



E-Branding and Online Commerce

Survey conducted by InSites Consulting

Lach.nu



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1 Introduction

The Internet medium, its applications, as well as its user population are changing at an ever increasing speed. Consequently, it is important to keep track of these changes in order to optimise your Internet-related objectives. This report contains a detailed analysis of your site visitors in order to be aware of the most up-to-date figures of your online target group.

The methodology

Between mid January and mid February visitors of your site were asked to fill out an online questionnaire related to their Internet attitudes and behaviour and their opinion of your site. These visitors have been confronted with a pop-up window asking for their participation. Every visitor also received one of our cookies, to prevent they would be confronted with the pop-up again on their following visits. This technology was used in order to avoid an overrepresentation of more frequent visitors your site (lach.nu).

The site report

All the sites that participated in the survey get a detailed overview of the results for their site. This report summarises the results of all 1.585 respondents who were recruited on your site. This report gives a extensive summary about

- **The response context:** How many times has a visitor visited your site during the last two weeks
- **The socio-demographic profile of your visitors:** including personal situation, family situation and professional situation
- **The Internet attitudes of your visitors:** their opinions about security issues, marketing issues, personalised sites, e-commerce, and many others...
- **Use of electronic devices**
- **The webographic profile of your site visitor:** including place of use, Internet experience, frequency of use, intensity of use, reasons for use and banner click through
- **The media behaviour of your site visitor:** including use of newspapers and magazines, TV, radio.

The E-Shoppers & E-Branding reports: *Which Dutch brands score on the web? Are Dutch Internet users ready for e-commerce?*

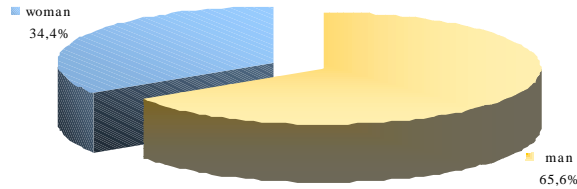
This survey was simultaneously conducted on 46 high traffic Belgian sites. The results from the different sites are put together by InSites to get a general view on the Dutch Internet users based on a very large total sample. These reports, called the Dutch '**E-Shoppers**' & '**E-Branding**', gives a view on the global figures on the same questions as described in this report, and expand on following topics;

- ✓ **E-Shoppers:** provides a thorough insight in the online purchasing behaviour of the Dutch Internet users. How large is this group of online shoppers? What and how often do they order via the Internet? How satisfied are they about their online purchases? What are their motivations and barriers to buy products online?
- ✓ **E-Branding:** InSites measures the strength of online brand knowledge of the Dutch Internet users and provides a competitive benchmark. What is the top-of-mind knowledge, aided brand-recognition and active use of online Dutch brands from 18 various branches, such as finance & insurance's, mobile operators, newspapers & magazines, cars, hardware & software, online search engines...

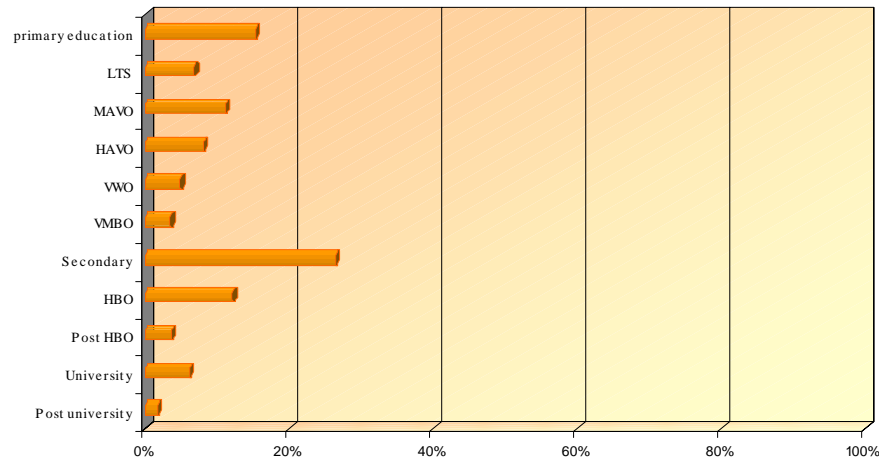
These studies will also allow you to compare and benchmark your own results to the national results. The E-shoppers report is normally sold for 1.500€, which you can now order for 1050€ and the E-Branding study for 1.000€ can be bought by you for 650€ because of your willingness to participate. If you wish to order both reports together we give an additional discount of 10%, which comes down to 1500€

2 Personal Situation

Gender What is your gender ?

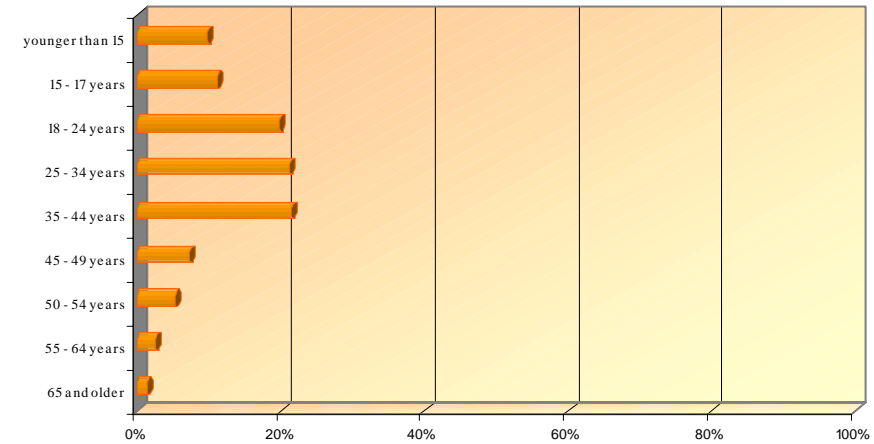


Education What is the highest degree that you have achieved ?



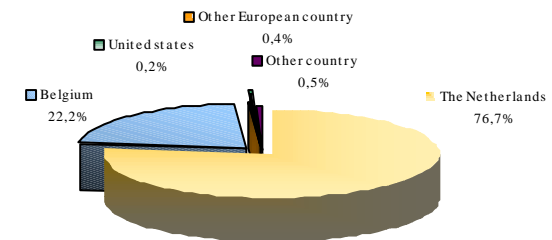
	Post university	University	Post HBO	HBO	Secondary	VMBO	VWO	HAVO	MAVO	LTS	primary education
Reeks1	1,7%	6,1%	3,7%	12,2%	26,4%	3,6%	5,0%	8,2%	11,1%	6,8%	15,3%

Age What is your age group ?



