

Hoe Hollanders hun aankopen doen

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Nederlandse consumenten shoppen graag online, zo bleek vorige week al uit de [eerste infographic](#) van New Black. Van de bijna zeventien miljoen inwoners shopt 76 procent online. In de laatste twee delen geeft de IT-ontwikkelaar nog meer inzichten: bijvoorbeeld over hoe er fysiek gewinkeld wordt in ons land, waarom we daarbij onze telefoon gebruiken, maar ook welke webwinkels de voorkeur krijgen.

DUTCH CONSUMER INSIGHTS

An in-depth look into how consumers shop today

Top 3 online activities



73.5% use search engines

4 main search motive: I want to know, I want to do, I want to go, I want to buy



58.3% use social media

3 main activity: view photo/ video, message, check other user's status



54.1% use to communicate

2 main channel: email, whatsapp

Top 3 purchase info shoppers search via mobile phone

Research products on mobile device prior to visiting a store

12%

Locate store or check inventory

12%

Track delivery

11%

Top 3 reason of shoppers do not finalize their purchase on mobile phone

Can't get clear or large enough image of the product

45%

Product information cannot not easily viewed

36%

Difficult to quickly/easily find the product of interest on retailer's mobile site

32%

Top 6 common activities shoppers use mobile phone in store

1 Compare prices

4 Read reviews

2 Read product details

5 Search alternatives product

3 Get feedback from friends /family

6 Upload product picture

Top 4 convenience shopping expectation in store



19% The ability to purchase items in a store for same day delivery



17% Electronic label to learn more about the product, check availability or make a purchase



19% Electronic receipts via email or text



17% A touch screen or voice activated sign to interact with to learn more about the product, check availability or make a purchase

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Shoppers expectation

Convenience

- Product -relevant info, navigation, compare
- Flexibility on where to receive their order
- Customer service, return, communication

Accuracy

- Rating and review
- Product info and content
- Order and delivery status

Efficiency

- Response speed on request, update
- Delivery speed
- Follow up on customer service, return

Personalized Shopping

- Product recommendation
- Purchase reminder
- Additional personalized service

Top 3 reaction on dissatisfied purchase

Email company for refund/
complaint

50%

Tell friends and family

41%

Call company for refund/
complaint

36%

Top 6 most important webshop conversion criteria

21%

Product Selection

15%

Product Content

12%

Returns Policy

18%

Delivery Info

14%

Retailer Reputation

8%

Consumer Reviews

Top 6 choosing criteria

1 Local / preferred language

4 Ability to sort/ filter

2 Variety of products/brands

5 Product content

3 Search engine accuracy & speed

6 Product review

Top 4 reason of abandon shopping cart

61% Delivery costs made the total purchase cost more than expected

46% My preferred payment method was not offered

53% I was not ready to purchase, but wanted to get an idea of the total cost of delivery

42% I was not ready to purchase, but wanted to save the cart for later

Top 3 reaction when item is out of stock

Go to a competitor for the same product

48%

Check back later to see if the product is in stock

32%

Sign up for an alert to be notified when the product is available

27%

Sources:

Google

<http://www.cbs.nl/>

<http://www.ups.com/media/>

Wikipedia

<http://gs.statcounter.com/>

