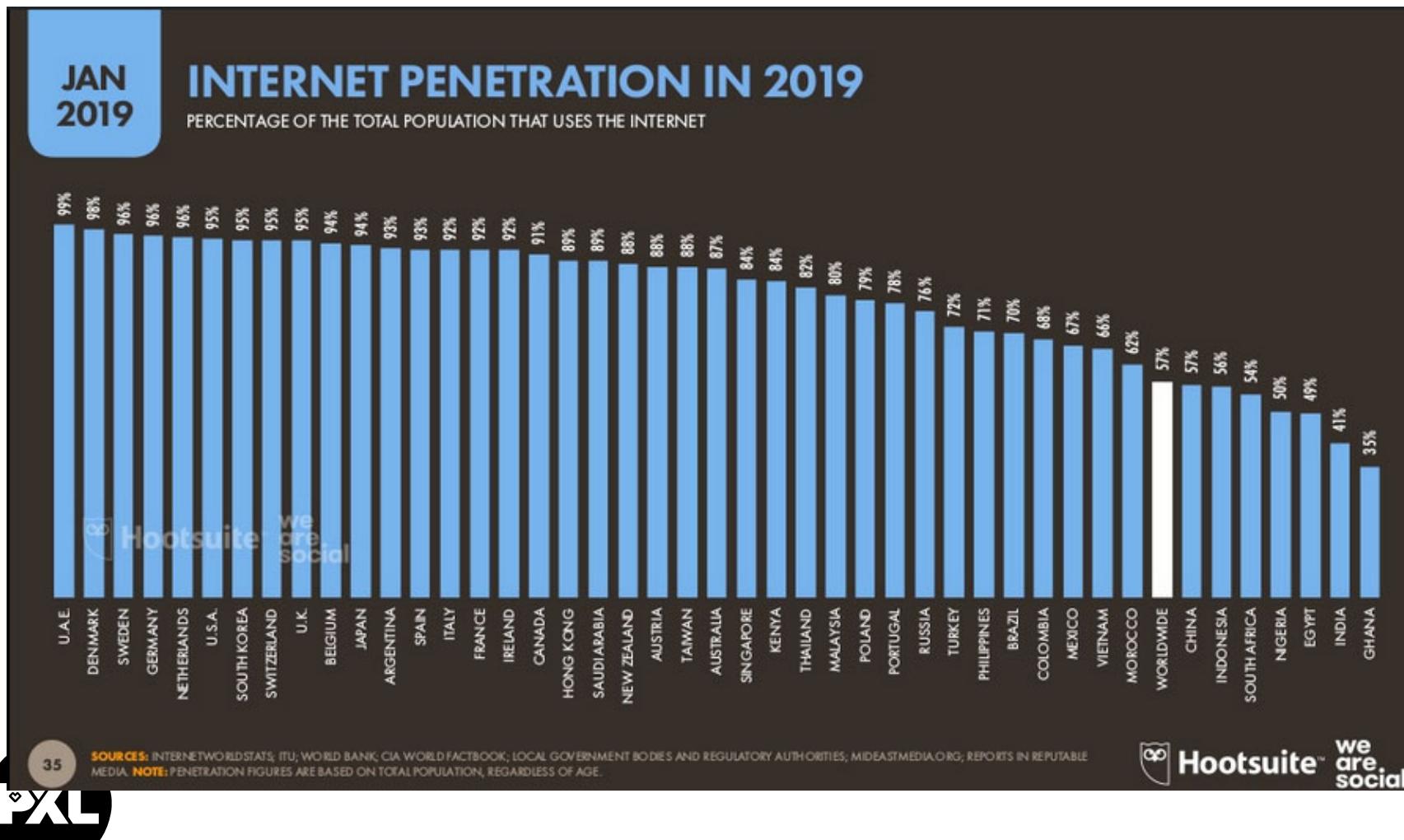
Source: Internet World Stats - www.internetworldstats.com/stats.htm

Basis: 4,346,561,853 Internet users in Mar. 25, 2019

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Internet penetratie



e-commerce activiteiten



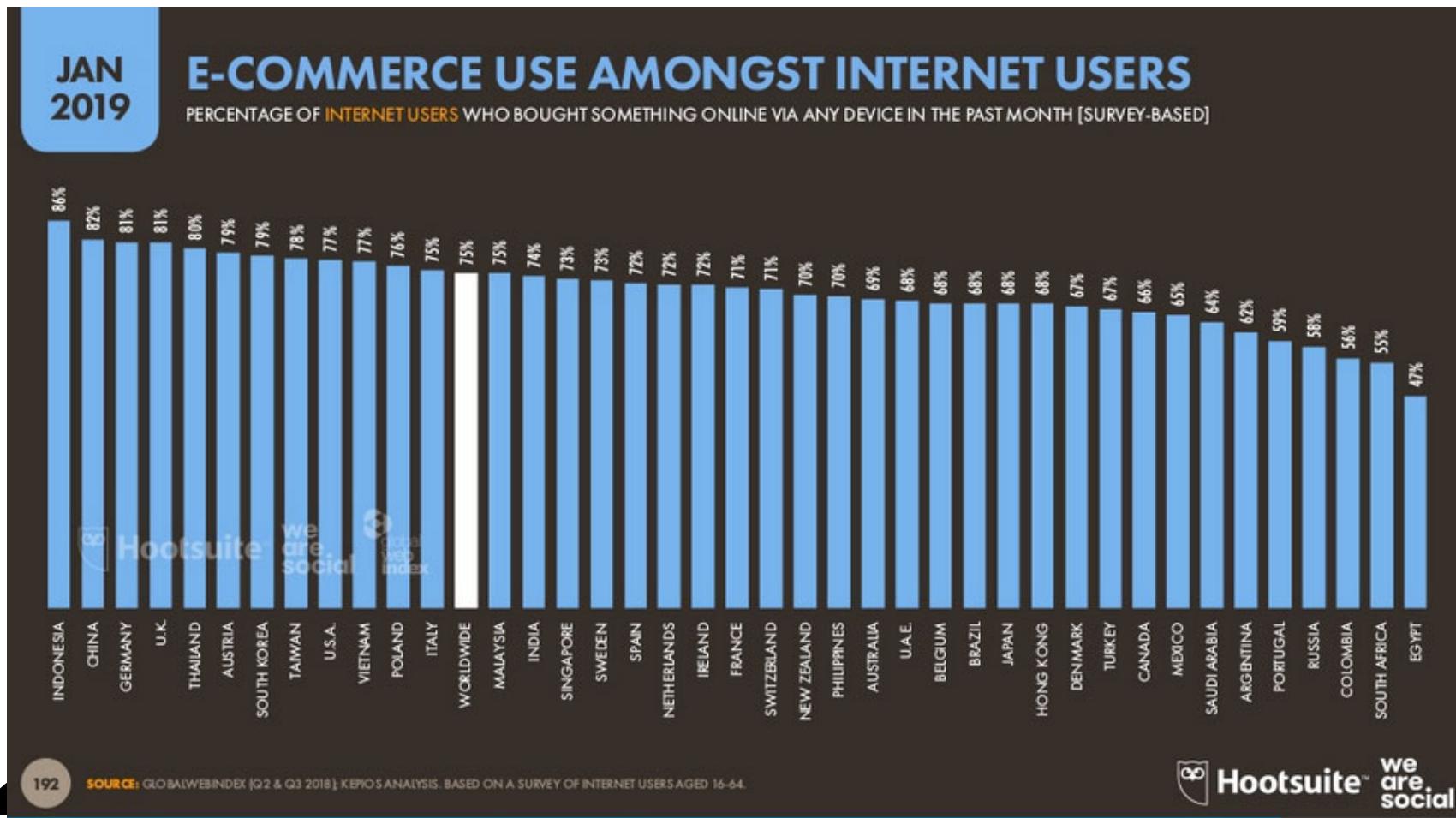
e-commerce consumentengoederen (\$)



e-commerce: welke goederen/diensten ?