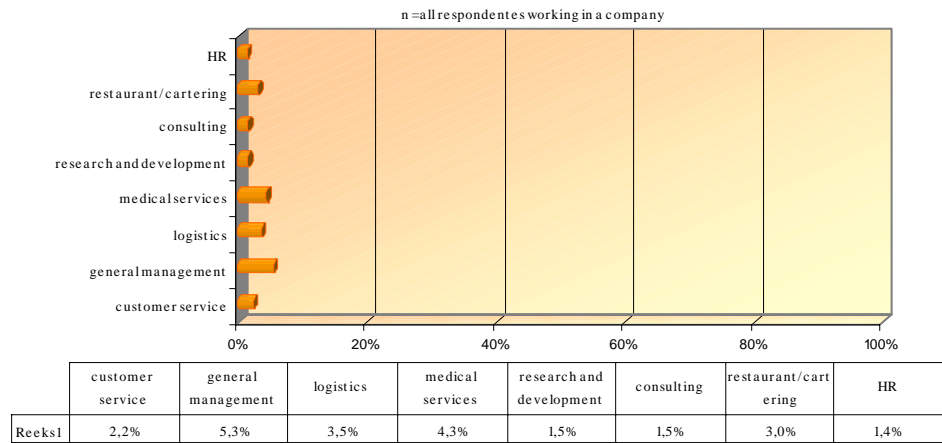
	65 and older	55 - 64 years	50 - 54 years	45 - 49 years	35 - 44 years	25 - 34 years	18 - 24 years	15 - 17 years	younger than 15
Reeks1	1,4%	2,6%	5,2%	7,4%	21,5%	21,2%	19,9%	11,1%	9,8%

Country In which country do you live?

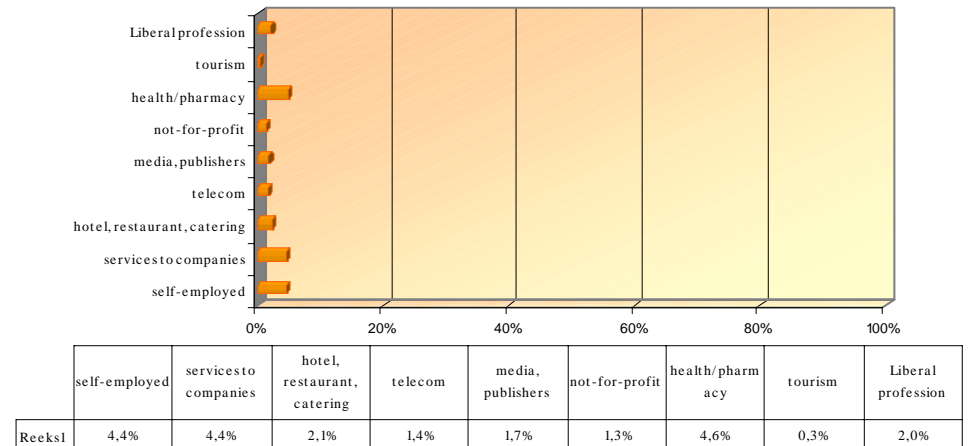


3 Professional Situation

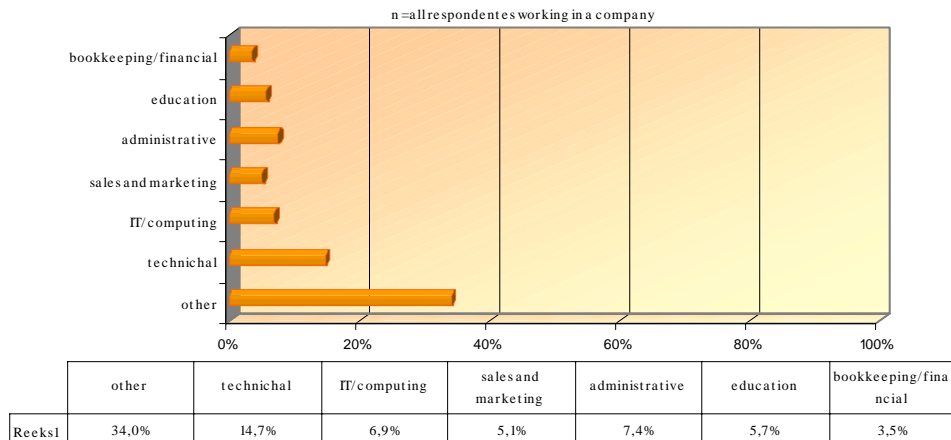
Function (A) What is your function ?



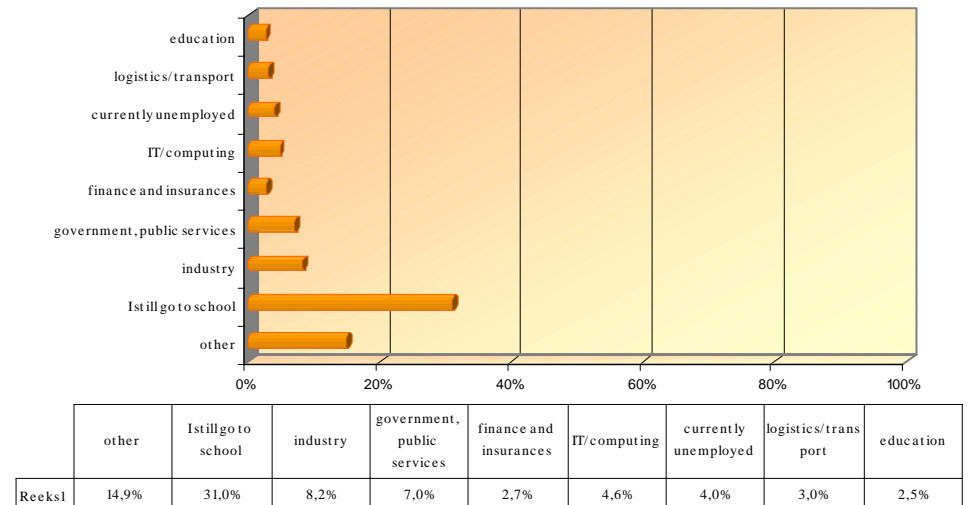
Sector (A) In which sector do you work ?



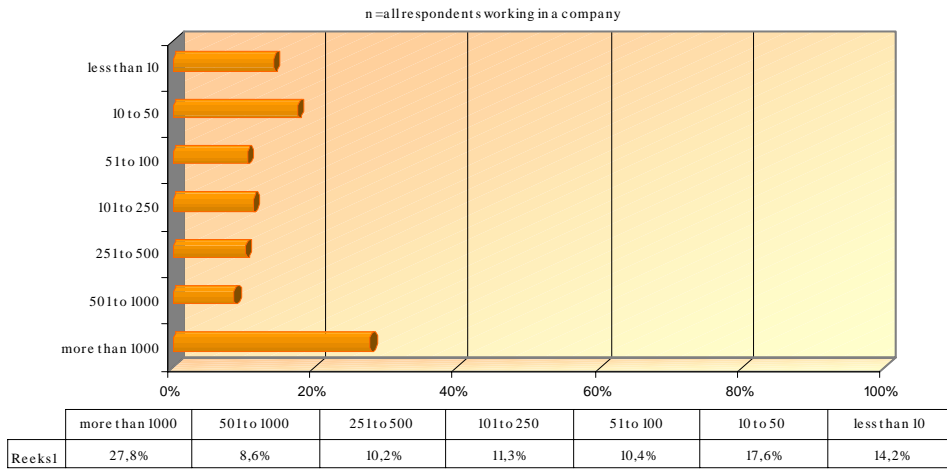
Function (B) What is your function ?



