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SuperThuis

Bachelor thesis

Student:	Maik Wesselink
Studentnumber:	S1011820
Mentor UT:	P. Bliek
Mentor SuperThuis:	S. Gijsberts
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FOREWORD

This report is written on completion of the bachelor phase of the study Business Administration at the university of Twente.

The study was conducted on behalf of SuperThuis.nl. The owners of SuperThuis.nl indicated that they want to start offering the service to give consumers the opportunity to shop their groceries online. They wanted to know on which target group they need to focus and how they could reach this target group. This report examined the necessary literature on e-commerce related issues. In addition to the literature there is an empirical study conducted, namely a consumer survey to find out the interest in online shopping.

Through this way I would like to thank some people who helped me during the writing of this report. I would like to thank my supervisors, namely P. Bliek from the University of Twente and S. Gijsberts owner of SuperThuis.nl.

I wish you much success as a reader by reading this report

Maik Wesselink
Albergen, July 2013

MANAGEMENT SUMMARY

This research is conducted to investigate the target groups of SuperThuis.nl and how SuperThuis.nl can reach these target groups. The research is divided into two parts, namely a literature review and a empirical research. Literature review to investigate how the online shopping market is looking like, in other words is there still potential in online shopping. There is also literature searched on the supermarket sector. The empirical research was conducted to find out the interest in doing online groceries among consumers and on which target group SuperThuis.nl can best focus. Together, this has led to a good advice for SuperThuis.nl

The request of this research came from S. Gijsberts. He told me that SuperThuis.nl is a startup company. They like to have examined the extent to which consumers are interested in doing their groceries online, which target group has interest in doing groceries online and how SuperThuis.nl can reach this target group in the best way.

Therefore, the central question in this research is:
Which target groups are distinguished within the online grocery market and how they could best be reached ?

To achieve a good answer to this question, the following research questions were formulated:

1. *What does the online shopping market looks like ?*
2. *What are the target groups for 'SuperThuis' and what are the developments they're going through ?*
3. *How can SuperThuis reach these target group ?*

The empirical research to investigate the interest of doing online groceries is conducted among 80 consumers who were doing their groceries in different supermarkets.

The main conclusions from this study are:
- SuperThuis must focus on the group of consumers between 25 and 40 years. This group of consumers know how to deal with computers and how to order products online. Consumers in this group have often already purchased products online.
- Social Media should be actively used. It is intended to inform consumers, maintain relationships with consumers and make promotion for SuperThuis.nl
- Consumers are aware of the benefits of doing online groceries and they appreciate these benefits too. However the cons are for the consumer more important than the benefits at this moment.

On the basis of this conclusion a recommendation is written, the recommendations for SuperThuis are:

- The client can best focus on consumers in the age group of 25 to 40 years. Because these consumers are most active online and often do groceries.
- The client can best use social media like Twitter and Facebook to promote SuperThuis.
- The use of the website of the supermarket to promote SuperThuis is possible by placing a link to the online store or a news story. But it is not advised to use it for active promotion of Superthuis because it is not widely supported..
- The client must make the barrier, to do online groceries, low as possible. SuperThuis can achieve this by dropping the most costs for the consumers. Optionally when people do their groceries online and they trust it is still possibly to make profit.
- The client is advised to use Track & Trace to send the purchased products. This is a simple and efficient way to monitor the package between shipment and delivery.

CONTENTS

1. INTRODUCTION

In the past most people buy their clothes, books, shoes, food in a physical store. The rapid growth of internet users was a turning point in buying products. Most businesses saw a big market in selling products and services online, because the internet has almost no boundaries and companies can reach millions of people with a simple website. Nowadays the internet provides us with all comforts. You can order clothes, shoes and do banking transactions on the internet. But we still buy our groceries in a physical shop. But why? Is it so pleasant to do your groceries in a crowded supermarket after a stressful day on your work? Parking at an overloaded parking lot in the weekend or after working hours, walking in the supermarket for searching your groceries and at the end of all, check out and unpacking the shopping cart and then you can finally go home. Is there not a better way to spend our time?

The client, 'SuperThuis' is an online platform where people can buy their groceries. 'SuperThuis' anticipated on the gap which has arisen between supermarkets and online sales. Their plan is to develop an online platform were people can buy their groceries. In the first place they start with the products of one supermarket, but when it's a success they will add more supermarkets to their online platform.

1.1 SOME QUESTIONS/PROBLEMS THAT WILL ARISE:

- On which group needs 'SuperThuis' their focus ?
- Where do this focus group live ?
- How big is this focus group and what are their developments they're going through? T
- What is the best way to reach these focus groups ?

1.2 RESEARCH QUESTION:

Main Question:

Which target groups are distinguished within the online shopping market and how they could best be reached ?

Sub Questions:

- What does the online shopping market looks like?
- What are the target groups for 'SuperThuis' and what are the developments they're going through ?
- How can SuperThuis reach these target groups ?

1.3 Researchprocess

This research will be a exploring research to the Dutch online grocery market.
The research will consist of a literary part. Next to the literary part internal and external analyses will be conducted. The outcomes of these internal and external analyses will be an important part for answering the main research question.
The internal and external analyses will consist of an desk research and a consumer research. To explain all the parts of the research a research model is conducted (see figure 1).