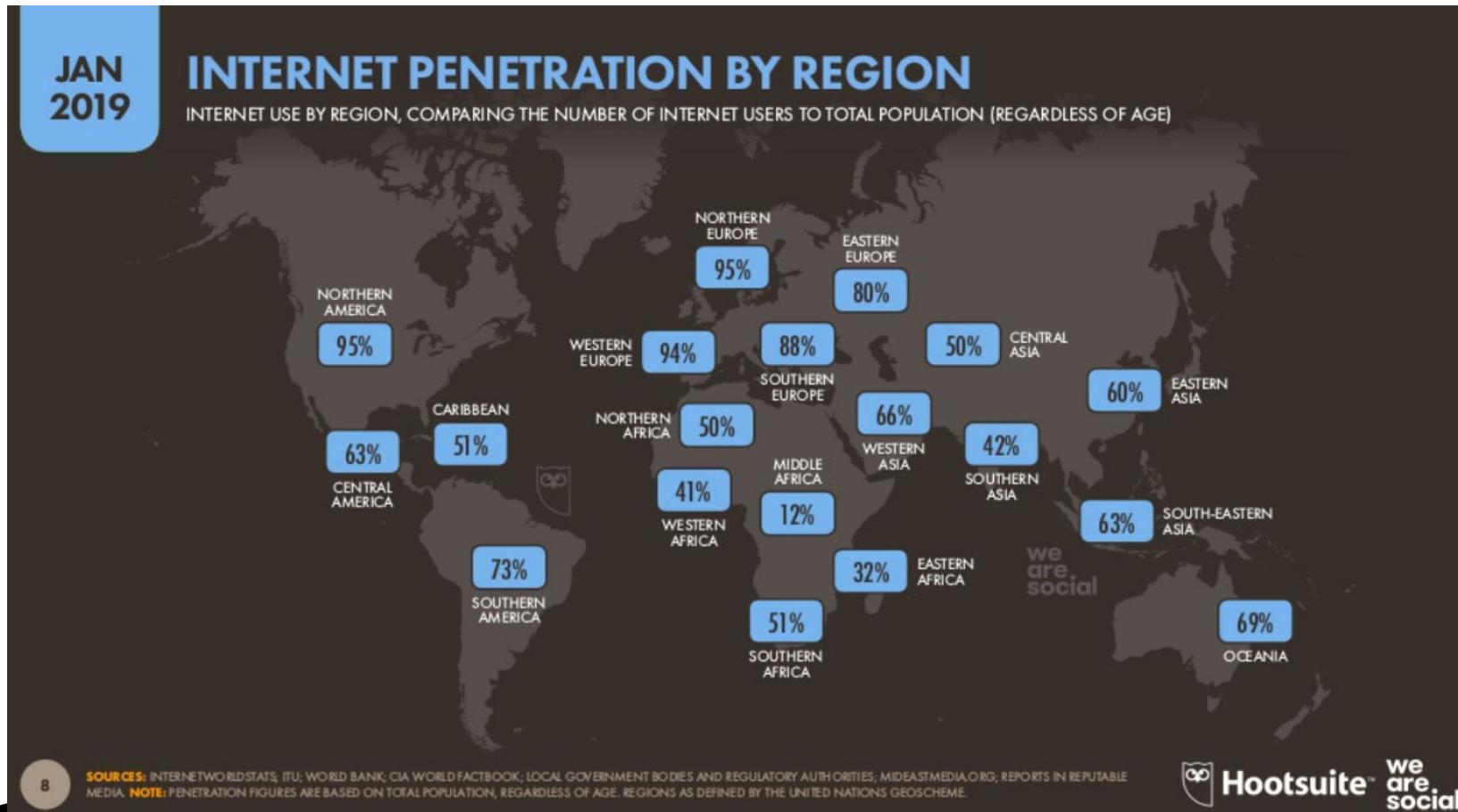


e-commerce gebruikers



e-commerce Europa

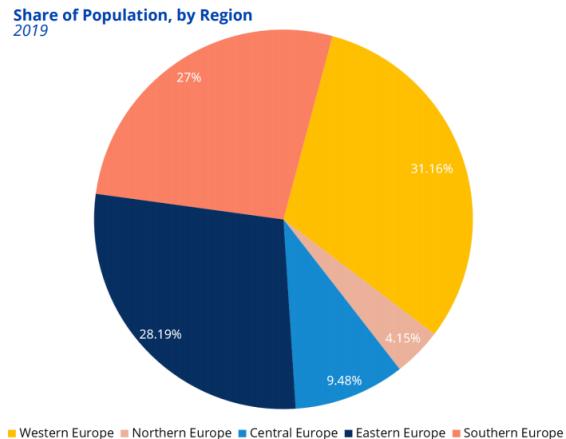
Internet penetratie ?



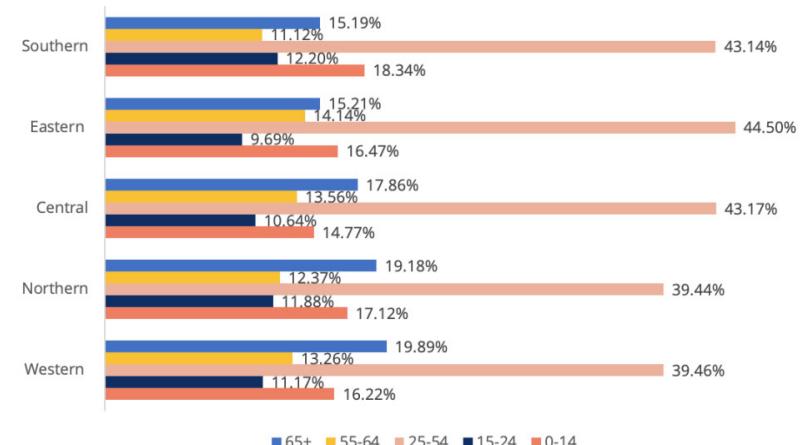
Bevolking Europa

Western Europe has the largest population

REGION	2019 Population
Western Europe	248,832,458
Northern Europe	33,197,099
Central Europe	75,693,748
Eastern Europe	225,075,414
Southern Europe	215,596,315



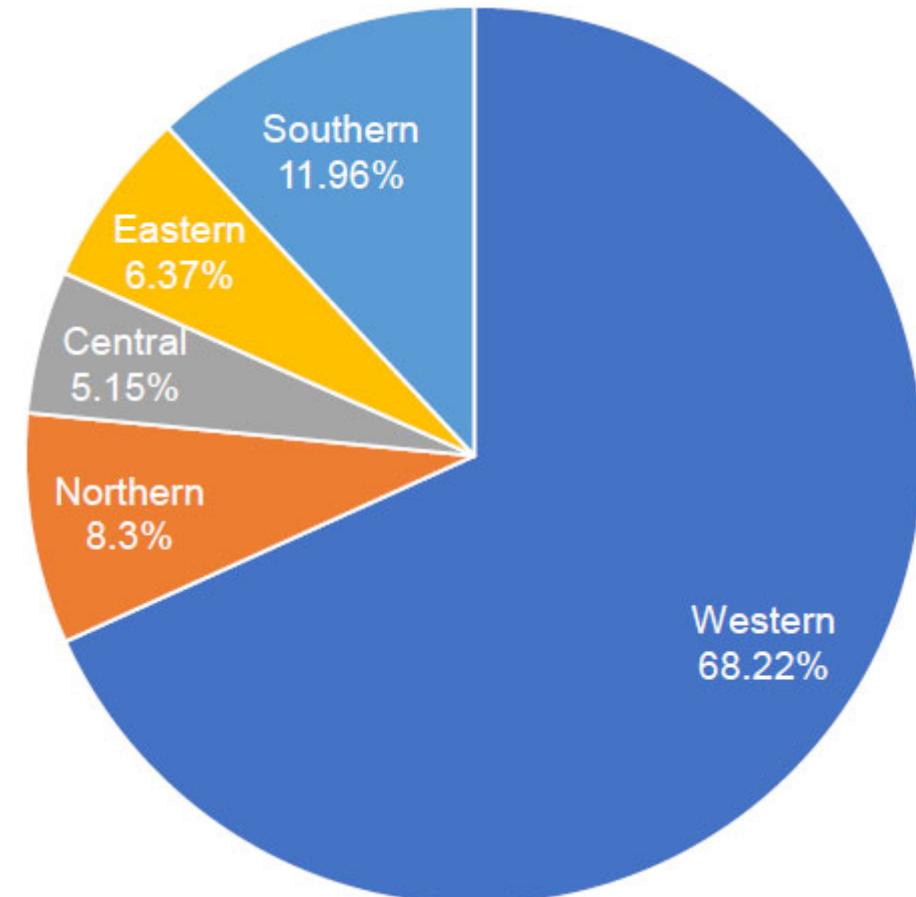
Northern and Western Europe have the oldest population



e-commerce in Europa ?