Sector (B) In which sector do you work ?

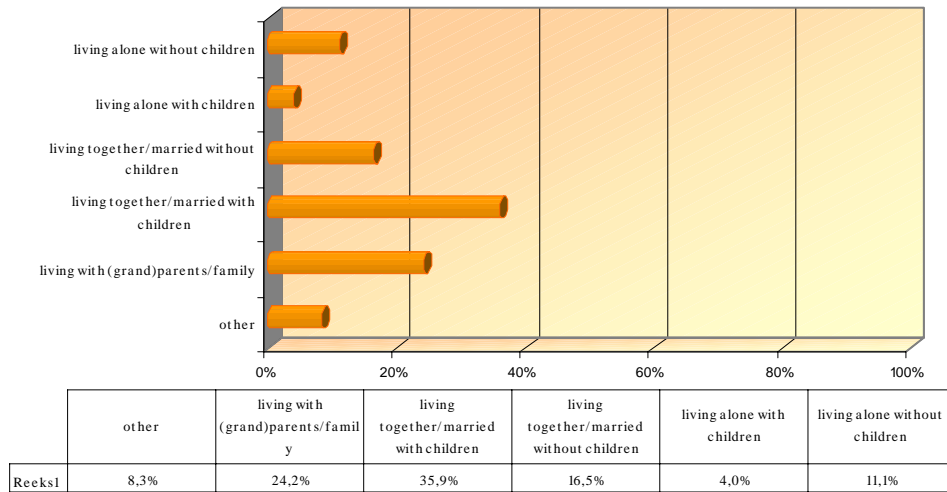


Number of employees How many people are employed by the company you work for ?



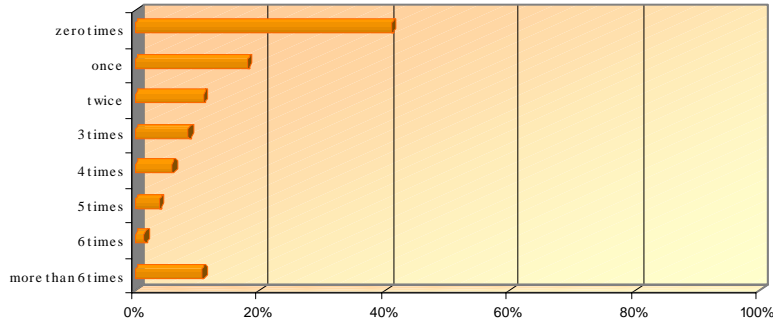
4 Family Situation

Household composition What is your household composition ?



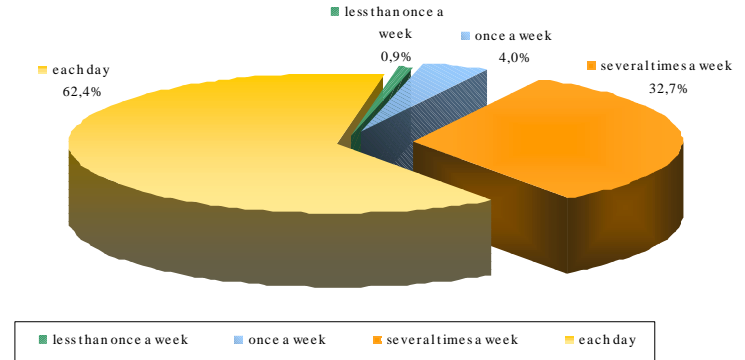
5 Webographic Profile

Number of visits How often did you visit this site within the past week ?



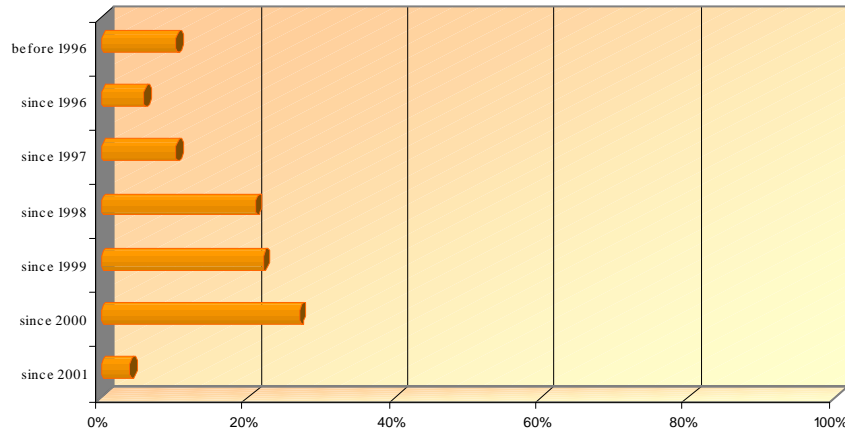
	more than 6 times	6 times	5 times	4 times	3 times	twice	once	zero times
Reeks1	10,7%	1,5%	3,8%	5,9%	8,5%	10,8%	17,9%	41,0%

Frequency of use In a normal week, how often do you use the internet ?



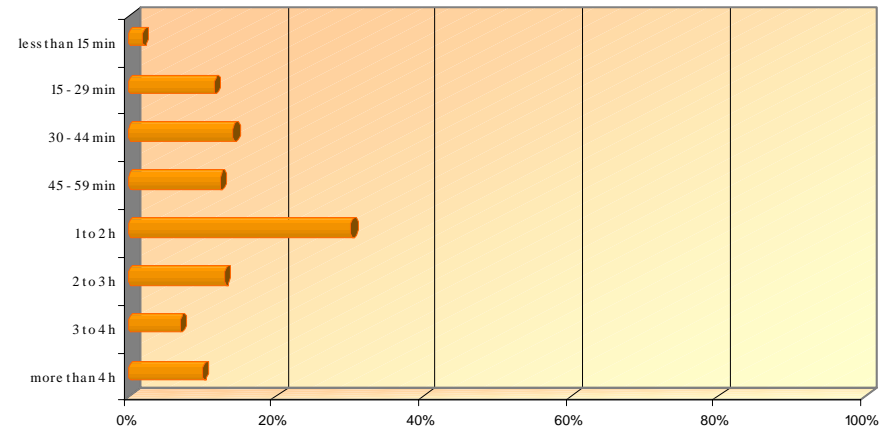
	less than once a week	once a week	several times a week	each day
Reeks1	0,9%	4,0%	32,7%	62,4%