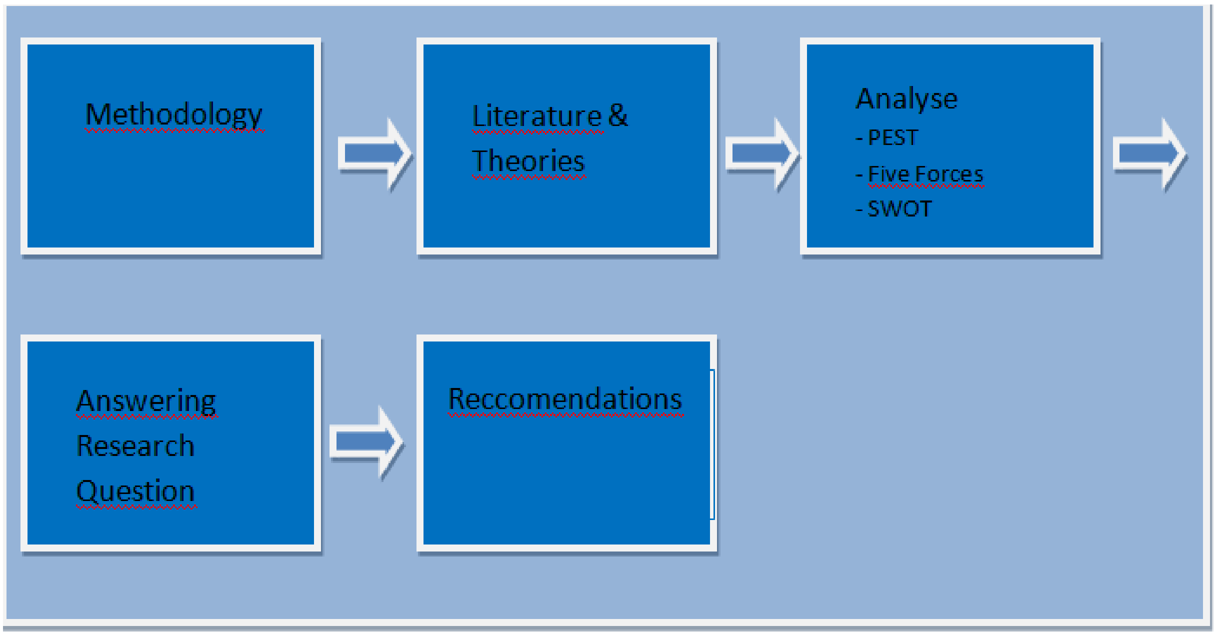

Figure 1: Research Model

1.4 Structure

The next chapter of this research contains the research methodology. The chapter describes how the research is conducted. The methods which will be explained in this chapter will be used to make a framework for the research. In the following chapter the internal and external analyses will be made with help of the conducted framework. In the last chapter the research question will be answered and recommendations will be done.

2. Theoretical Framework

To get a answer to the main question, a roadmap is developed. This chapter describes which models will be used to answer the main question. To describe the environment where SuperThuis shall operate, a macro analysis will be made on the basis of an PEST analysis. To describe the industry a competitive analysis will be made on the basis of the 'Five Forces model' from Porter and the competitive analysis itself. After that a SWOT analysis will be made to identify the strengths and weaknesses of SuperThuis. At least Segmentation, Targeting and Positioning will be explained, these factors are important for answering the main question.

2.1 PEST-analysis

PEST analysis is an analysis of the political, economic, social and technological factors in the external environment of an organization, which can affect its activities and performance (Thompson & Martin, 2010).

PEST analysis is a simple and effective tool used in situation analysis to identify the key external (The macro environment level) forces that might affect an organization (Johnson et al., 2005). The outcomes of these analysis can create opportunities and threats for an organization. By doing a PEST-analysis it's possible to identify the current factors affecting a company, the changes are going to happen in the external environment and how to exploit those changes or defend against these changes better than competitors would do. But an PEST analysis can also be used to identify the potential of a new market. The more negative forces are affecting that market the harder it is to do business in it. All those negative forces that will have to deal with reduce profit potential of a firm (Johnson et al., 2005).

Political Factors
Are basically to what degree the government intervenes in the economy. These factors includes areas such as tax policy, environmental law, tariffs, labor law, trade restrictions and political stability.

Economical Factors
These factors include economic growth, exchange rates, interest rates and the inflation rate. These factors have major impacts on how businesses operate and make decisions.

Social-cultural Factors
These factors include the cultural aspect and include health consciousness, population growth rate, career attitudes, emphasis on safety and age distribution. The social factors affect the demand for a company's product and how that company operates.

Technological Factors
These factors include technological aspects such as R&D activity, automation and the rate of technological change. These factors can determine barriers to entry, effect costs, quality and lead to innovation.

2.2 FIVE FORCES MODEL

Porter's Five forces model (Porter, 1980) is a simple model for understanding where power lies in a business situation. This model helps to understand the strength of the current competitive position, but also the strength of a position the company is considering moving into. With these five forces you can identify where the power of a company lies. If a company know his powers the company can take fair advantage of a situation or strength, but a company can also improve a situation of weakness and avoid taking wrong steps.

Five forces analysis assumes that there are five important forces that determine competitive power in a business situation (Porter, 1980). These forces are:

Supplier Power

This force will describe how easy it is for suppliers to drive prices up. This is driven by the number of suppliers of each product, the uniqueness of their product, their strength and control over the company, the cost of switching from one supplier to another supplier.

Buyer Power

The buyer power describes how easy it is for buyers to drive prices down. This is driven by the number of buyers for your business, the cost to them of switching from one company to another company and the importance of each individual buyer to an company.

Competitive Rivalry

This power describes how much power a company has compared with his competitors. The more competitors in your branch which offers the same products and service the less the power of a company is. But if a company offers a unique products and not much competitors can offer the same product the power of the company is high.

Threat of Substitution

This power describes the ability of customers to find a different way of doing what your product can do. If substitution is easy and substitution is viable, then this weakens the power of an company.

Threat of New Entry

Profitable markets which have high rate of return are very attractive for new firms. This will result in many new entrants. If it costs little time or money to enter the market of a company and compete effectively, if there are few economies of scale in place or if there is a little protection for key technologies then new competitors can quickly enter a market and weakens the position of an company.

All these forces can be placed in a diagram like the one in figure 1 below:

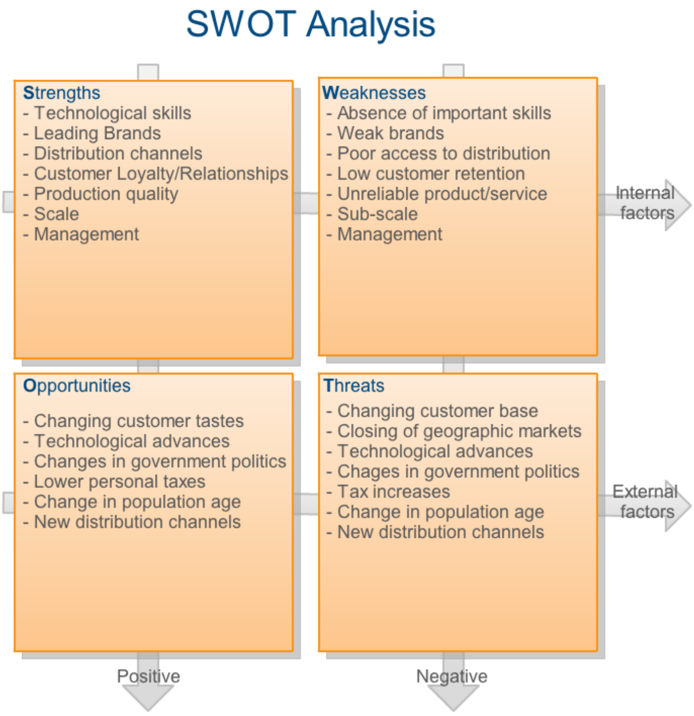

Figure 2: Porter's Five Forces

2.3 SWOT Analysis

The SWOT Analysis is a useful technique for understanding the strengths and weakness of an company and for identifying the opportunities and the threats of an company (Valentin, 2001). It helps a company to carve a sustainable niche in the market the company operates. It helps a company to exploit their opportunities and understand the weaknesses of the company.