West Europa domineert de markt:

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



e-commerce indicatoren

Scandinavian countries continue to rank high in important ecommerce indices



Top 10 ranked European countries (Ease of Doing Business)	
Rank	Country
3	Denmark
7	Norway
9	United Kingdom
11	North Macedonia
12	Sweden
14	Lithuania
16	Estonia
17	Finland
19	Latvia
21	Iceland

Top 10 ranked European countries (Logistics Performance Index)	
Rank	Country
1	Germany
2	Sweden
3	Belgium
4	Austria
6	Netherlands
8	Denmark
9	United Kingdom
10	Finland
11	Switzerland
16	France

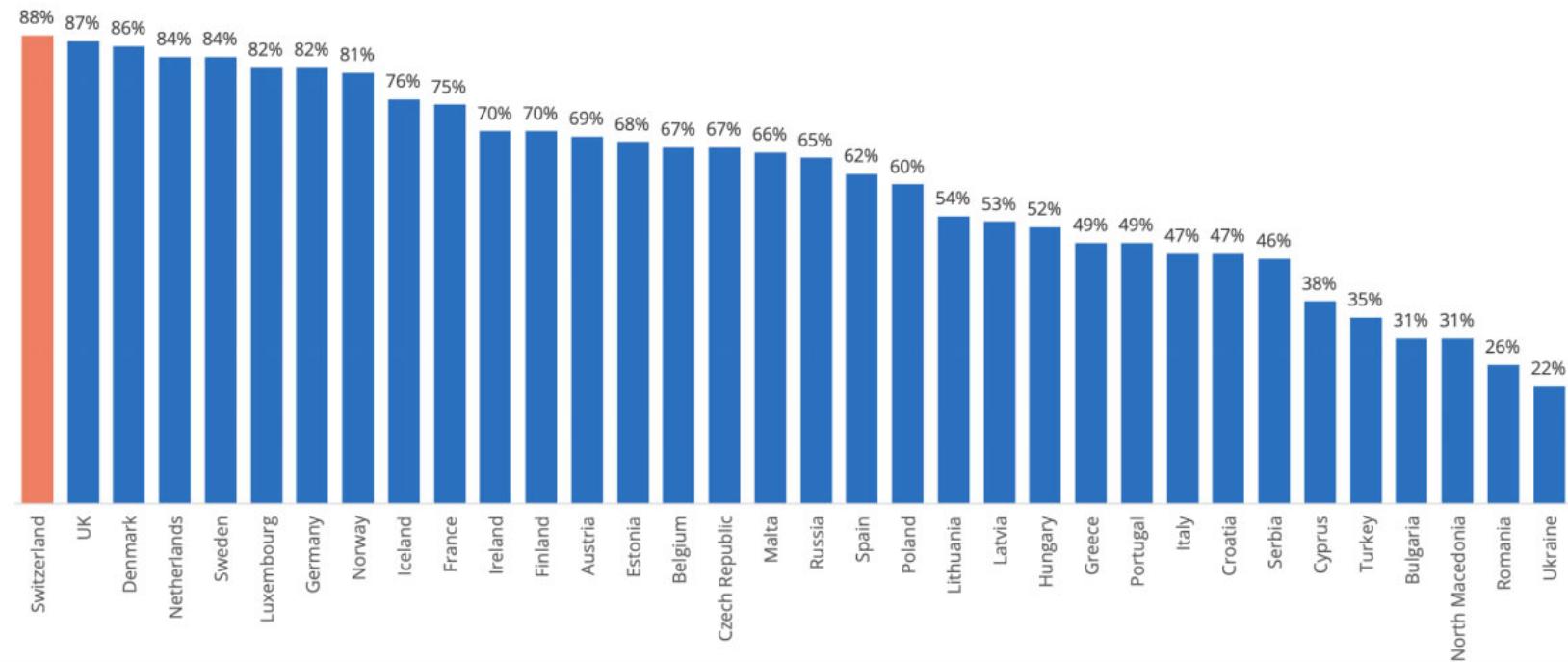
Top 10 ranked European countries (E-government Development Index)	
Rank	Country
4	United Kingdom
6	Finland
8	Sweden
9	France
12	Germany
13	Netherlands
14	Norway
16	Austria
17	Spain
18	Luxembourg

Internet gebruik vs online shopping

Online shopping ranges from 88% to 22%

Country Online Shopping

Share of consumers using the internet who shopped online in the last year, 2018



Waarom e-shoppen ?

- Gemakkelijk
- Vergelijken
- Gepersonaliseerd
- Veel producten
- Reviews



Voorkeur consumenten ?

Category	Online	In-Store
Books, music, movies & video games	60%	28%
Toys	39%	37%
Consumer electronics & computers	43%	51%
Sports equipment/outdoor	36%	44%
Health & beauty	37%	47%
Clothing & footwear	40%	51%
Jewelry/watches	32%	49%
Household appliances	33%	56%
DIY/home improvement	30%	52%
Furniture & homeware	30%	59%
Grocery	23%	70%