Internet experience Since when have you been using the Internet (not e-mail) ?



	since 2001	since 2000	since 1999	since 1998	since 1997	since 1996	before 1996
Reeks1	3,8%	27,0%	22,0%	21,0%	10,2%	5,8%	10,2%

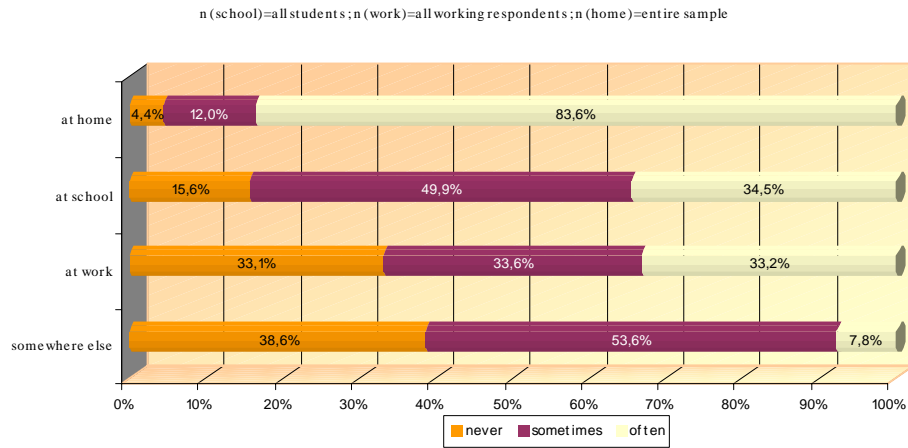
Intensity of use On the days that you use the Internet, how long do you use it on average?



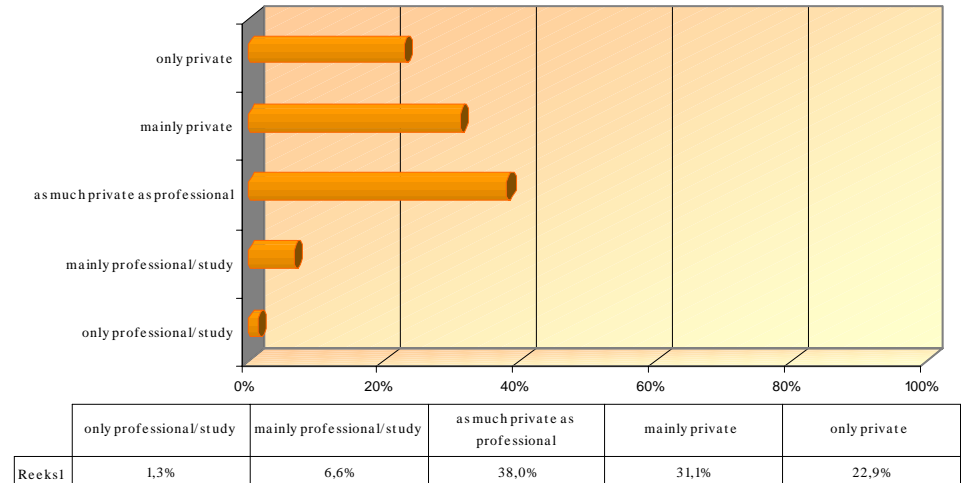
	more than 4 h	3 to 4 h	2 to 3 h	1 to 2 h	45 - 59 min	30 - 44 min	15 - 29 min	less than 15 min
Reeks1	10,0%	6,9%	13,0%	30,2%	12,4%	14,1%	11,5%	1,9%

Place of use Where do you use the Internet?

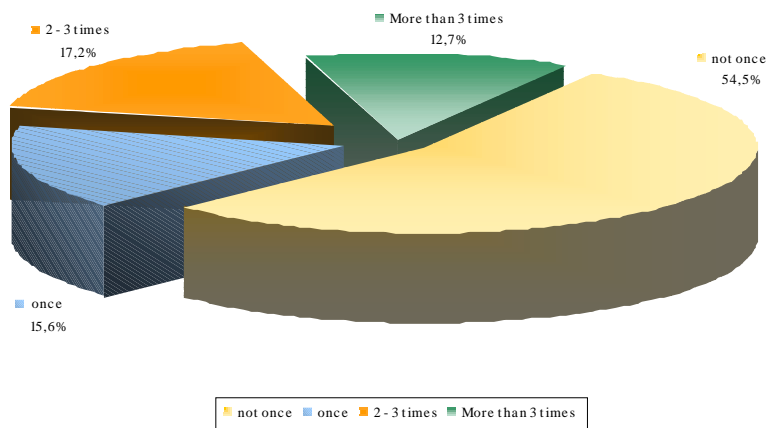
When we determined the use of the Internet at home the entire sample was used. For the use at school we only took into account the students and for use at work only people who work in a company were taken into account. Finally, for the use of the Internet somewhere else the entire sample was taken into account.