Strengths and weaknesses in a SWOT analysis are often internal to an company, while opportunities and threats generally relate to external factors.

Figure 3: SWOT Analysis

2.4 SEGMENTATION, TARGETING & POSITIONING

A effective and efficient business needs to find a target customer market. To find this customer market a business needs to determine which kinds of customers exist, then select the customers which one the company wants to serve and finally, implement the segmentation by optimizing their products/services for that segment. These three steps are also known as Segmentation, Targeting & Positioning

Segmentation

It is almost impossible for a organization to serve every consumer in a market, because consumers are to versatile. Because of this, choices must be made; Which consumers you want to serve as organization, but what also important is which consumers want to serve the company. So companies make different parts of the whole market, this is also known as market segmentation. A market segment is a group of consumers which reacts the same way on a marketing mix (Perreault and McCarthy, 1996). Segmentation of the market is being done to optimize the marketing mix (Jonker et al, 2002).
A good segmentation of the market is needed. But how do you make a good segmentation of a market ? There are different ways to make a good market segmentation. The most important is that the ways you make a segmentation of a market match the market itself. The most common ways to make a segmentation of a market are discussed beneath (Kotler, 2000; Kotler et al, 1999).

- Demographic segmentation: The market is divided on the basis of age, gender, income, profession, faith or family size
- Psychographic segmentation: The market is divided on the basis of lifestyle and personal characteristics
- Behavior segmentation: The market segmentation is done on the basis of the benefits a customer gets when they buy a product or service or the loyalty of a client for a product or service
- Geographical segmentation: In this way of segmentation a market is divided on the basis of a country, a city, climate zones or a neighborhood

When the segmentation process is done, the organization must decide which market they want to serve (Palia et al, 2003). This process is also known as targeting, this will be discussed in the next paragraph.

Targeting

When the segments are identified, the company must look to every segment and must decide how attractive a segment is. Different factors influence how attractive an segment is. But not only the market must be attractive, also the organization must have strong competences.
Kotler (2003) designed four different roles a organization can take when they will serve a target market. These roles are also know as entry strategies. The four different roles are Leader, the challenger, the follower or the nicher (Kotler, 2003). The leader has the biggest market share in a market and is a innovator on price changes and new products.
The companies which are almost as large as the leader can attack the leader to get more market share (market challenger) or they follow the leader in his decisions without attacking him (market follower).
The fourth role is the nicher strategy, a organization who follows this strategy is a leader in a

small market (niche). In this way the company avoid hard competition and a company can survey by serve a select group.
Which role a company must follow is very difficult, because there are always uncertainties. Gathering much information about a market will help to follow a good strategy.

Positioning
Positioning is a strategy which will help a organization to get close to the costumers, the goal for the company is that the customer always remembers something of that company. Organizations communicate to the position they have, where they stand for and what distinguish them from their competitors (Kotler, 1991).
When a organization wants to distinguish it from its competitors it is important that they are the best on one of the following areas: product leadership, operational excellence and customer intimacy (Treacy and Wiersema, 1995)
This observation is based on the idea that every market consist of three different customers. One customer wants a organization which has the best technological knowledge, other customers want the best performance of an organization and other customers wants a company that fulfill their individual behaviors. It makes no sense in which direction a company goes, it must always be the best in that direction.
To analyze the position of the company it has now, it is important to identify the competitors. By identifying the competitors characteristics are formed which make it possible to place a competitor in a matrix. This can be done in a matrix with three characteristics but also in a matrix with twenty characteristics. When the position of the competitors is known it is possible to identify how a segment needs to be served with help of the marketing mix. The market mix contains the four P's , Product, Price, Promotion and Place (McCarthy, 1996). When these four P's are will combined with each others, a company can perform on its best in a market.

3. METHODOLOGY

This chapter described the research methodology which will be used through the whole research. The chapter contains, the most important methods which are used to collect data and how the research is done.

3.1 INTRODUCTION

There are 2 ways to do research, a qualitative method and a quantitative method. None of the methods are better. The qualitative method is used to focus on a small number of cases. This qualitative method can be used to collect data in a subjective way and use this data to find relationships between the collected data. The quantitative method is used when there is much research done on the subject. This method will focus on testing theories and hypotheses. This is done with help of numbers and statistical methods based on numerical measurements.

Further there are three goals for a research, namely explore, describe and explain (Babbie, 2004). The research which will conduct in this paper has the research purpose 'explain'. The research tries to discover which target groups are distinguished within the online grocery market. To reach this goal two things must be done, the first one is to describe the environmental factors and the second one is to describe the company. A internal and external analyze will be used to reach the goal of the research. The data for both analyzes will be collected in different ways. So the research has one goal but different methods to do the research.

The internal and external analyze will contain the literature study, this method will describe the most important theories that are related to the subject. These methods will establish a good background for the research. The literature study can be qualified as desk research, a research which can be conducted at a desk.

The second research will describe the preferences of the consumers in the Netherlands with the help of an empirical research. The research will discover how the consumers in the Netherlands think of doing their groceries online and how these consumers can be reached. This research has also the research purpose 'explain'.

3.2 THE RESEARCH

Like described above, there will be used different methods of research. The internal and external analyses are desk researches and the last research is an consumer research. This chapter described the desk research and the consumer research in more detail.

The desk research

The main purpose of the desk research is to collect data for the internal and external analyses and with these information the main questions can be answered.

To make a market analyze an internal and external analyze are needed. The external analyze is used to describe the characteristics of the Dutch market, in this research only the collected data for the online shopping market will be used. To describe the macro-environment the PEST analyses will be used, this will be discussed in chapter 3. For describing the industrial environment the 'Five Forces' model from Porter will be applied, also this model will be discussed in chapter 3. For the internal analyze the SWOT analyses will be applied to get a good view on the strengths, weaknesses, opportunities and threats of the company.

The survey

The survey is conducted to get information from consumers about their preferences to do online groceries. When the needs of consumers known, SuperThuis can make a strategy to fulfill these needs.
The interview will be taken as a written survey. The written survey is a less personnel way to interview consumers, but it will take less time to get the right information for the research. A verbal interview will take twice as much time than a written survey (Dijkstra and Smit, 1999). With a written survey it is also much easier to compare the data of the interviews.
It is important that the group of consumers who will take the survey is representative. This will say that these group gives a good impression of the society. That is why in the survey will be asked for the age and their gender. The survey will be conducted on street near supermarkets.

