

**A survey on
Business to consumers (B2C) retail trade**

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INSEE

Insee is going to launch a survey on B2C trade in September 2000.

The aim of the survey is not so much about e-commerce as such, but it is more a research on retail trade industries : Why they embark on Internet, how they adapt to the new communication technology, and how they manage that new business besides their traditional business.

The 2000 firms surveyed belong indeed to retail trade industries only.
They were selected in the following way

First step, the 1999 and 2000 SBS inquiry :

All enterprises operating in retail trade were asked about their activity on internet :

from the 25000 (in 32000) which gave back an answer to that question in 1999,

177 said yes, and customers may put orders through internet
432 said yes, but customers cannot put orders through internet

Not surprisingly, the 609 positive responses came mainly from mail order trade industry while retail trade of hard and software came after.

Second step

A specific B2C trade survey will be launched next September

That survey is exhaustive on three industries which are

Mail order retail trade
Department stores
Hypermarkets

In addition, the population surveyed will include all firms which gave a positive answer to the above selective questions on trade activity on internet, in one of the two SBS surveys.

As a consequence the results Insee will derive from that survey should cover the three sectors as such, but the rest will be merged as one global sector.

See the questionnaire abstract on the following three pages

Warning : This survey is restricted to retail trade on internet.

Has your firm a trade activity on Internet ? Yes No

If Yes :

Can orders be received on line ? Yes No

How sales on Internet operate ?

- Through your own site ?..... Yes No

- Through another site (a shopping mall for instance ?..... Yes No

- Through several sites ?..... Yes No

1 -TURNOVER

Amount of the 1999 turnover (**VAT excl.**) :.....

Turnover share by way of purchase or ordering (even roughly) :

- by shop.....	<input type="text"/>
- by Internet.....	<input type="text"/>
- by Minitel.....	<input type="text"/>
- by Mail, phone, audiotel or fax.....	<input type="text"/>
- by other means.....	<input type="text"/>
TOTAL	100%

⇒ **IMPORTANT** : *If there is no way to accept an order on line, please go directly to question 5.*

2 - INTERNET SALES

INTERNET TURNOVER SHARE BY TYPE OF PRODUCT (%)

FOODS ITEMS	
- Drinks	%
- Others	%
NON FOOD ITEMS	
- Clothes,fashion and accessories	%
- DIY, decoration, House equipment, garden	%
- Books, press	%
- Health and beauty products	%
- T. V., vidéo HI FI, electric households appliances	%
- Computer and telecommunication hardware	%
- Disks, CD, DVD other audio and vidéo supports with or without records, (<i>softwares excl.</i>)	%
- Softwares	%
- Auto and bike accessories	%
- Music (instruments, scores...)	%
- Sports and leasure articles	%
- Games and toys, child care articles	%
- Flowers, jewels	%
SERVICES (<i>for instance : ticket distribution, booking, travels, etc.</i>)	
Please specify	%
OTHER PRODUCTS	
Please specify	%
TOTAL	100%

Numbers of references on line :.....

Total number of references on and off line.....

Are there references sold on line exclusively ?..... Yes

..... No

Compared to selling prices in shop, are prices on Internet (delivery excluded) for the same references, normally :

Lower ?

The same ?

Higher ?

Average amount by order (average basket) :.....

Geographical location of Internet clients (Please mark one or several boxes) :

Neighbourhood

Same region

France

EU

Other Countries

3 - INFORMATIONS ABOUT THE MAIN INTERNET SITE

If several sites are used, it is up to the firm to select the main one among those allowing on line order taking.

Main site address (exemple : http://www.sitename.com) :

Opening date (month, year) :

Is the label of your main site one of the labels of your stores ?..... Yes No

Are paiement accepted on line ?..... Yes No

Do you hot your own site ?..... Yes No

Is the site management done by yourself ?..... Yes No

Is the site maintenance done by yourself ?..... Yes No

Is the catalog updating done by yourself ?..... Yes No

Number of persons from the staff who are devoted to the Internet activity :

Creation cost of the site (en milliers de francs) :.....

Maintenance cost of the site in 1999 (en milliers de francs) :.....

Advertising budget for the site in 1999 (en milliers de francs) :.....

4 - LOGISTIC : MAIN SITE MANAGEMENT PROCESS

Please, specify the process used at each phase of treatment of an order on the main internet site :

TREATMENT	INTEGRATED		OUTSOURCED	
	Dedicated warehouse	Store	Goods supplier	Service provider
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation, mailing	<input type="checkbox"/>		<input type="checkbox"/>	
Billing	<input type="checkbox"/>		Printer	Service provider
			<input type="checkbox"/>	<input type="checkbox"/>
Paiements on line			Encoding software ⁽¹⁾	Endocing hardware ⁽²⁾
			<input type="checkbox"/>	<input type="checkbox"/>
Client relationship management (hot line, call center, After sale department, etc.)	<input type="checkbox"/>		<input type="checkbox"/>	

⁽¹⁾ An encoding software protects the credit card number of the client by encoding it for the paiement transfer.

⁽²⁾ An encoding hardware enables the seller to identify the client by the mean of a card reader which is attached to his PC.

The data are disclosed and stored by the bankoffice but transit only through the internet site.

Where the client can collect his shopping ? :

- at home ?..... Yes No
- in one of your stores ? Yes No
- Elsewhere (for instance, a shop in his neighbouring)..... Yes No

5 - OPENING AN INTERNET SITE

5.1 ARGUMENTS IN FAVOUR

Only one mark by line, please.

	No matter	Negligeable	Important	Very important
No choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost reduction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential increase of sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer number increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Geographical market expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New products launching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improvement of services to clients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (to be specified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5.2 LIMITATION FACTORS

Only one mark by line, please.

	No matter	Negligeable	Important	Very important
Lack of suitable legal framework	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Little know ledge of those technologies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No technical expertise within the staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logistic obstacles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature of products sold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High costs of developpment and management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time return on investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of security in transfers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competition risk with your own shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Problems in contractual clauses application (delivery, after sold services)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (to be specified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5.3 E-COMMERCE IMPACT

To your opinion, what could be the e-commerce impact on :

Only one mark by line, please..

	Decrease	No impact	Increase
Competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your operating costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internationalisation of your activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other issue (to be specified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>