Reasons for use For what reasons do you use the internet

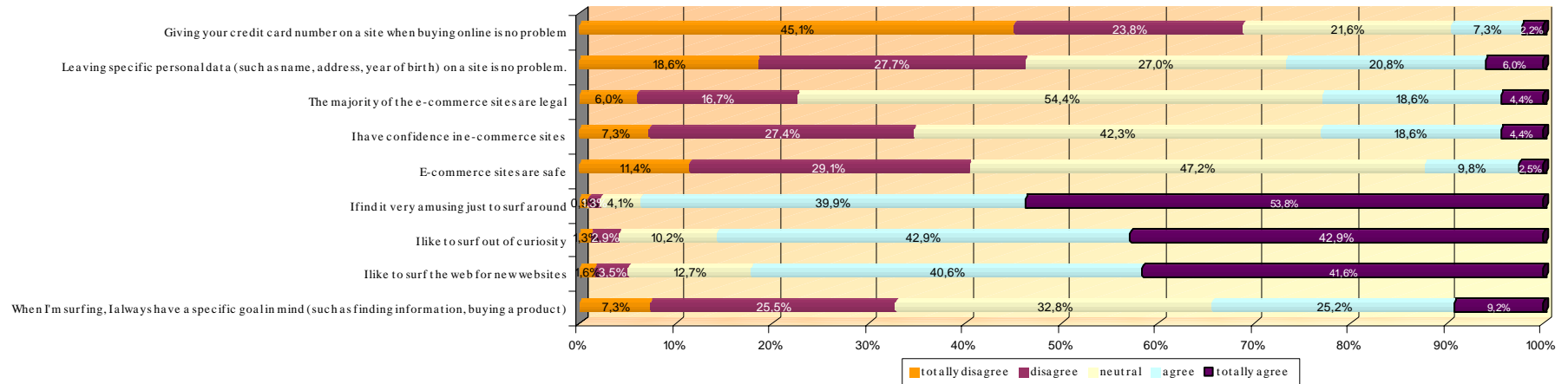
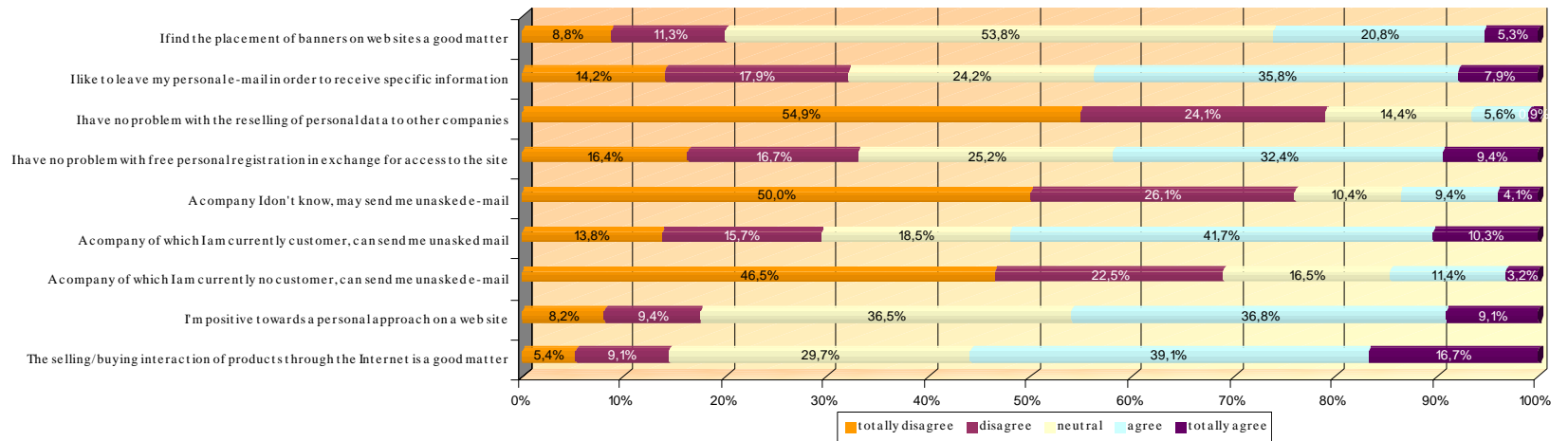


Banner click trough How many times have you clicked a banner within the past 2 weeks ?



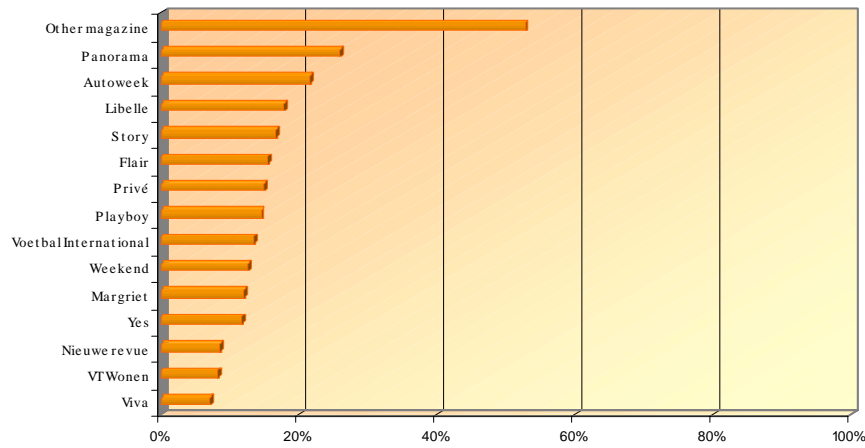
6 Internet Attitudes

Internet attitudes How much do you agree with the following statements



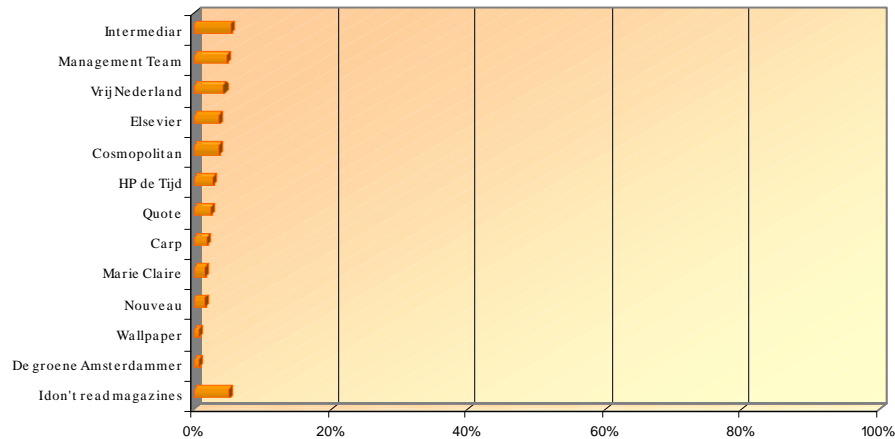
7 Media Behaviour

Magazines (A) Which magazines have you read in the past month ?



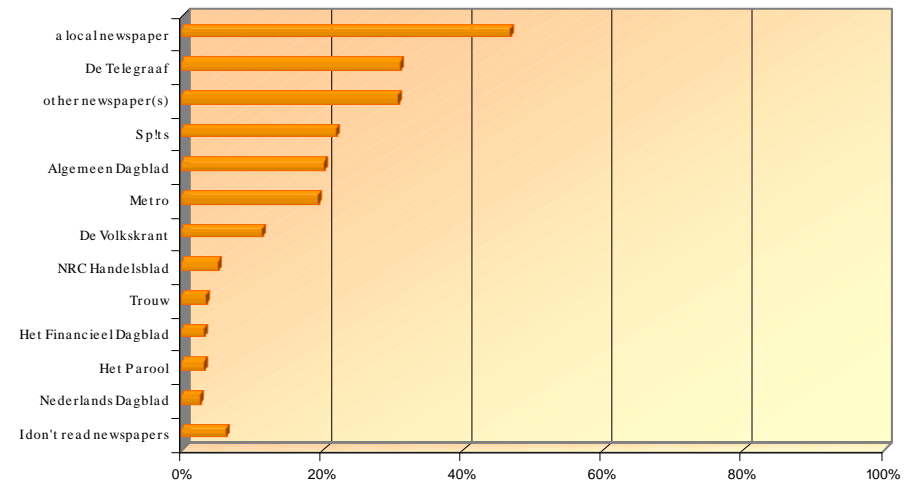
	Viva	VT Wonen	Nieuwe revue	Yes	Margriet	Weekend	Voetbal International	Playboy	Privé	Flair	Story	Libelle	Autoweek	Panorama	Other magazine
Reeks1	7,1%	8,3%	8,6%	11,7%	12,0%	12,7%	13,6%	14,5%	14,8%	15,4%	16,7%	17,9%	21,6%	25,9%	52,8%

Magazines (B) Which magazines have you read in the past month ?