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



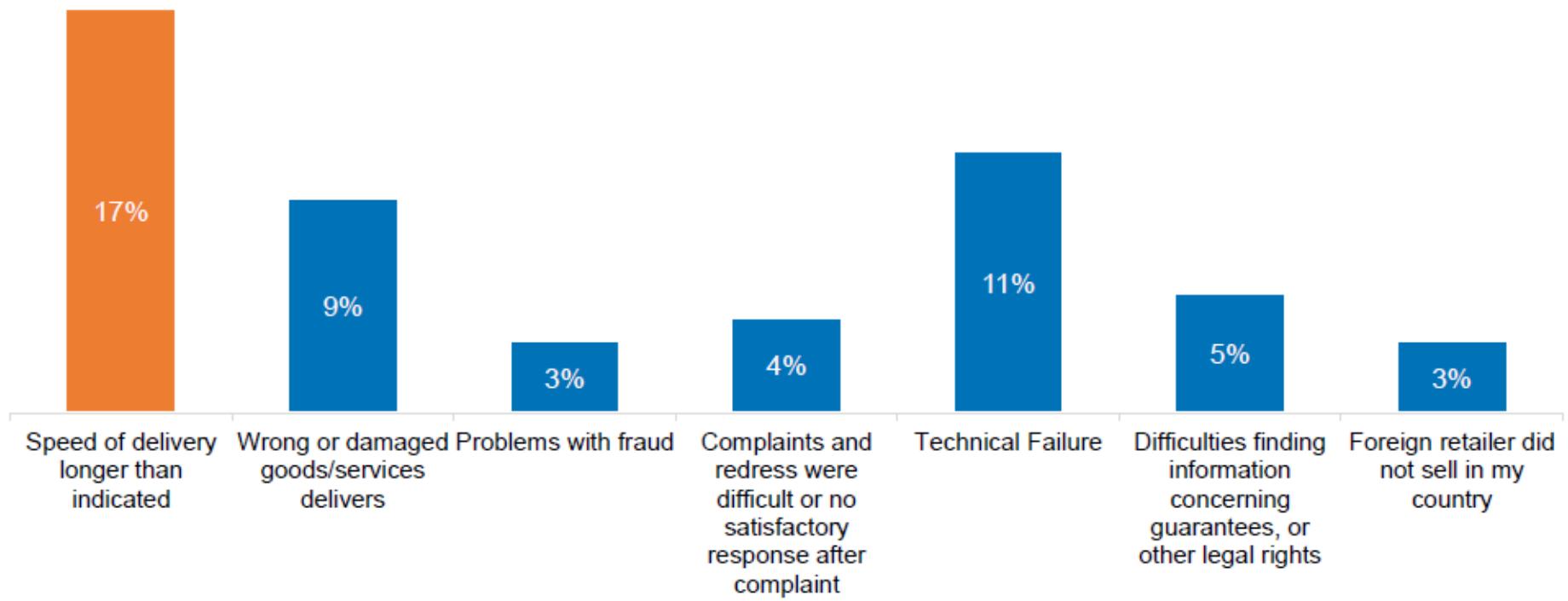
Digitaal tijdperk

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



Cross border e-commerce

Cross-border online shopping still has its challenges



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



Marketplaces

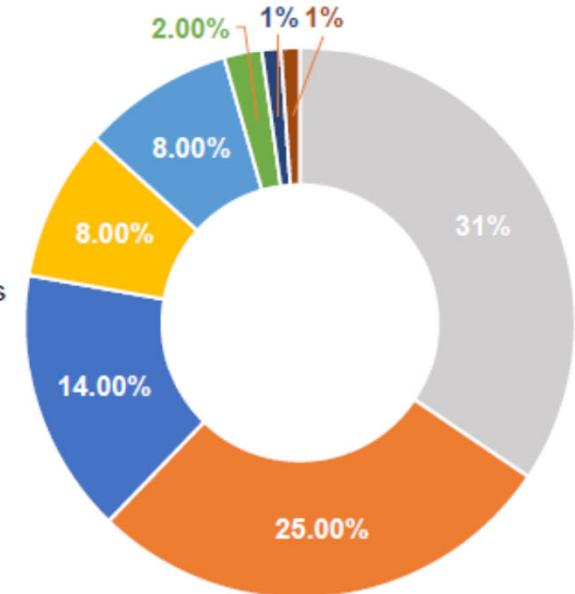
Globally marketplaces own 56% of cross border ecommerce