The size of the required sample is often determined by the size of the population, desired reliability, accuracy and the margin of error. This allows to make statements which best reflects the reality.
The population in this research are the inhabitants of the Netherlands, because SuperThuis wants to focus on the Dutch supermarket sector. In 2012, the number of inhabitants in Netherland was 16,8 million inhabitants. However not all inhabitants of the Netherlands are capable to do their groceries online. This study is based on a population of 18-85 years. Inhabitants aged 18 years and older do often independently .groceries and may fall into the target group of SuperThuis. For the calculation of the required surveys needed for a representative image of the reality, we go out of 16,8 million inhabitants, because only a minimal difference in the outcome emerges if we use the population of the Netherlands in the group 18-85 years.
The desired reliability to be achieved in this study is 90%, this will say that the test results will be identical in 18 of the 20 cases.
The standard deviation with a reliability of 90% is 1,645.
The margin of error referred to in this research is 5%, this means that if 50% of the respondents give a specific answer, in a follow-up study 45-55% of the respondents five the same answer on the same question.

To calculate the sample size, the following formula is used:

$$n >= \frac{N \times z^2 \times p(1-p)}{z^2 \times p(1-p) + (N-1) \times F^2}$$

n = the number of respondents required
z = the standard deviation at a given reliability
N = the size of the population
p = the probability that someone gives a certain answer
F = the margin of error

If we fill this formula, the outcome will tell us the required number of respondents we needed in this research to get representative results of the Dutch population on doing groceries online.

$$n >= \frac{16800000 * 1{,}645^2 * 50(1-50)}{1{,}645^2 * 50(1-50) + (16800000-1) * 0{,}05^2} = 271 \text{ respondents}$$

The formula emerges that at least 271 respondents must be found to get a representative outcome of the Dutch population on doing groceries online.
The respondents are randomly assignment to this research, because the surveys are kept by supermarkets in the region Twente with random people who are doing their groceries in that supermarket. There is been chosen to do the survey outside several supermarkets in the region from different companies. So that the outcomes of the survey are related to different types of consumers who do their groceries in different supermarkets.

4. Internal & External analyses

In this chapter the roadmap which is developed in Chapter 2 will be applied. In paragraph 4.1 the PEST analysis will be used to identify the macro environment. In paragraph 4.2 a competitive analysis will be made to identify the competitors in the market for online groceries shopping. In paragraph 4.3 the strengths and weaknesses of SuperThuis will be identified by using the SWOT analysis.

4.1 Macro Analyses

The PEST analysis describes the macro environment of an industry by identifying 4 different factors, the political factors, the economical factors, the social-cultural factors and the technological factors. With these four factors a good description of the macro environment can be made.

Political factors

Netherlands is generally a politically stable country with a stable government. The few conflicts among themselves in the political country, gives it the opportunity to focus mainly on citizens of the country and how they can protect them. One example is 'the social safety nets' that the government built up so people don't have to live on the streets suddenly with no money to spend, this 'social safety nets' and the rules and laws which are bounded to these 'social safety nets' are controlled and monitored by various authorities, these authorities support and advise citizens with these regulations. One of those organizations is the consumer authority (since 1 January 2013: Consumer and Market Authority), this organization is an autonomous institute operating under the ministry of Economics and which handles collective consumers complaints about infringement of consumers.

An important law for buying products online is the 'distance selling law', consumer rights are included in this law that are applicable to buying a product over the internet, a catalog, television, telephone, order form or fax. In other words situations where the consumer has no personal contact with the seller. Another law which is considered important for many consumers is the 'Personal Data Protection Act', this Act came into effect late 2001. The law contains rights and obligations for consumers and businesses, so it is possible for a consumer to access his personal data and a consumer can request a company to correct the data and to raise objections to the processing of personal information.

On January 1, 2013 is the law for e-commerce tightened, the main changes are that the consumer has the right to return or cancel the product within 14 days. Furthermore, the order button must be clearly visible and there must be a state that the consumer enters a binding agreement if they click the order button. The most profound change in the e-commerce law is the cookie law adopted by the government. Since January 1, 2013 websites must show a pop-up stating that the website uses cookies. All these laws and institutions must be taken into account when offering groceries online, if these point are forgotten or people think they do not need to follow these rules, this could have major consequences for the continuation of the online shop.

Economical factors
Just like the rest of the world, the Netherlands has to deal in the recent years with the global economic crisis that started in 2008. This crisis has a major impact on the growth of the economy, figures show that the Dutch economy has not grown since 2007, according to the Central Planning Bureau (CPB), the GDP will come out in 2014 on the same level as the GDP in 2007. Furthermore, according to the CPB unemployment will rise to an average of 5,75% of the population, however the rise in unemployment decrease. CPB expects that consumer spending will grow with 0,25% (Juniraming 2013, CPB). A large amount of this consumption will be done online. In the Netherlands we see a fast growing online shopping market. In 2000 the turnover of online shopping was 1,5 billion euro, in 2005 the total turnover of online shopping was 2,8 billion euro and in 2012 the total turnover was 9,8 billion euro (Thuiswinkel markt monitor 2012-2). If you look at these numbers you see that in 12 years the turnover has grown with 8,4 billion euro.
'Despite the recession and the dramatic consumer confidence, the number of purchases continues to rise' (Ed Nijpels, Chairman Thuiswinkel.org). This can be seen in the number of orders that online shoppers have made average. In 2012 an online shopper made an average of 8 online orders, this is 8% more than in 2011. The total amount of online purchases rises with 13% to 88 million orders in 2012. If we look to this numbers on daily base we see that there are over 240.000 online orders placed per day. However, we see a downward trend in the spend per order, in 2012 this amount is €111,- per order which is 4% less than in 2011 (Thuiswinkel markt monitor 2012-2).
The number of buyers also continues to increase to 10.58 million internet users who have placed an order online, this is an increase of 4% if you look at the number of online users in 2011 that have placed an online order. A trend which is less positive is that the number of new buyers in a year is flattening; In 2012 400,000 people from the Netherlands have bought a product on the internet for the first time (Thuiswinkel markt monitor 2012-2).
Further, the distribution of spending is not more equally distributed on online services and online products. The sales growth of the online market is mainly attributable to the increase in product expenditures, the expenditures have grown by 12% in 2012. However, this does not mean that the spending on online services has declined, we see here also an increase compared to 2011, namely 6%.

Social-cultural Factors
Netherlands now had 116,796,440 inhabitants, it stands out that the ratio between the number of persons aged 65 or older compared to people aged between 20 and 65 years increased from 20,1% to 28,0% (CBS, 2013), this is also calling the aging society. Further the figures of the CBS shows that the number of households is increasing faster than the population in the Netherlands. This is caused by the strong increase in the number of single-person households. If one looks at the online behavior of the inhabitants of the Netherlands in the area of online shopping, it shows that consumers more and more search and compare for online groceries online.
In 2012, the share of online searching and comparing groceries is 17% and 30%. It is expected that this would increase to 34% and 37% respectively. It appears that the traditional way of searching and comparing groceries with 45% is slightly more popular among

consumers. However the doubling of searching for groceries online is a trend that will continue (Retail Shopping Report 2012)
Because consumers often consult websites, it is important that the website meets the supermarket. Not every supermarket in a chain has the same products and works with the same offers. Therefore it is important that you distinguish the information you share on your website per supermarket. Because the customer becomes more mobile it is wisely that you create a app which consumers can use to orient and compare prices of products.
Think of an app like 'Appie' of Albert Heijn and the apps of C1000, Deka and Hoogvliet.