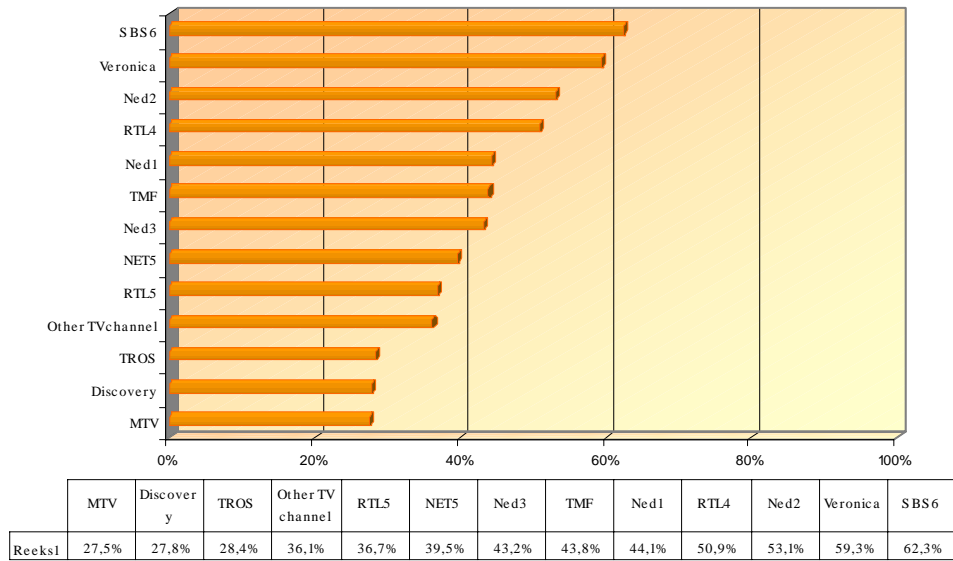
	Idon't read magazine	De groene Amsterdamer	Wallpaper	Nouveau	Marie Claire	Carp	Quote	HP de Tijd	Cosmopolitan	Elsevier	Vrij Nederland	Management Team	Intermediar
Reeks1	4,9%	0,6%	0,6%	1,5%	1,5%	1,9%	2,5%	2,8%	3,7%	3,7%	4,3%	4,6%	5,2%

Newspapers Which newspaper have you read in the past 2 weeks ?

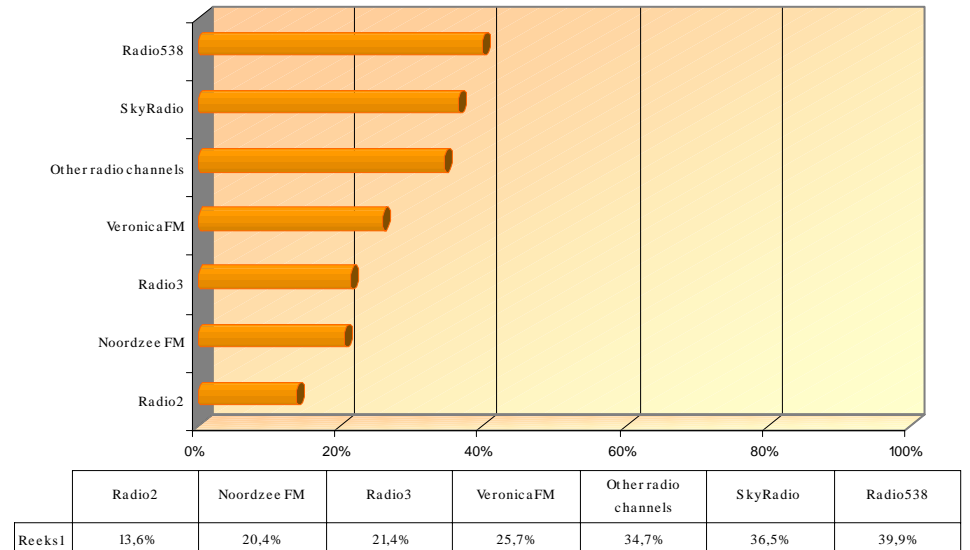


	Idon't read newspaper	Nederlands Dagblad	Het Parool	Het Financieel Dagblad	Trouw	NRC Handelsblad	De Volkskrant	Metro	Algemeen Dagblad	Spts	other newspaper(s)	De Telegraaf	a local newspaper
Reeks1	6,1%	2,4%	3,1%	3,1%	3,4%	4,9%	11,3%	19,3%	20,2%	21,7%	30,6%	30,9%	46,5%

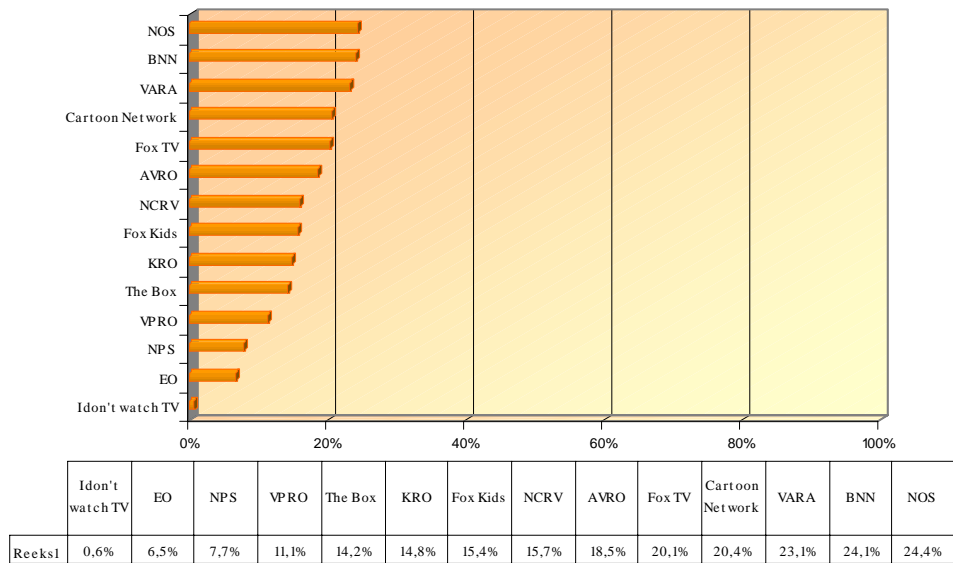
TV Channels (A) Which of the following TV channels did you watch last week (for min 15 min.)