- 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

- Other
- Amazon
- Alibaba/Aliexpress
- eBay
- Wish
- Zalando
- ASOS
- Apple



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



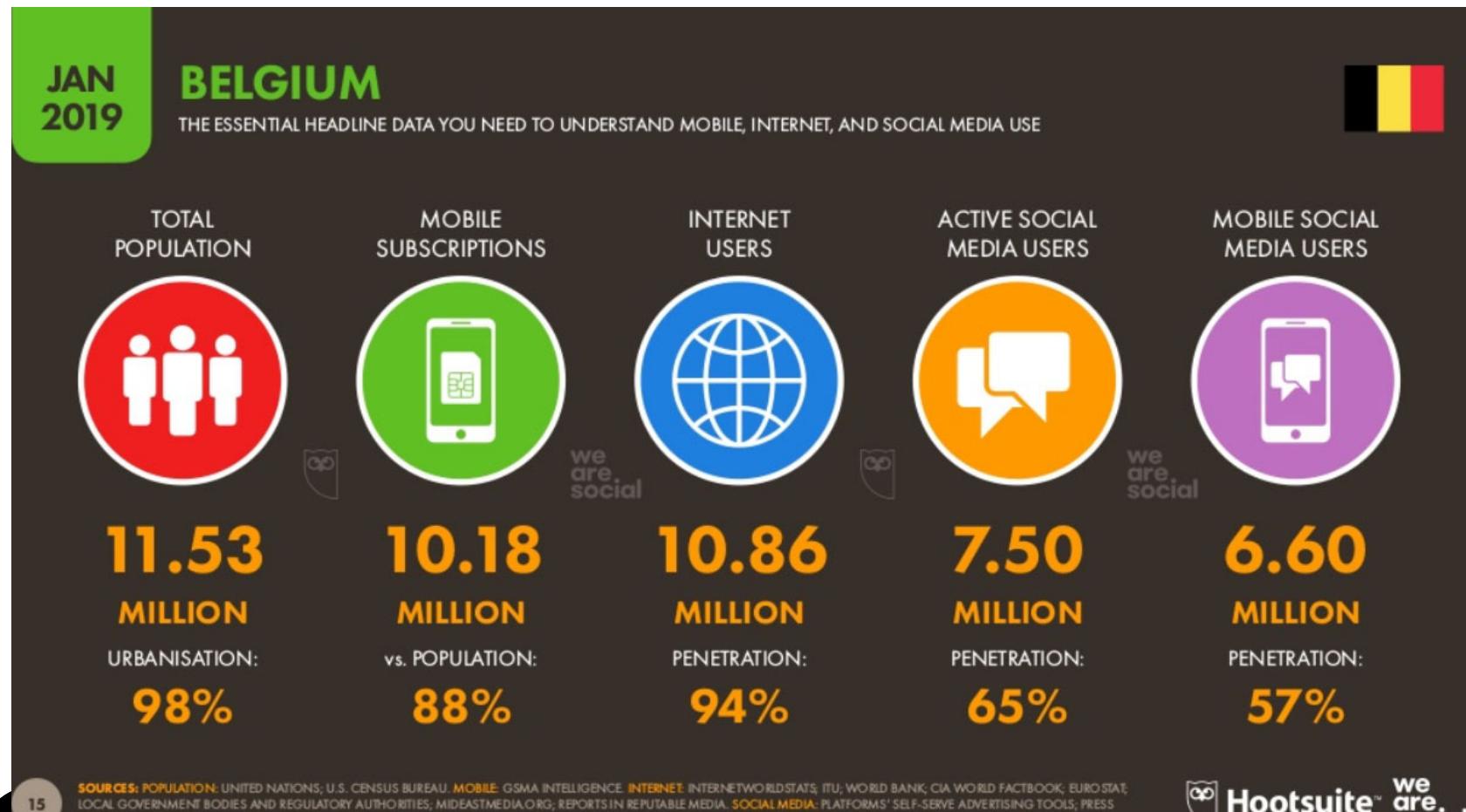
e-commerce België

e-commerce België – trage start

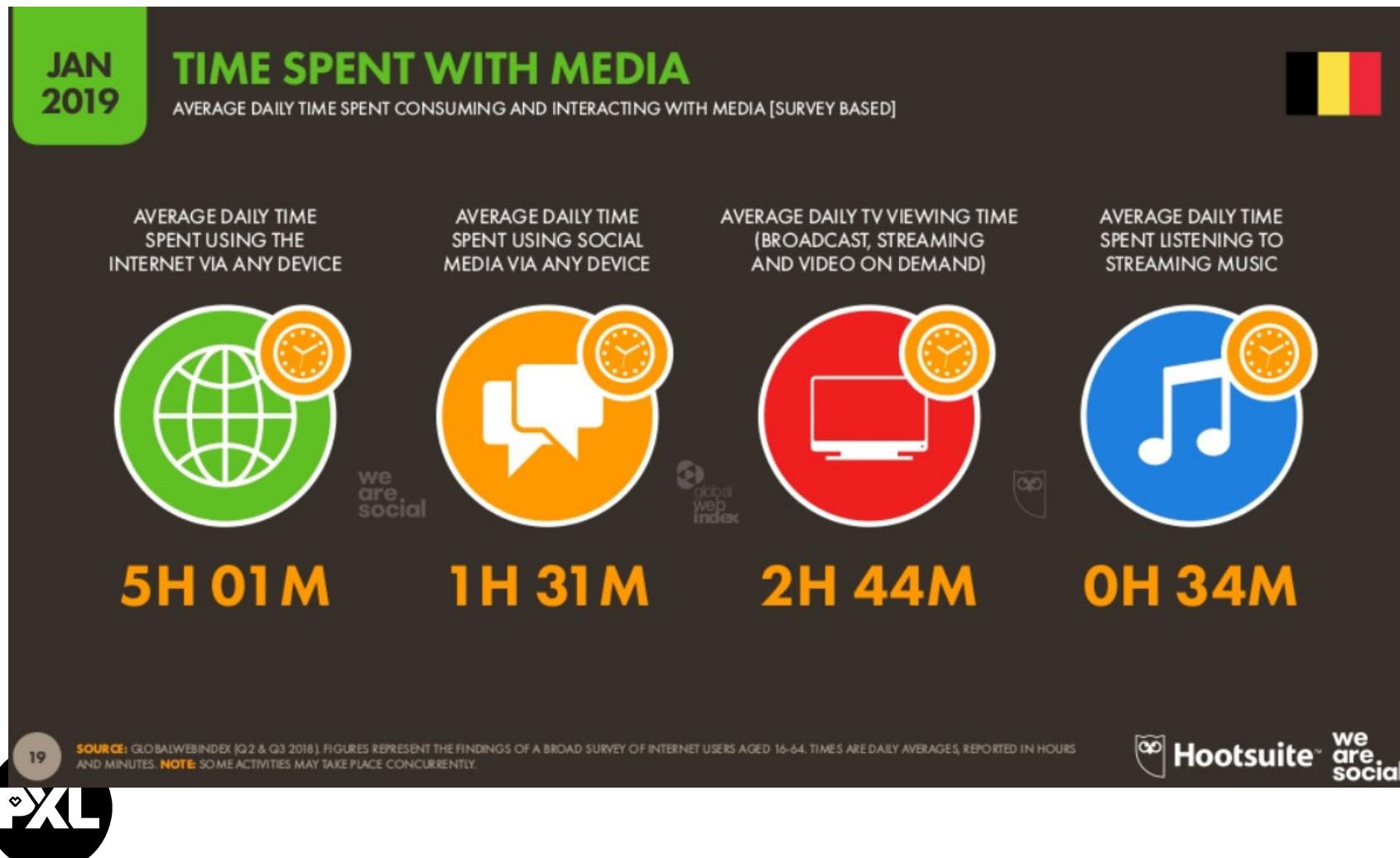
- Nachtwerk verboden
- Hoge lonen
- Wantrouwen consumenten
- Afwachtende houding bedrijven
- Breedband internet zeer laat
- BTW hoger in België → duurder
- Dichtbevolkt → geen nood aan opsturen



