

China Online Shopping Market Survey Report, 2010

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Abstracts

In August 2010, ResearchInChina teamed up with www.1diaochoa.com to conduct an online questionnaire survey on online shopping. Among the 600 samples, the respondents included both males and females aged from 20 to 50, with the gender proportion of 46.8% and 53.2% respectively. The questionnaire was carried out in 21 first-tier, second-tier and third-tier cities including Shanghai, Shenzhen, Beijing, Guangzhou and Chengdu, targeting groups all walks of life like civil servants, teachers, soldiers, business executives as well as staff members, self-employed entrepreneurs, blue-collar workers and students.

According to the survey, 45.8% of the respondents do shopping online twice to four times every month, 19.2% five to nine times, 16% even more than 10 times, 15.2% less than once, and only 3.8% never try to go shopping this way.

Frequency of Consumers' Online Shopping

Source: ResearchInChina

The survey showed that consumers choose to go shopping online mainly on account of its time saving and convenience, followed by the advantages as affordable price and abundant commodity varieties. Moreover, there are other contributing reasons that attract more and more consumers to do shopping online. For instance, they can buy commodities that are not available in local places or they can buy what they want up to date.

With the evolution of e-commerce in China, B2C, with smaller trading volume at present, will develop rapidly by virtue of legitimate product supply channels and perfect after-sales service, while C2C growth will drop year by year.

Currently, China's B2C websites are experiencing cut-throat competition, and striving for more shares through promotion, category expansion and service improvement. Apart from 360buy, Joyo Amazon and Dangdang, C2C companies such as Taobao and Baidu Youa are shifting to the B2C field.

In the meantime, many independent-sales B2C shopping websites are vigorously expanding their commodity varieties. For example, Redbaby has expanded from a store purely selling maternity and baby products to a general merchandise shopping mall selling cosmetics, household items, and health supplies; 360buy, originally a 3C digital products seller, also began to sell daily necessities and household supplies in early 2009. Therefore, commodity diversification is likely to be a way out for B2B websites in the future.

Traditional giants have also speeded up the B2C deployment through their own advantages. Taking advantages of their manufacturing strength, Foxconn COFCO invested in efeihu.com and womai.com respectively. State Post and Suning Appliance, making full use of their channel or logistics advantages, respectively invested in Ule.tom.com and Suning.cn.

In 2010, the rise of group purchase websites has brought a new way of online shopping for Chinese citizens. Mostly providing service-type products, such websites have become popular among consumers, and experienced explosive growth in H1 2010.

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