Technological Factors
Bolthuis en Simons (1999) noted several changes in society and in business. These changes cause a continuing need for learning. The changes are about a shift to a knowledge society, and thereby the demand for quality products and no longer mass production. In these changes internet plays a huge role. In today's business we can't work without the internet. People sometimes spoke of a digital revolution. This has a great influence on the lives of the people.
Not only the citizens use the internet in their lives, also the business uses the internet to maintain contact with suppliers and customers (e-business) and in some cases they sell products and services over the internet (e-commerce)(Shaffey, 2007). In the world of supermarkets, the internet is also used for quite some time. However, they only used the internet to give a overview of the products and offers and to display the contact details of the supermarket. Currently we see a shift from offering general information about a supermarket to the ability for customers to order groceries online. A survey of CVW-Mitex showed that beside a website which provide general information, which is the most important function of a website of a company (CVW-Mitex, 2010), consumers find it also important that they can order products/services and also that the company can deliver these products. The same survey showed that ordering online and the pickup of the ordered product/service in a physical store is less important for consumers. But this research shows that consumers often use a website of an company and like to have the option to order products online.
The new consumer wants to buy his products when it suits him. For a supermarket is a online store an ideal option. With an online store they are accessible 24 hours a day, this gives an additional service to consumers because consumers can order products in the weekend and in the evening and most of the time the delivery is very fast, so if they miss a product it is very easy to order this online. Supermarkets often compete on price, think of the price wars which often occur in the past. If a supermarket has the lowest prices on products, most of the consumers don't know this. Through an online store, consumers can compare the prices of different supermarkets with each other and order their products at the cheapest supermarket.
With the rise of the internet, there are more and more technologies available to consumers and business. A technology that is very popular among businesses and consumers nowadays are the social networking sites (SNS). Social networking sites use web-base technologies to allow individuals to form or maintain online social connections and share their skills, talents, knowledge, and/or preferences with other members (Hee Dae, Lee, & Lee,

2013). Boyd and Ellison (2007) define social networks as 'web-based services that allow individuals to:

1. Construct a public or semi-public profile within a bounded system
2. Articulate a list of other users with whom they share a connection
3. View and traverse their list of connections and those made by other within the system

Firms use Social networking sites for different purposes, some use it to facilitate recruiting and connecting potential contributors for distributed innovation processes (Cash et al., 2008). Some leverage their own internal social networking site to increase efficiency in the workplace (Middleton, 2008). Some use it a s a recruiting tool, Social networking sites enables the observation of candidate behaviors within an online setting (Henricks, 2009). Firms can also use social networks to engage in direct market research (Henricks, 2009) and to maintain positive relationships with customers (Parise et al., 2008)

Facebook
A example of an SNS is Facebook. Facebook is a worldwide used medium which offers many opportunities for businesses. As an example we take Heinz, who gives visitors of their Facebook page the opportunity to be the first to taste a limited edition of their product. This is an excellent way to test a product. Furthermore, Facebook can also be used to test if consumers like or don't like a product which you want to add to your assortment.

One in five consumers let them inform by social media about their supermarket. It is expected that this number will rise to 28% in 2015. The search of information about supermarkets by social media will be done by more than a quarter of the Dutch in 2015.

By the emergence of social media, consumers interact differently with each other's and consumers are easier a part of a society. The great power of social media is that consumers can share experiences and opinions. With a click on the button it is possible for consumers to indicate and share that they are happy about something. Figure 2 describes the evolution of social media.

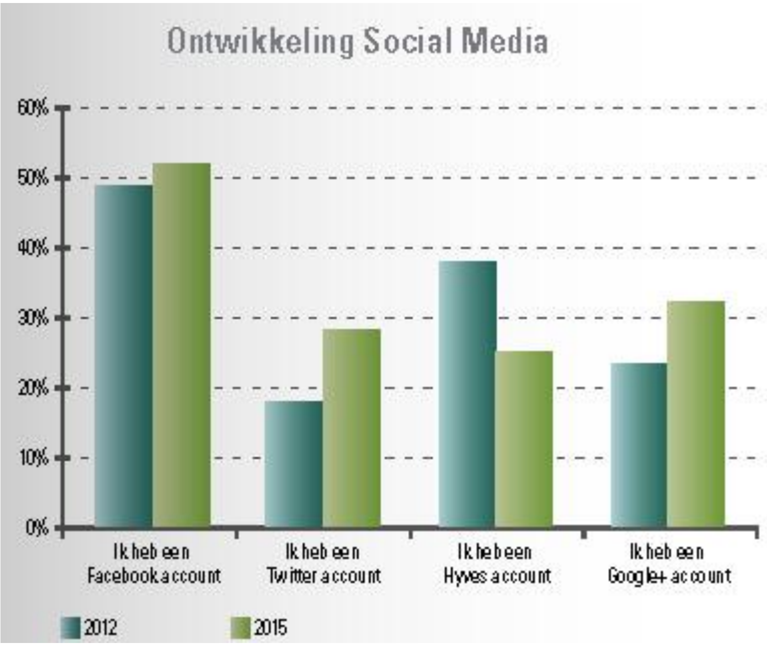

Figure 4: Evolution of Social Media

But not only SNS are used by firms, firms also use blogs for different purposes.
Blogs (Short for weblogs) are online journals characterized by short entries and regular updates. Blogs are inherently flexible and can be used for a variety of purposes, ranging from personal opinions to knowledge management initiatives and customer relation tools (Ives and Watlington 2005). One of the most useful features of blogs is the functionality that allows readers to comment on each entry (Kolbitsch and Maurer, 2006; Rosenbloom, 2004). This enables open discussion for every post (Zerfass and Boelter, 2005). The collective comments and links on blogs form a clustered network termed the blogosphere (Schmidt, 2007).

Twitter
Twitter is the most popular social networking and micro blogging service, thriving on constant change and updates. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. Authors can restrict delivery to those in their circle of friends or allow open access (Hee Dae, Lee, & Lee, 2013).
Twitter is an ideal way to inquire followers about deals and offers, but also special Sunday opening hours or additional shopping Sundays.

4.2 COMPETITIVE ANALYSIS

The factors in the industrial environment which will play an important role for SuperThuis, will be presented on the basis of Porter's Five Forces model in this paragraph. This model consists of five factors that demonstrate what the power of a company is.