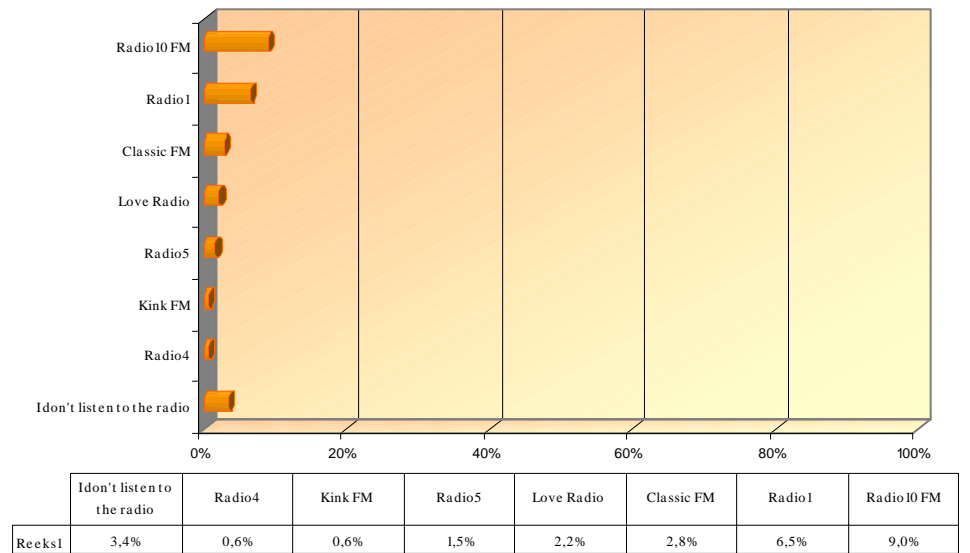
Radio Stations (A) Which of the following radio stations did you listened to last week (for min. 10 ')?



TV Channels (B) Which of the following TV channels did you watch last week (for min 15 min.)

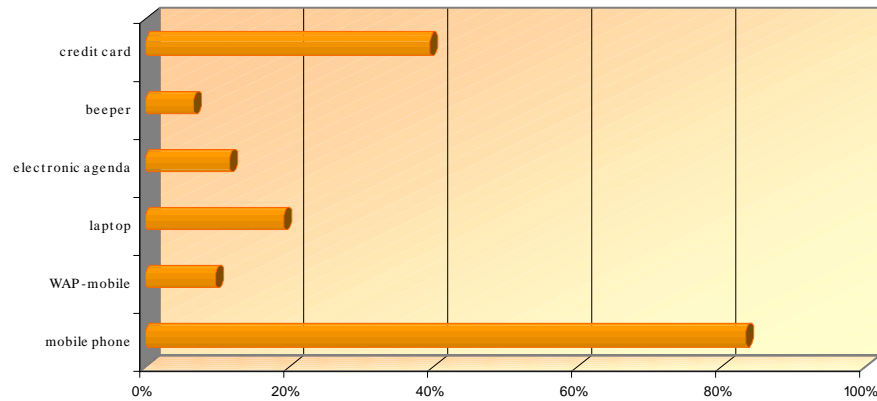


Radio Stations (B) Which of the following radio stations did you listened to last week (for min. 10 ')?



8 Electronic devices

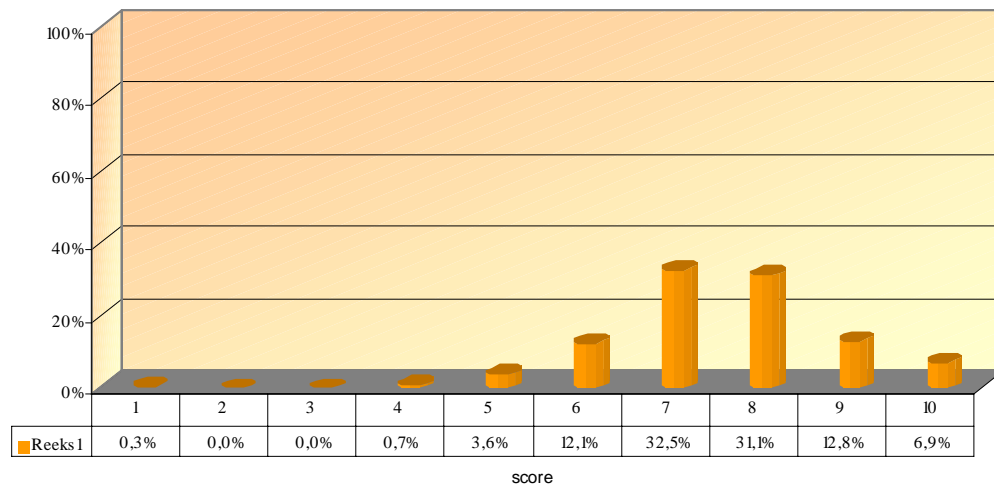
Use of electronic devices Which of the following electronic devices do you have ?



	mobile phone	WAP-mobile	laptop	electronic agenda	beeper	credit card
Reeks1	83,5%	9,7%	19,2%	11,6%	6,5%	39,3%

9 Web Performance Monitor

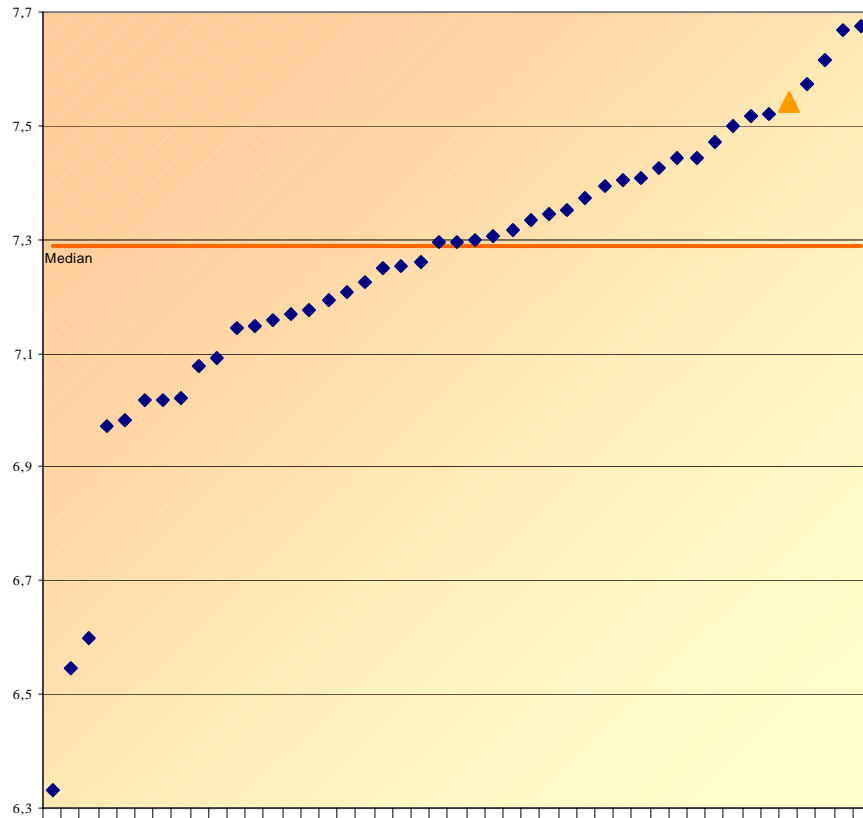
Satisfaction How satisfied are you with this web site ?