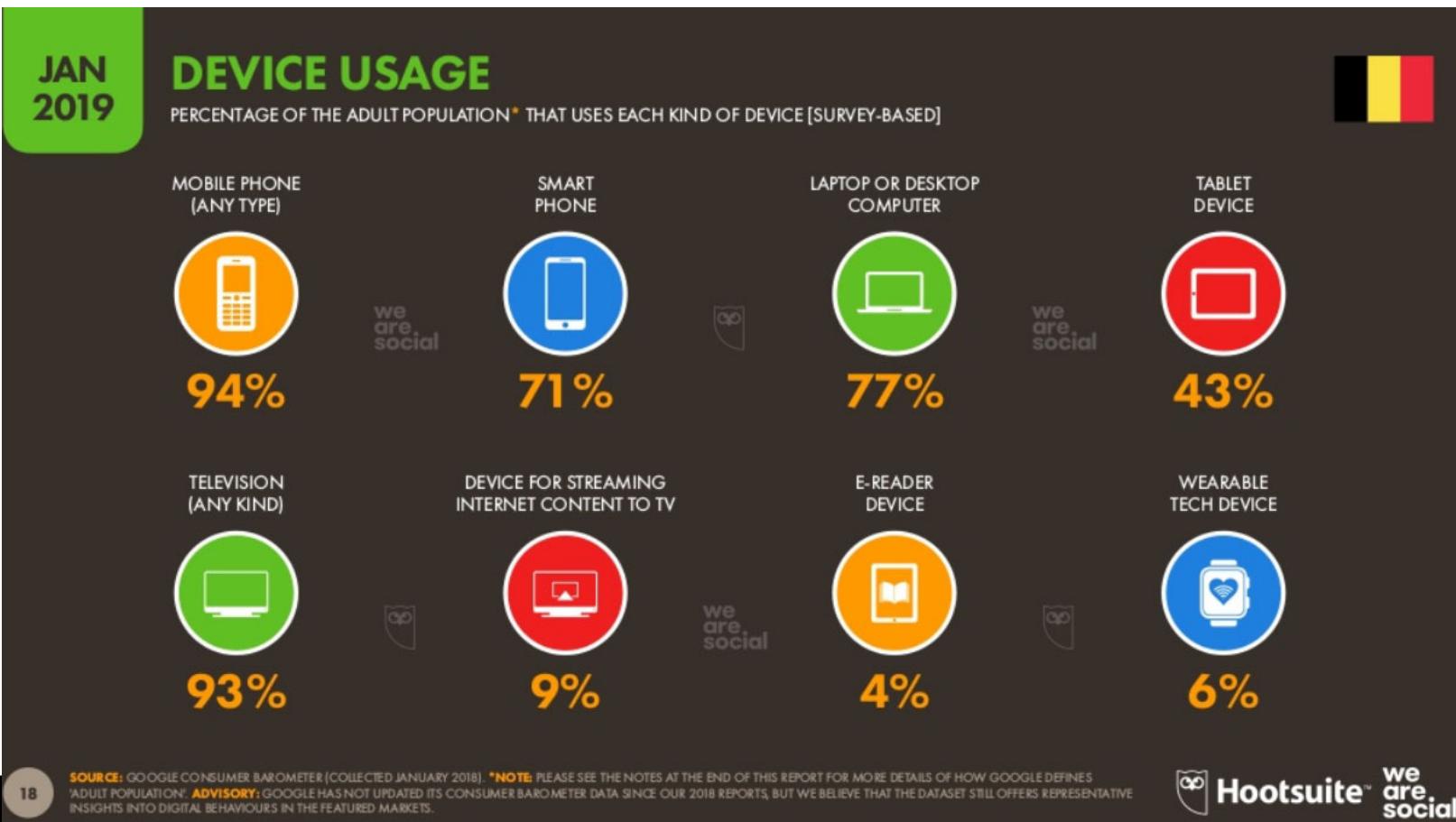
België: overzicht



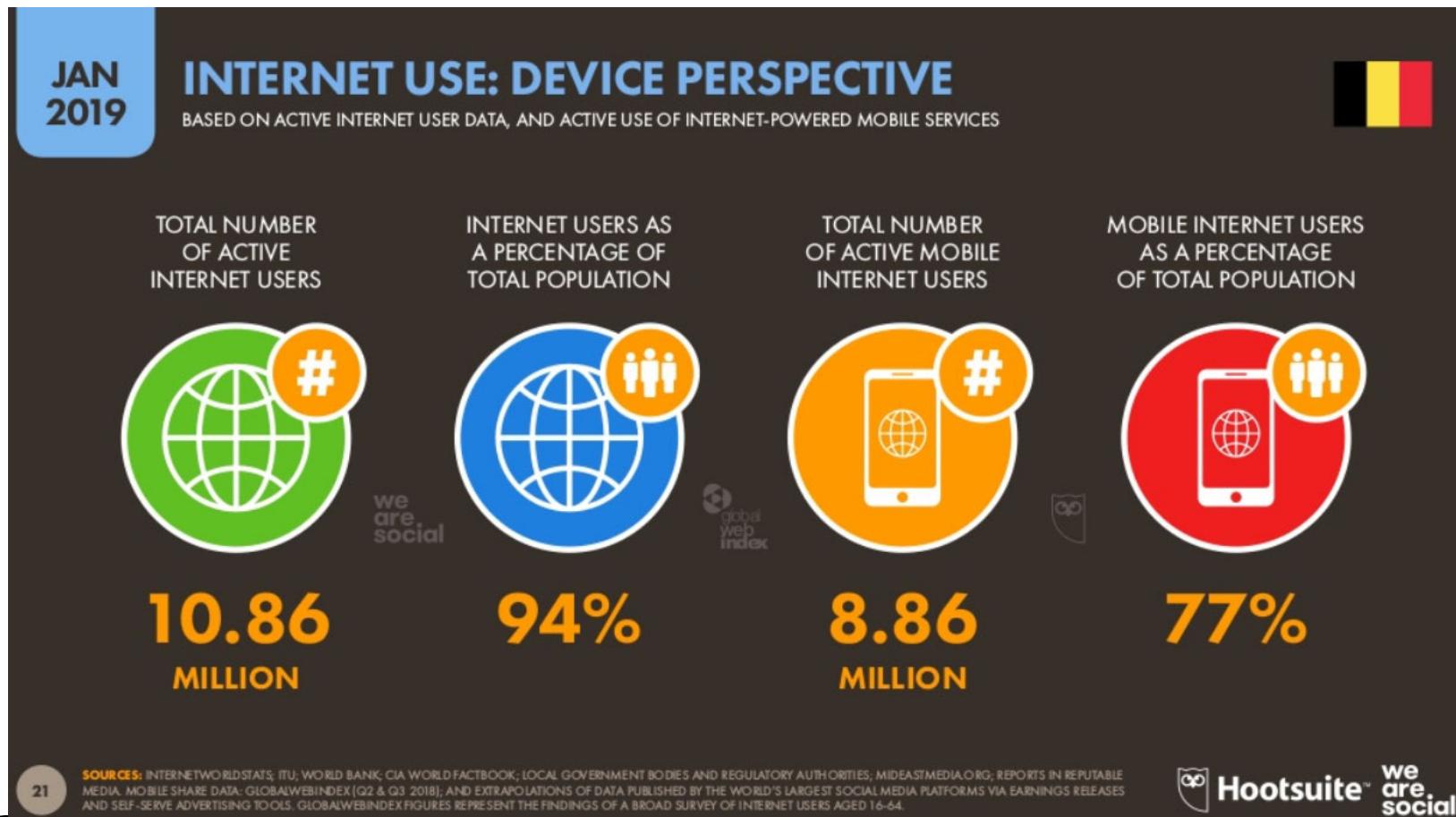
Tijd ?



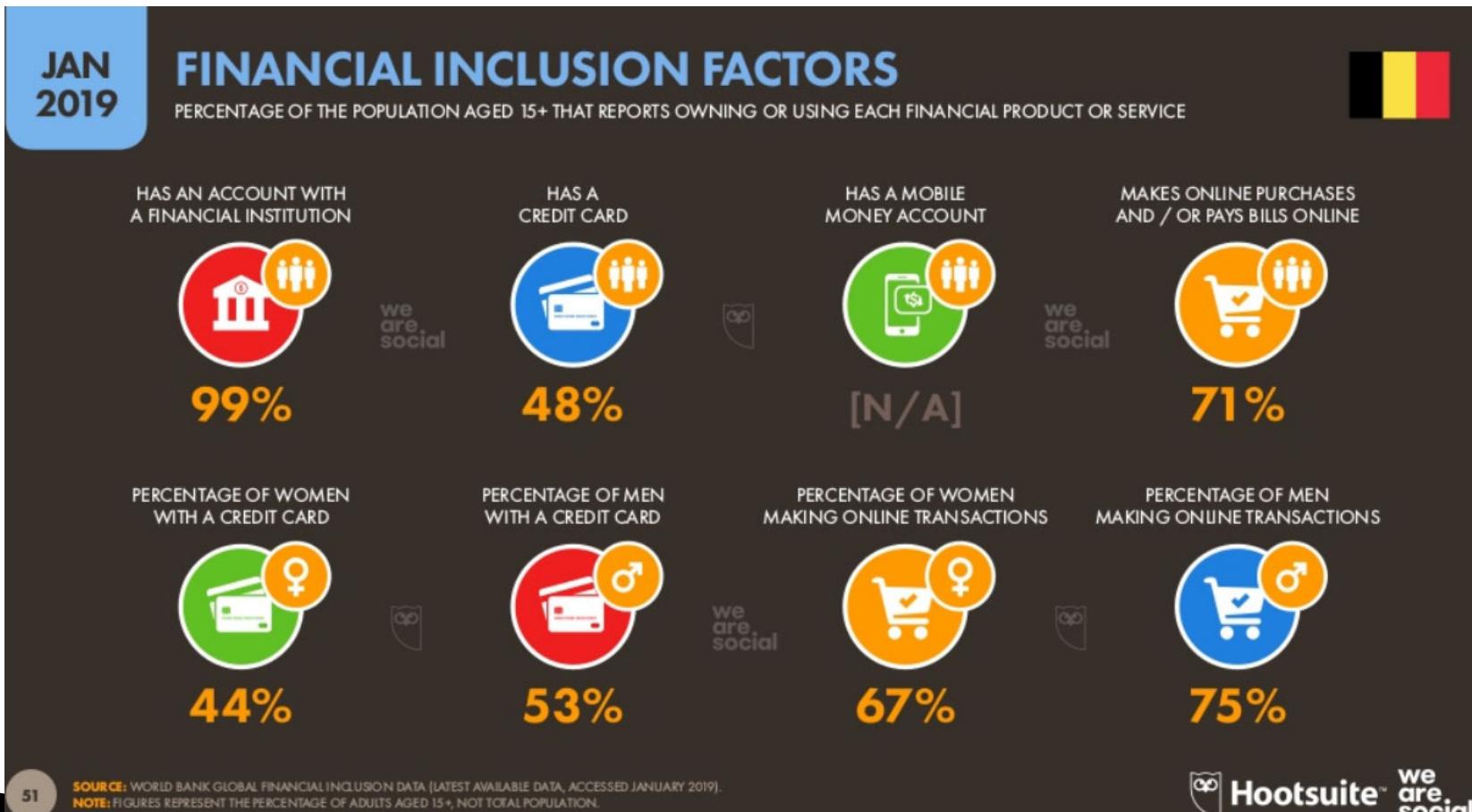
België: apparaten



Mobiel internet gebruik



Betaalmiddelen ?