Supplier Power
There are numerous suppliers in the area of groceries for consumers. Think for instance of Iglo, Aviko and Johma for frozen food or Celavita, Peka and Dena-asia for vegetables, potatoes and fruit. Because there are so many suppliers that can deliver products to supermarkets, the power of supermarkets towards suppliers is big. However consumers expect that the supermarket have certain products/brands included in their assortment. Think of Campina and Yakult for dairy products or Lays for chips. Given that these suppliers have built a strong brand what is loved by consumers, it is difficult for supermarkets to move away from these brands and to switch on a lesser known supplier. From this it can be seen that the power of suppliers towards the supermarkets is quite big. The supplier of premium brands have built a strong brand that consumers don't want to miss in a supermarket, however the lesser known brands (B-brands) can be replaced in a supermarket because they have less brand awareness. Consumers who often buy B-brands, buy it because those products are a cheaper alternative for A-brands. These consumers does not matter what brand it is, if the product what is offered is good.

Buyer Power
In the Netherlands it is possible to do your groceries in short distance. This is possible because the Netherlands has 4300 supermarkets. These supermarkets have a market share of 49% of total consumer spending on food and drink (FSIN, 2012). The turnover of these supermarkets in 2011 was 33 billion Euros, a rise of 2,7% compared to 2010. With this in mind it is to clarify that consumers have many choices of several supermarkets, since almost every citizen in the Netherlands has a supermarket in their neighborhood it is easy to switch from one supermarket to another. This is also reflected in the price wars that the supermarkets themselves have fought for a while. This price war occurred because the supermarkets product prices went down more and more so that they could get more consumers to the supermarket to buy some products. In order to not lose their consumers, other supermarkets joined the price war and decrease the prices of their products. Nowadays you can divide consumers who buy groceries at a supermarket into two categories, the consumers who buy their groceries in a physical store and the consumers who buy their groceries online. Doing online groceries is still growing as shown by The consumer survey by Deloitte (2012). It found that 17% of consumers will use a online ordering service in the future. Furthermore, it appears from this study that a large group of consumers (41%) indicated that their supermarket offers a online ordering service, in this case 5% also make use of it. On average they spend 97,43 Euros per order on groceries and they have a average of 11 orders per year. Of the 2700 respondents only a tenth don't like to go shopping. Three-quarters of these respondents compares prices from several supermarkets with each other and often go to the cheapest supermarket. 17% of respondents orients itself through internet sites of supermarkets on prices and deals from a supermarket. Comparing prices is generally done via weekly folders (42%), 9% compares the prices over the internet. Two fifths of the respondents indicated that their store has an online ordering service, only 5% uses this sometimes, they do that on average less than once a month. The average amount that is spent is 97 Euro. Of consumers who not buy groceries online gives no more than four-fifths that they are not going to do that in the future, even if another supermarket will offer it as their own supermarket does not do this.
It can be said that consumers have a great power on supermarkets, if a consumer don't want to pay a high price for a product, there is always another supermarket nearby who has the same product for much lower price.

Competitive Rivalry
4300 supermarkets are located across the Netherlands, most supermarkets have a commercial partnership with one of the 25 supermarket giants in the Netherlands. The largest organizations in the Netherlands are Albert Heijn, C1000, Jumbo, Plus, Lidl and Coop. The supermarket sector is characterized by strong competition. Prices have been under pressure for years. This is due the competition between supermarket chains offering low prices. There was a price war between supermarket chains between2003 and 2006, which has resulted in supermarket chains went bankrupt and were taken over by other groups (for example Konmar which was acquired for a large part by Ahold).
The largest concern in the Netherlands is Albert Heijn (AH). AH has more than 900 stores in the Netherlands and has a 34% market share in the Dutch supermarket sector (for the market shares of the other supermarkets see Figure 2).

Marktaandelen van supermarktketens (op basis van ketenstructuur begin 2013)
Bron: Nielsen

	2007	2008	2009	2010	2011	2012
Albert Heijn	29,5%	31,3%	32,8%	33,6%	33,5%	33,7%
C1000	14,3%	13,2%	11,7%	11,5%	12,1%	12,0%
Super de Boer	7,3%	6,8%	6,5%	5,5%	2,4%	0,1%
Jumbo	4,4%	4,8%	4,9%	5,5%	7,4%	9,6%
Superunie (totaal)	30,0%	30,7%	29,6%	29,6%	29,2%	29,0%
- Coop	2,4%	2,5%	2,4%	2,5%	2,6%	2,7%
- Deen	1,9%	1,9%	1,9%	2,0%	2,0%	2,0%
- Detailresult	-	-	-	-	5,8%	5,6%
- Sligro Foodretail (Em-Te)	2,3%	2,6%	2,9%	2,8%	2,7%	2,7%
- Hoogvliet	1,9%	1,9%	1,9%	2,0%	2,0%	2,1%
- Jan Linders	1,0%	1,0%	1,0%	1,0%	1,0%	1,0%
- Plus	6,0%	6,1%	6,0%	6,0%	5,9%	5,8%
- Poiesz	0,9%	0,9%	0,9%	1,0%	1,0%	1,0%
- Spar	1,9%	2,2%	2,3%	2,2%	2,1%	1,9%
- Vomar	-	1,6%	1,7%	1,7%	1,6%	1,6%
Aldi	8,9%	8,5%	8,3%	7,9%	7,9%	7,6%
Lidl	4,0%	4,8%	5,4%	5,6%	6,7%	7,5%
Overig	1.5%	0.7%	0.8%	0.8%	0,8%	0,6%

(Bijgewerkt 19 februari 2013)

Figure 5: Market share of supermarkets 2013

The most visited supermarkets in the consumer survey from Deloitte 2012 are Albert Heijn (57%) and Lidl (34%). But also C1000 (31%) Jumbo (28%) and Aldi (27%) are frequently visited by the respondents.

Threat of Substitution

The threat of substitution is quite high in the supermarket industry, consumers are able to substitute to other major retailers, smaller convenience stores, niche product outlets, restaurants, bakeries etc. Albert Heijn and SuperUnie have a range of products and services that have close substitutes, this effects price elasticity of demand because the market is sensitive to price. The supermarkets in the Netherlands are always trying to increase the quality of products and services resulting in a constant need to differentiate products and services from competition to make them less price sensitive.

Threat of new Entry
Barriers to enter the supermarket branch in the Netherlands relies on the entrants capability of matching capital requirements of the existing firms. Like said before the Supermarket branch is dominated by firms like Albert Heijn, C1000 and superunie. But not online the capital requirements are important for new entrants. Also experience is important in the supermarket branch, look at the experience curve (figure 3) (Boston consultancy group, 1960). A new entrant must achieve the economies of scale to compete on cost advantage. In the supermarket branch the factors to achieve the economies of scale are efficiency, pricing, range of goods and value of products.
Product differentiation is another barrier to entry, a new entrant need to achieve a certain level of differentiation and get a own identity through promotion and costly advertising.