Your site has an average score of: 7,54

Satisfaction Benchmark

How does your web site score in analogy with the other participating sites ?

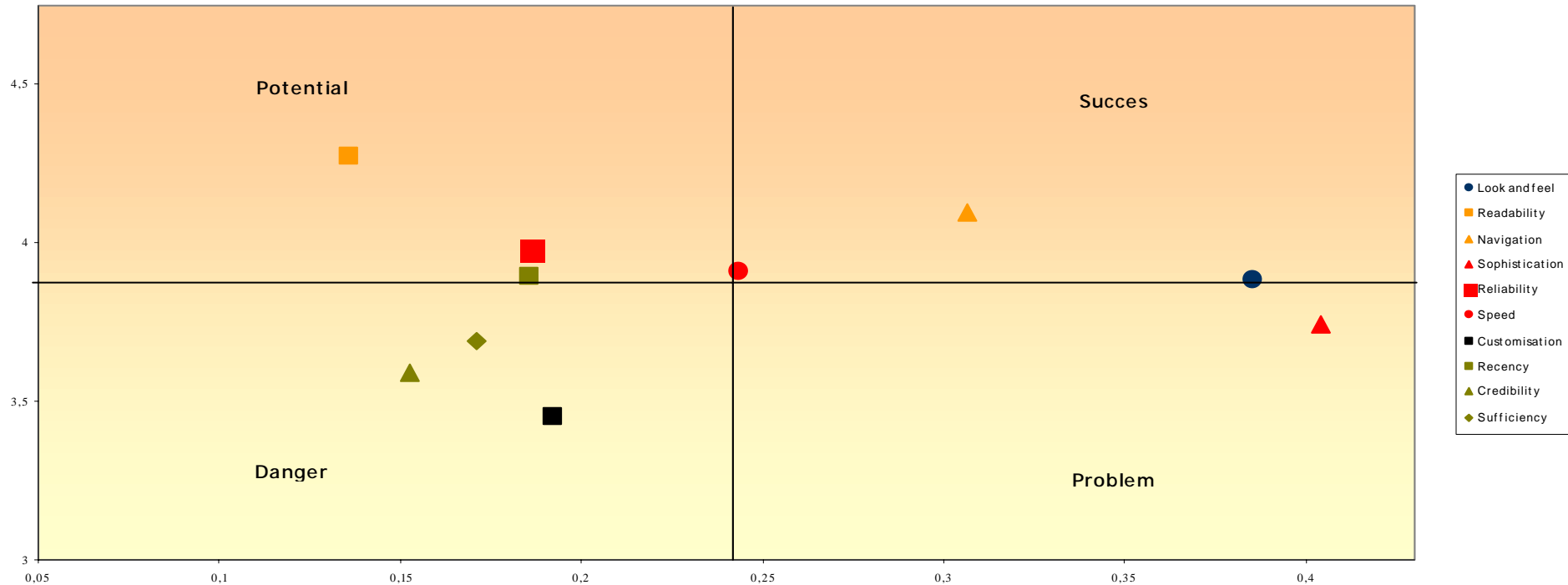


Participating sites: (the notations on the left have no relation with the order of the sites below.)

- | | | |
|-------------------|-------------------|------------------|
| Cosmopolitan | Nederlandsdagblad | Skyradio |
| Emerce | Newmonday | Thebox |
| Gelderlander | Planet business | TMFawards |
| Het net chatcity | Planet computer | TMFweb |
| Het net clubs | Planet discovery | Tvgids |
| Het net home | Planet game | Tvweb |
| Het net homepages | Planet homepage | Vinden |
| Het net sharewere | Planet living | Vinden resultaat |
| Inform | Planet movie | Viva |
| Jobbox | Planet multimedia | Vivenda |
| Kieskeurig | Planet music | Vrouwonline |
| Lach | Planet news | Vtwonon |
| Libelle | Planet sport | Wehkamp |
| Margriet | Planet wonen | |
| Marktplaats | Rtl4 | |
| Monsterboard | Scoot | |
| Myweb | | |

Visitor Site Evaluation

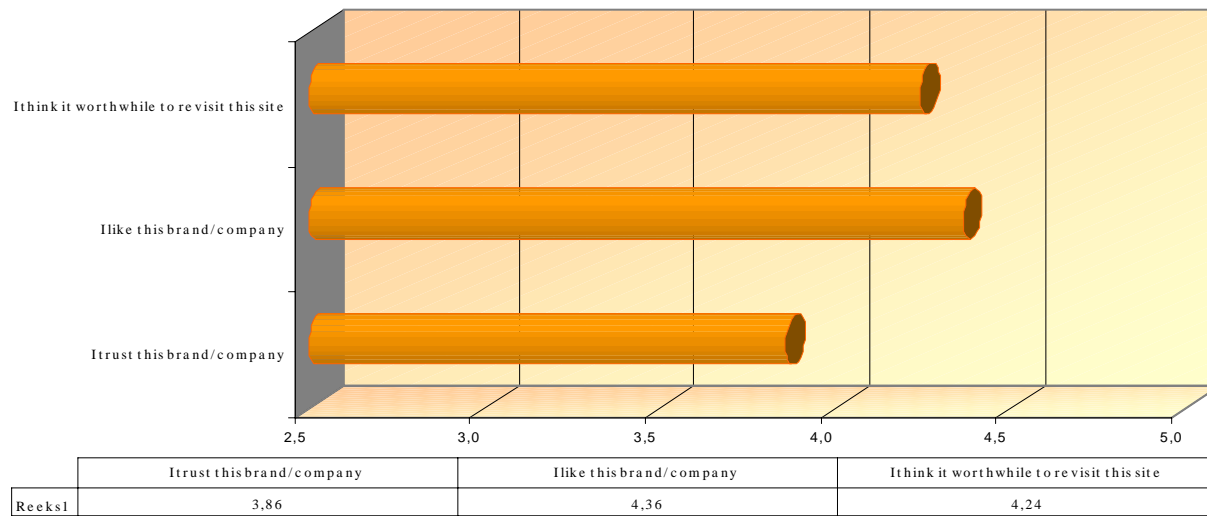
What are the success factors and the problem zones of your web site ?



The measurement of these components was done on a 5-point scale by following statements:

- The site's graphic features (colours, images) are attractive
- The site's text is easy to read
- The site has a clear structure
- This site contains the latest in web technology
- This site works without any technical difficulties
- The site's connections are fast
- This site treats each visitor in a personal way
- The information on this site is up-to-date and recent
- The information on this site is credible
- This site contains all the information I'm looking for

Relation to loyalty, brand and trust:



The mean values above were obtained by following statements (answer category: 1 absolutely don't agree – 5 absolutely agree):

- I trust this brand/company
- I like this brand/company
- I think it worthwhile to revisit this site