

# CROSS-BORDER E-COMMERCE SHOPPER SURVEY



The global insight into consumer preferences and experiences

## Why?

The Cross-border E-Commerce Shopper Survey aims to provide a comprehensive analysis of the global trends and drivers shaping cross-border e-commerce from the perspective of online consumers. The aim is to inform postal operators of changing customer needs so that they can make knowledgeable decisions in regard to their international product portfolio and delivery service specifications.

## How does it work?

The Cross-border E-Commerce Shopper Survey is conducted with an online sample of around 33,000 global consumers with approximately 1,000 in each country (depending on population). The target group are frequent cross-border online shoppers, who have bought physical goods online at least once in the last three months and who have made a cross-border online purchase in the last year. The target group is determined by quotas based on the age and gender profiles of the online population per country.

The 2018 Cross-Border Shopper Survey took place in 41 countries: Austria, Australia, Belgium, Brazil, Canada, China, Cyprus, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, Iceland, Ireland, India, Indonesia, Italy, Japan, Latvia, Luxembourg, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Philippines, Portugal, Russia, Saudi Arabia, Singapore, Slovenia, South Korea, Spain, Sweden, Switzerland, Thailand, the United Kingdom and the United States.



## The study covers the following:

- Frequency of online shopping by country
- Which countries consumers had bought from in the past year
- Number of online purchases made domestically in the last three months
- Number of online purchases made internationally in the last twelve months
- Device preferences when shopping cross-border
- Payment option preferences when shopping cross-border
- Importance of delivery elements
- Delivery speed expectations
- Delivery locations used in the past year
- Preferred delivery location
- Preferred returns delivery location
- How often parcel tracking is offered
- How often parcel tracking is used by the consumer
- Importance of tracking events for cross-border delivery
- Delivery status preference
- Country of most recent purchase
- Category of goods bought cross-border
- Website bought from when shopping cross-border
- Product weight of goods bought cross-border
- Whether the goods would fit into a mailbox / letterbox
- Product value of goods bought cross-border
- Delivery cost
- Consumer experience of tracking
- Consumer experience of altering the delivery destination after dispatch
- Consumer experience of delivery transit times
- Who delivered the parcel
- Delivery location
- Signature on delivery
- Customs duties
- Returns
- Satisfaction with online shopping experience
- Satisfaction with delivery experience
- Experience and type of delivery issues
- Which e-retailers do consumers receive direct mail from
- What actions do consumers take on receipt of direct mail from e-retailers
- Sustainable delivery preferences



## Benefits

- **A public report** of the key findings
- **A country-specific report containing graphs and analysis** for all questions in the survey, along with comparisons to all the other participating countries
- **A report comparing each country's results to the average** along with an analysis at country level
- **Major economies of scale** through centralised research commissioned, managed, analysed and reported by IPC based on common methodology and questionnaire translated into local language by the participating postal operator.

## More information

To find out more about the IPC Cross-border E-commerce Shopper Survey, contact us via e-mail at [helpdesk@ipc.be](mailto:helpdesk@ipc.be).



More info