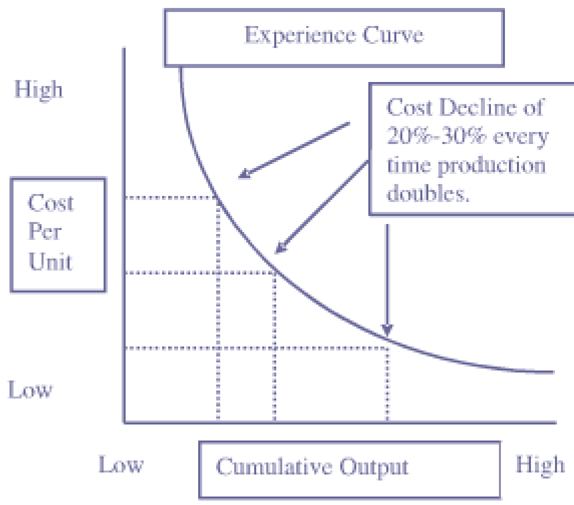

Figure 6: Experience curve (Boston consultancy group, 1960)

4.3 SWOT ANALYSIS

Now both analyzes mentioned above are performed several issues can be brought forward, which in turn can give input for the SWOT analysis. SuperThuis is a startup company that focuses on offering a service which gives the consumers the ability to do their groceries online.

Strengths

SuperThuis is a start-up company who want to obtain their initial capital through the use of external investors and a small part of its own capital. These external investors put some of their capital in SuperThuis and they get a sufficient part of the profit in return from SuperThuis. This model ensures that SuperThuis has a small risk in terms of their venture capital. This is a major advantage of SuperThuis to other supermarkets such as Albert Heijn, because they take a big risk with their own capital.

As a start-up company with little brand recognition is the risk of reputational damage in the failure of the project small or even non-existent. If for example Appie of Albert Heijn completely failed and people and media give negative attention towards it, by poor delivery, poor quality. This will damages the general images of Albert Heijn.

There are already a number of supermarkets that offer online shopping. However this concept of supermarkets is still not very popular and many consumers buy their groceries still in the physical store. SuperThuis has the advantage that it can look closely at these concepts and they can see what they should and not should do to make SuperThuis a success and make SuperThuis more successful than the competitors.

Because SuperThuis is a start-up company which will target itself completely on the online shopping market and they do not have to take care of a physical store. It will be much more innovative than other supermarkets, because these supermarkets need a small amount of their resources to innovate their physical stores.

Weaknesses

Because SuperThuis is a start-up company it has no experience in the area of online shopping or have some experience in the supermarket industry. Because the major supermarkets existed for many years they have this experience and they know what consumers want and how they can offer this to these consumers.

Because SuperThuis is a start-up company it has to do with high initial costs. These costs cannot be paid from its own equity and therefore SuperThuis must focus on external investors. These investors also expect that they will get a proportion of sales or profit so that they can earn back their investments. This creates expectations of investors, SuperThuis will definitely have to make these expectations.

Because SuperThuis is a start-up company it has no brand awareness among consumers. This in contrast to the large supermarkets which are operating in this business for a long time. This will make consumers less likely to consider ordering their groceries online via

SuperThuis. They are more likely to order their groceries online by Appie from Albert Heijn or via the websites of supermarkets

Opportunities

SuperThuis as a new company focuses on an existing market. As an outsider who is new on the market, companies often see opportunities that established companies do not see because they are too well integrated in the market

SuperThuis was able to look good at the online possibilities, offered to consumers to do their groceries online, by the established supermarkets. SuperThuis can look to these possibilities and pick out the good points and the point they can improve for themselves.

As previously indicated the online market continues to grow and more and more consumers will buy their products online. It is expected that this growth also affects the online groceries market and that more and more consumers will do their groceries online. SuperThuis will be able to attract these new consumers to their own company so that these new consumers will buy their groceries via the website of SuperThuis.

Threats

SuperThuis is as start-up company new to the online grocery market and will have to compete with the established names of large supermarkets like Appie of Albert Heijn, C1000 etcetera. These large companies have the ability to thwart SuperThuis by for example offering lower prices on their groceries so SuperThuis must lower their prices to attract consumers, but when SuperThuis lowers their prices they don't make any profit and finally they will be bankrupt.

consumers are not willing to buy their groceries online. Consumers indicate that they still feel the need to get their groceries at a physical store, because they are afraid of the poor quality groceries they get when they buy their groceries online. .

All these factors of the SWOT analyses can be put in a figure like the one in Figure 7

