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# SWISS ONLINE RETAIL 2018

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“The customer is king”. If you want to survive in the highly competitive world of online retail, you have to follow this principle. But do the offers from online retailers meet customer needs? Are the services that consumers demand being offered?

The Swiss e-commerce trend indicator and the Swiss online retailer survey 2018 provide information about supply and demand.

# ONLINE RETAIL

Customers  Retailers

Why do you buy online?

Why does your company operate an online shop?

Independence from opening hours



82% 85%

Range of products



66% 46%

Value for money



36% 37%



# VIRTUAL MARKETPLACES

Customers  Retailers 

On which virtual marketplaces do you shop?

On which virtual marketplaces do you sell or plan to sell?

ricardo.ch



82% 25%

Amazon



77% 24%

Zalando



65% 2%

Galaxus



63% 33%

eBay



54% 7%

tutti.ch



52% 8%

anibis.ch



40% 3%

Asian marketplaces



33% 4%

Kaloka



8% 4%

# SERVICES

Customers  Retailers

How important are the following criteria to you when shopping online?

What services does your online shop offer?

Free returns



77% 25%

Customer service



70% 71%

Product reviews



60% 51%

Shop certification



58% 38%



# PAYMENT

Customers  Retailers

Which payment options do you prefer?

What payment methods does your online shop offer?

Invoice



77% 81%

Credit card



73% 76%

PostFinance debit card



35% 58%

PayPal



32% 61%

Advance payment



21% 63%

Payment on collection



21% 29%

Mobile payments



13% 27%

Bitcoins



0% 1%



# DELIVERY

Customers  Retailers

How important are the following delivery options to you?

What delivery options do you offer on your online shop?

Home delivery



95% 93%



Free shipping



80% 51%

Advance notice of consignment receipt



75% 33%

Online consignment tracking



74% 48%



Delivery on a preferred date

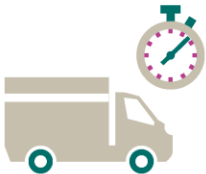


52% 24%

Same-day delivery



15% 9%



# CUSTOMER CARE

Customers  Retailers

What types of customer service are important to you?

How often are the following communication channels used by your customers?

E-mail



87% 80%

Contact form



66% 62%

Telephone



64% 76%

Personal advice



51% 58%

Chat



24% 21%

Social media



12% 46%





# STUDY DESIGN

The results are based on the results of the e-commerce trend indicator and the Swiss online retailer survey.

## **Swiss e-commerce trend indicator 2018**

The B2C study was carried out in partnership with the Institute for Digital Business at the University of Applied Sciences in Business Administration Zurich (HWZ) and Swiss Post.

The aim of the study is to record and analyse the trends and habits of customers in the Swiss e-commerce market. A quantitative empirical study was chosen as the research approach, and the survey was conducted by means of an online questionnaire in June 2018. After cleaning the data, the sample comprised 12,508 participants.

All the results of this study can be found at:

[www.swisspost.ch/e-commerce/studies](http://www.swisspost.ch/e-commerce/studies)

# STUDY DESIGN

## **Swiss online retailer survey 2018**

The B2B study was carried out in partnership with the Institute of Communication and Marketing IKM at the Lucerne University of Applied Sciences and Arts, the University of Applied Sciences and Arts Northwestern Switzerland and Swiss Post.

The aim of the study is to gather and analyse the views of online retailers and their assessment of digital commerce. A quantitative empirical study was chosen as the research approach. The online survey was carried out in mid-2018. More than 360 online shops participated in the survey.

All the results of this study can be found at:

[www.swisspost.ch/e-commerce/studies](http://www.swisspost.ch/e-commerce/studies)

## PARTNERS

The **University of Applied Sciences in Business Administration Zurich (HWZ)** is a member of the Zurich University of Applied Sciences (ZFH). With approximately 2,200 students and 500 lecturers, the HWZ is Switzerland's largest University of Applied Sciences that exclusively offers part-time programmes in the field of economics. It offers a wide range of part-time study programmes at bachelor and master level as well as a PhD option.

More information at:

[www.fh-hwz.ch](http://www.fh-hwz.ch)

[www.facebook.com/fhhwz](https://www.facebook.com/fhhwz)

[www.twitter.com/fhhwz](https://www.twitter.com/fhhwz)

The **Institute for Digital Business** at the HWZ is a point of contact for application-oriented digital knowledge. It conducts research projects, offers courses, supports SMEs through advisory and project services and provides knowledge on digital topics free of charge. The institute is headed by Manuel P. Nappo. The e-commerce trend indicator is methodically conducted and supported by the HWZ Institute for Strategic Management: Stakeholder View.

More information at:

[www.fh-hwz.ch/idb](http://www.fh-hwz.ch/idb)

[www.hwzdigital.ch](http://www.hwzdigital.ch)

# PARTNERS

## **Lucerne University of Applied Sciences and Arts HSLU**

The Institute of Communication and Marketing IKM at the Lucerne University of Applied Sciences and Arts – School of Business is the competence center for integrated communications and marketing management.

More information at:

<https://www.hslu.ch/en/lucerne-school-of-business/institute/ikm/portrait>

## **University of Applied Sciences and Arts Northwestern Switzerland FHNW**

The Institute for Information Systems at the University of Applied Sciences and Arts Northwestern Switzerland actively shapes digital transformation and supports society and its research and practice partners in managing future challenges.

More information at:

<https://www.fhnw.ch/en/about-fhnw/schools/business/iwi>

# PARTNERS

## **Swiss Post**

Swiss Post is a full service provider of digital commerce services. As a partner of the University of Applied Sciences in Business Administration Zurich (HWZ), the Institute of Communication and Marketing IKM at the Lucerne University of Applied Sciences and Arts (HSLU) and the Institute for Information Systems at the University of Applied Sciences and Arts Northwestern Switzerland (FHNW), Swiss Post actively supports change in digital business, as well as knowledge transfer and generation.

More information at:

[www.swisspost.ch/e-commerce](http://www.swisspost.ch/e-commerce)

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