
SWISS ONLINE RETAIL 2019

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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 2019 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% 87%

Range of products



65% 50%

Value for money



34% 46%



VIRTUAL MARKETPLACES

Customers  Retailers 

On which virtual marketplaces do you shop?

On which virtual marketplaces do you sell?

ricardo.ch



80% 25%

Amazon



76% 20%

Digitec / Galaxus



67% 37%

Zalando



63% 4%

tutti.ch



52% 8%

ebay



49% 5%

anibis.ch



40% 5%

Wish



40% 0%

Asian marketplaces



35% 4%

PAYMENT

Customers  Retailers

Which payment options do you prefer?

What payment methods does your online shop offer?

Credit card



76% 83%

Invoice



75% 83%

PostFinance debit card



33% 58%

PayPal



30% 59%



Advance payment



23% 61%

Payment on collection



23% 26%

Mobile payments



23% 45%

Bitcoins



0% 3%

SERVICES

Customers  Retailers

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

What services does your online shop offer?

Free returns



73% 28%

Customer service



69% 78%

Product reviews



59% 53%

Shop certification



59% 34%



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



78% 54%

Online consignment tracking



76% 48%

Advance notice of consignment receipt



74% 34%

Delivery on a preferred date



51% 24%

Morning delivery



21% 10%

Evening delivery



19% 8%

Same-day delivery



14% 12%



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



86% 87%

Contact form



64% 67%

Telephone



62% 80%

Personal advice



47% 61%

Chat



24% 20%



Social media



12% 46%

Chatbot



8% 3%

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 2019

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 2019. After cleaning the data, the sample comprised 14,326 participants.

All the results of this study can be found at:

www.swisspost.ch/digital-commerce/online-retail

STUDY DESIGN

Swiss online retailer survey 2019

The study was carried out in partnership with the Institute for Management IMM at ZHAW 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 conducted in early 2019. More than 279 online shops participated in the survey.

All the results of the study can be found at:

www.swisspost.ch/digital-commerce/online-retail

PARTNER

Swiss Post

Swiss Post guides companies through digital retail. As a partner to the HWZ Institute for Digital Business and the Institute for Marketing and Management at ZHAW, it actively supports change in digital business as well as knowledge transfer and generation.

More information at:

www.swisspost.ch/digital-commerce

ZHAW School of Management and Law Institute of Marketing Management

The Institute for Marketing Management (IMM) of ZHAW covers the entire spectrum of modern marketing – consultancy, research and development, teaching and further training. The IMM works with large companies, SMEs and private individuals, as well as with partner colleges on a national and international level.

More information at:

www.zhaw.ch/de/sml/institute-zentren/imm/

PARTNER

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

www.facebook.com/fhhwz

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

www.hwzdigital.ch

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