e-commerce activiteiten



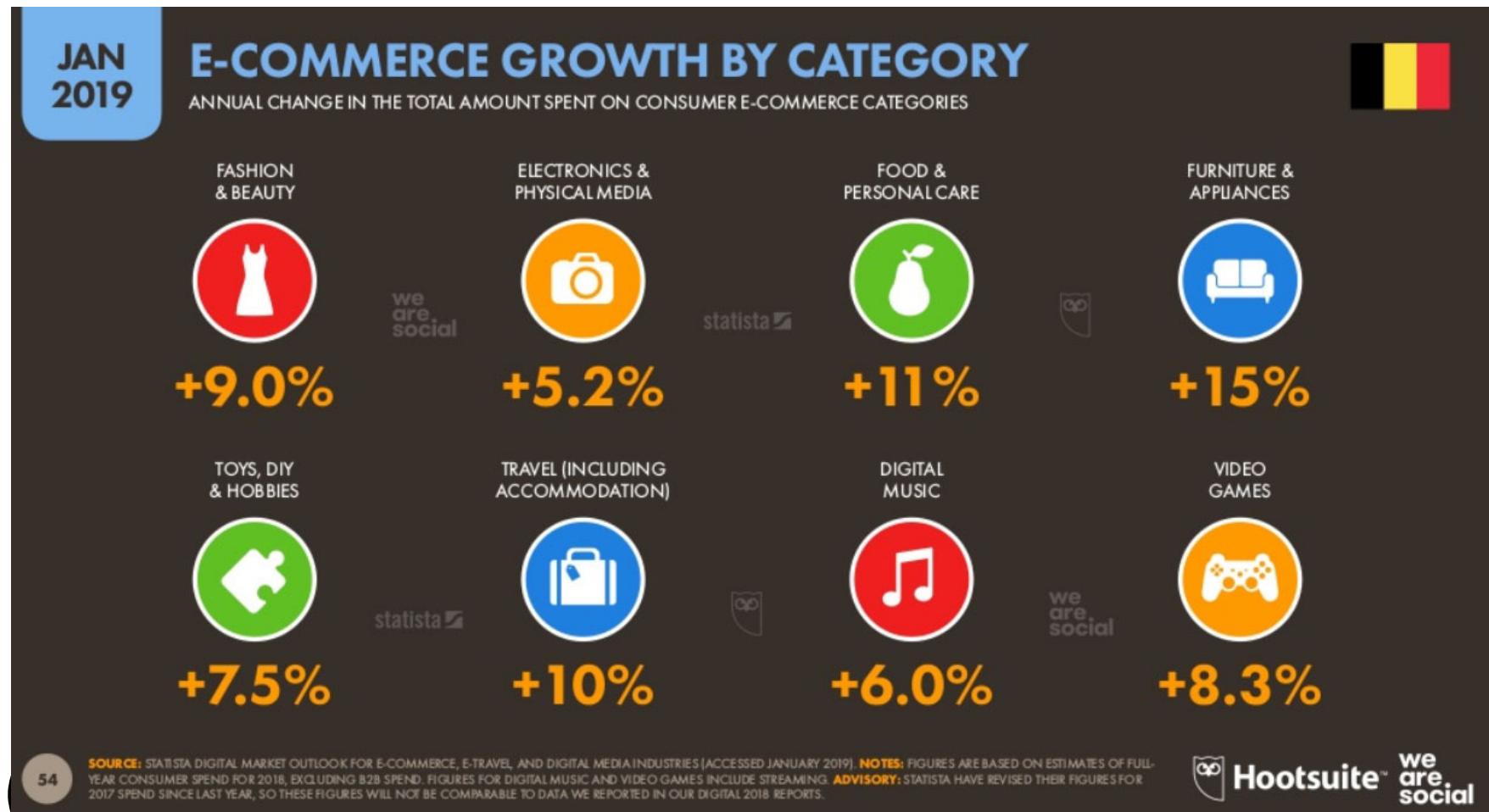
e-commerce consumentengoederen (\$)



e-commerce: welke goederen/diensten ?



e-commerce groei



e-commerce omgeving

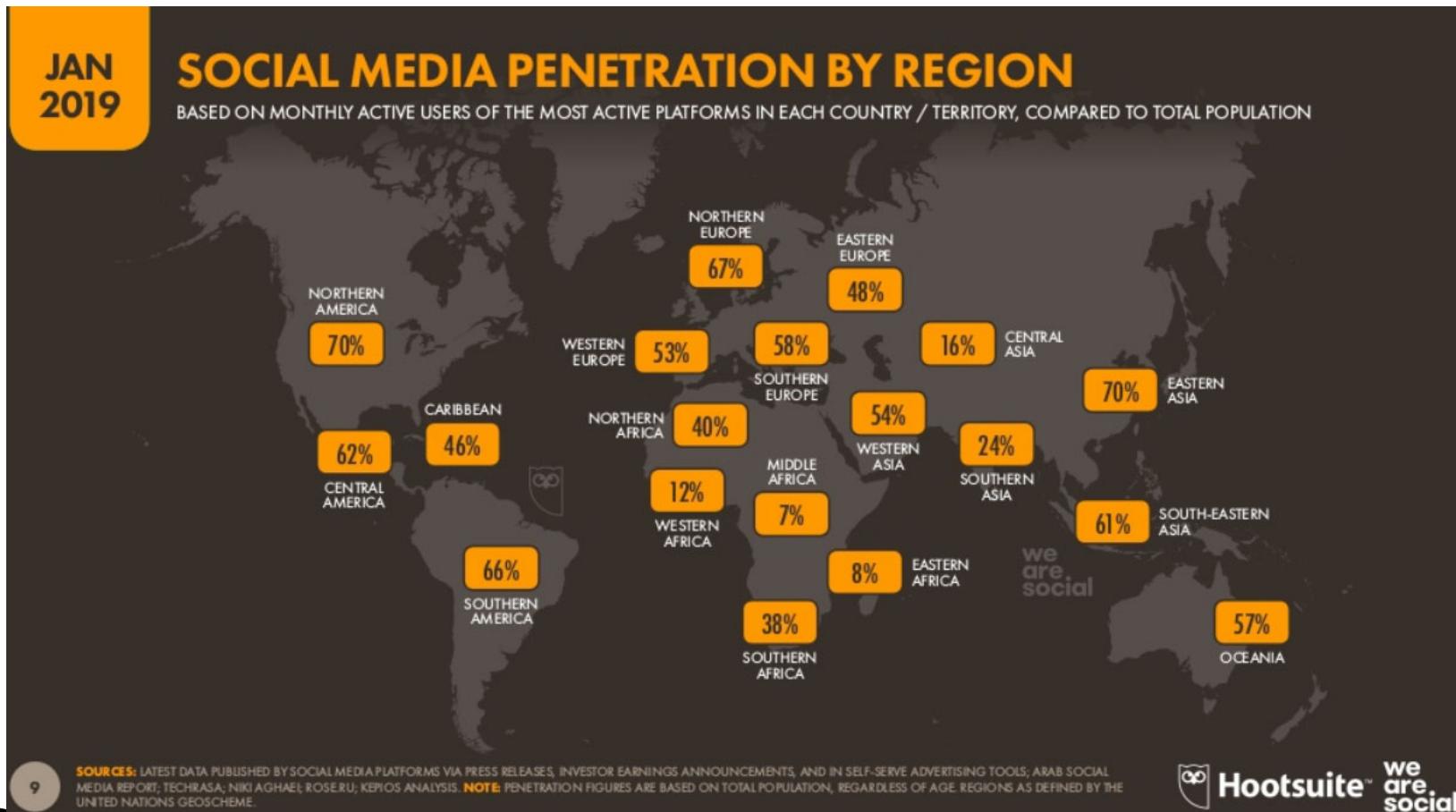
Ecommerce Environment 2018

Payment Method Preference/Use		Delivery Method Preference/Behavior		Best Selling Ecommerce Retailers	(Mill.)
Bancontact (online)	50%	Home delivery	64%	Bol.com	€386
Credit card	46%	Pick-up at pick-up point	9%	Coolblue	€322
PayPal	28%	Pick-up at the shop	8%	Amazon.fr	€153
Bank transfer	15%	Delivery at work	2%	Zalando.be	€132
Bancontact (at delivery/pickup)	10%	Pick-up in locker	1%	Apple.com	€101
Gift cards/loyalty points	10%	Other	10%	Amazon.com	€81
Cash (at delivery/pickup)	4%			Vandenborre.be	€62

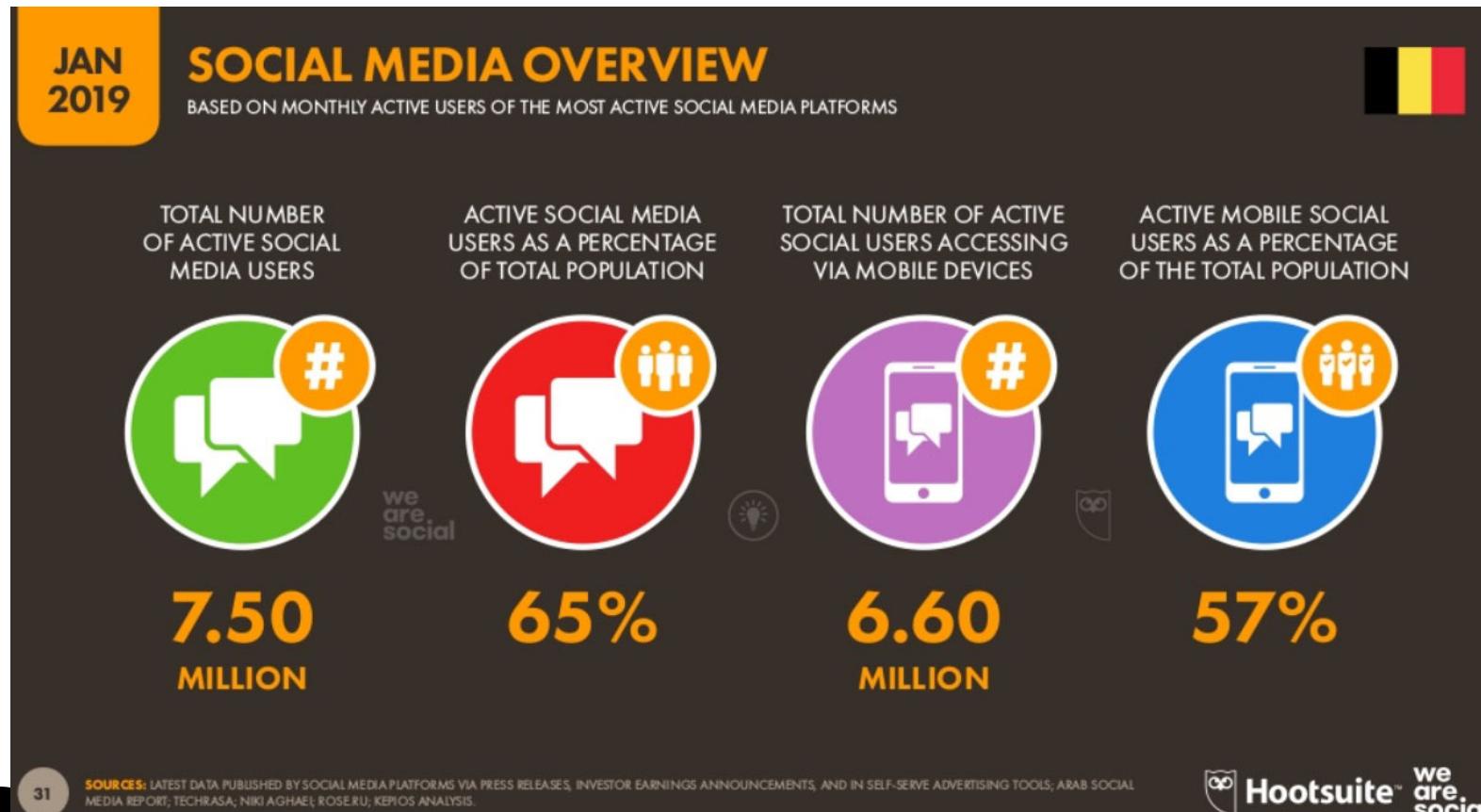


Social media

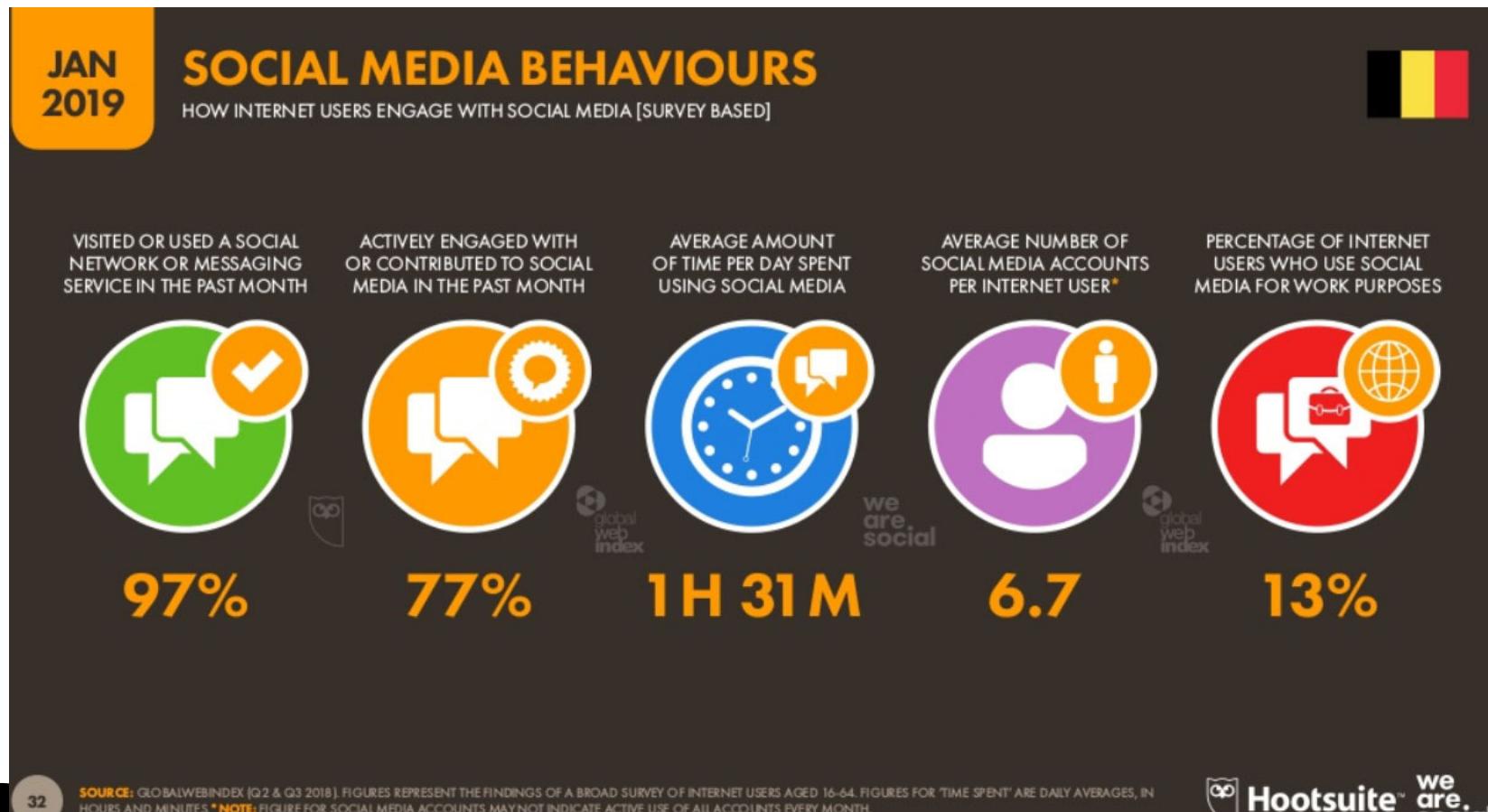
Social media: penetratie ?



Social media: overzicht België



Social media: gedrag België



Opdracht

Opdracht: wat ?

- Paper: analyse sociale media (hootsuite – wearesocial)
 - Impact sociale media op bedrijven (Welke sociale media wanneer? Doelpubliek?, Hoe best sociale media gebruiken?, ...) .
- Paper: analyse gepersonaliseerde ads op internet:
 - Schets het mechanisme (Hoe komt men aan de data? Waar wordt deze opgeslagen? Wie/bedrijven? Wat ermee doen?, ...) .
 - Gebruiker: wat doen indien hij geen ads wil?
 - Bedrijven: wat doen indien gepersonaliseerde ads?
- Powerpoint: Kies 2 ondernemingen:
 - 1 *internationale* onderneming met een “goede” website.
 - 1 onderneming met een “slechte” website.
 - Raadpleeg de verboden bedrijven (VerbodenBedrijven_2019.pdf)
 - Motiveer waarom website goed/slecht ?
 - Evalueer SEO voor deze sites: waarom scoren deze sites goed/slecht ?



Opdracht: hoe ?

- Groepswerk
- Basismateriaal: www - Blackboard
- Evaluatie:
 - Paper: analyse sociale media
 - Paper: analyse ads internet
 - Presentatie van 10 minuten over laatste opdracht
 - Q&A



Opdracht: wanneer ?

- Week 1: groepsindeling + start
- Week 2: deadline ondernemingen
- Week 2, 3, 4, 5: groepswerk 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)