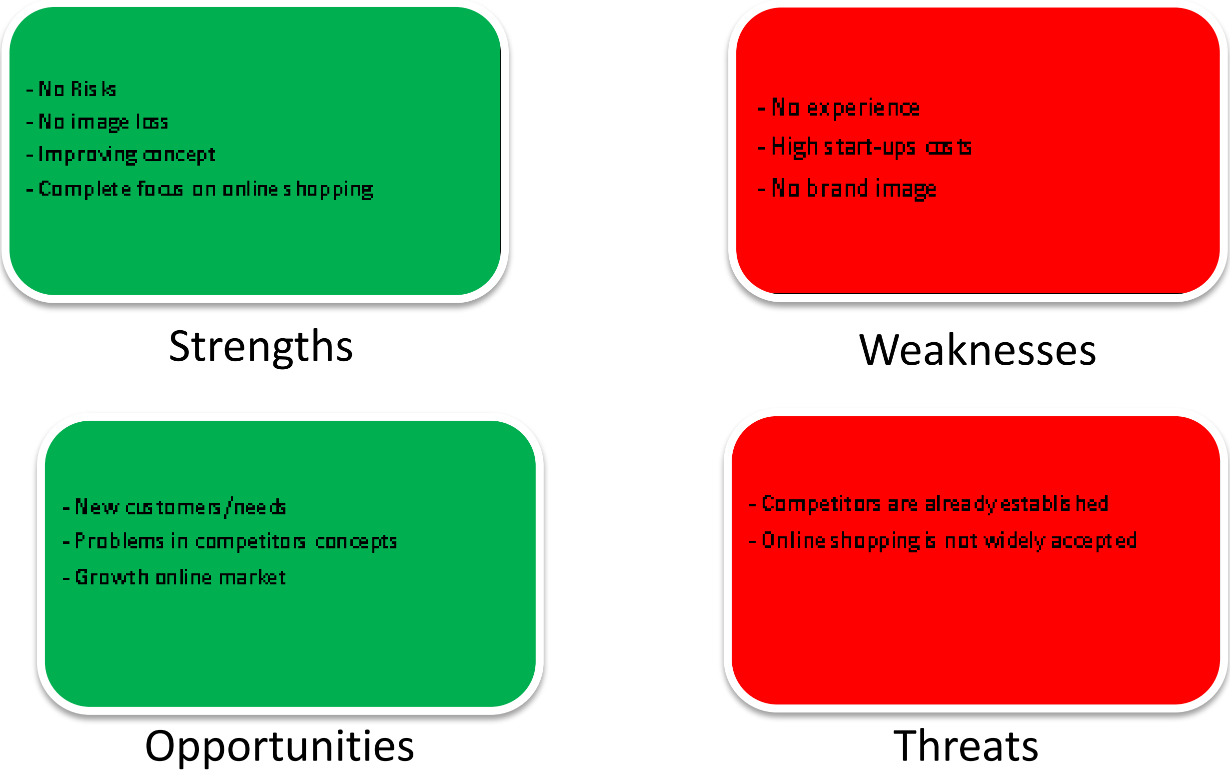

Figure 7: SWOT Analyses

5. Analyses of Data

This chapter describes the results derived from the desk research and the results derived from the survey that is conducted under 80 consumers of different supermarkets nearby Almelo. The survey can be found in Appendix A .The results will be discussed on basis of analysis which has been carried out below. The full analysis can be found in Annex B.

5.1 Applied Research: Overall research results

The theoretical analysis showed that many people in the Netherlands do their groceries at supermarkets, this has to do with the distance to the nearest supermarket. With 4300 supermarkets in the Netherlands almost every resident has a supermarket in their neighbor. This is reflected in the survey results, 71 of the 80 respondents has a supermarket within a radius of 1 kilometers where they buy their groceries, this is 88,8% of the respondents.

The majority of the respondents indicated that they never visit a website, this involves 28 of the 80 respondents. 26 respondents indicated that they sometimes visit the website of a supermarket and only 6 respondents indicate that they often visit a website from a supermarket. The reason these 32 respondents visit a website of a supermarket is especially for contact details (15 respondents) and the product catalog/information on products (15 respondents), the other two respondents visit the website mainly for information about the company.

87,5% of the respondents do at least once a week their groceries. 23,8% of the respondents who do more than 1 time per week their groceries indicates that they do this three time a week.

The majority of the respondents are using social media like Facebook, Twitter, Hyves and Google+. 16 of the 80 respondents don't use any social media, these are mainly the older respondents who are over 50 years old. 64 respondents indicated that they make use of social media.

5.1.1. Type buyer

The majority of the respondents indicates that they don't like to do groceries. 52 respondents find themselves to a greater or lesser extent a 'Koopontwijker'. What also emerged from the interviews with the respondents is that they don't like to do groceries but they find it necessary to do the groceries.

The majority of the respondents indicated that they are not limited in doing groceries. The respondents who reported that they are limited in doing groceries gave as reason that they had no time because of work and other commitments. However the respondents which are 60 years and older said that they were limited by physical problems.

Most respondents indicated that they can cope well with computers and other technology, however the respondents who indicated this were younger than 50 years. Respondents aged 60 years or older reported that they have little or no knowledge of computers and other technology.

63,3% of the respondents indicated that they would pay a little extra for groceries when this will save them time. However this also shows that this is only true for respondents younger than 50 years. Respondents age 50 years and older indicated that they don't want to spend extra money to save some time.

5.1.2. Advantages and Disadvantages of online shopping

A large majority of respondents (85,3%) indicates that a major advantage of online shopping is that you can order whenever you want.
Also 65,8% of the respondents finds it an advantage that online shopping takes less effort to do, they can simply order their groceries by computer.
73,4% believe that online shopping saves time, they can quickly do some shopping and have still time for other things.
Slightly more than half of the respondents (53,2%) believe that they can easily compare prices between different products and stores by online shopping. They also find it an advantage that they can choose out of a larger selection of products.
A less important advantage of doing groceries online is that the respondents do less impulsive purchases. 30,4% of the respondents believe this is an advantage of doing online groceries.
The same goes for the advantage that consumers have a better overview of expenditure if they do their groceries online. 35,4% of the respondents believe this is an important advantage of online shopping.

The quality of products they expect to receive is the biggest drawback of doing online groceries for the respondents. Many respondents (84,6%) are worried that they don't receive good quality products from a supermarket if they order them online.
Furthermore, 23,4% of the respondents don't trust online payments and they are afraid of giving their personal date by doing online groceries.
22,1% of the respondents find it a shortcoming that they can't ask something to the staff if they have questions while doing online groceries.
A disadvantage which was particularly noticeable among older people was that they find it too complicated to do online groceries (14,1%). This is because they don't have a computer or don't know how to deal with a computer.
Another disadvantage of online shopping is that they don't have any social contacts while doing their groceries online. 30,8% of the respondents found this a disadvantages of doing their groceries online.

5.1.3. Rating for doing online groceries

The results of the survey of 80 respondents showed us that slightly more than half of the respondents don't feel inclined of doing their groceries online. 56,3% of the respondents gives a 5 or lower for doing online groceries. However most respondents who provide a insufficient grade for doing online groceries giving a 5. These respondents indicate that they want to consider doing their groceries online if they don't have to pay for the delivery of their products (90,2%).

5.2. APPLIED RESEARCH: DIFFERENCES BETWEEN MAN & WOMEN

The survey results show that men are generally slightly more positive about the benefits of online shopping than women. Below you find the explanation of each advantage and disadvantage an how man en woman think of it.

Order whenever you want
With this advantage there is no distinction between men and women. Both agree that ordering groceries whenever you want is a big advantage of doing groceries online. 82,5% of men and 82,5% of women think this is an important advantage of doing their groceries online.

Less effort
29 of the male respondents indicated that they find it a great advantage that doing their groceries online takes a lot less effort which is 72,5% of the men. Of the female respondents 23 respondents find this a great advantage, which is 57,5% of the women.

Time-saving
Men and Women find it an important advantage that they can save time if they do their groceries online. However the results showed us that the man attaches more value to this advantage than women. 31 of the manly respondents think that saving time is a great advantage, compared to 27 of the female respondents.

Less impulsive purchases
In general the respondents don't find this a big advantage of doing online groceries. 32,5% of men think this is an important advantage. Of the female respondents this is 30% of the respondents. This shows that there is a minimal difference between the opinion of the man and the woman on this advantage.

Easy to compare prices
52,5% of men and 52,5% of women indicated that they find it an advantage that they can compare prices of product if they do their groceries online. We can conclude that there is no difference between man and women in this benefit.

Better overview of expenditures
18 male respondents find it an advantage that they have a better overview of their spending when they do their groceries online. 10 female respondents find it an advantage of online shopping. This shows that men find it more important that they have a better overview of their spending when they do their groceries online.

Greater product range
50% of the male respondents considers it important that they can choose products out of a larger selection when they do their groceries online. 52,5% of the women find this important. the female respondents find it more important than the man that they can choose from a wider product range when they do their groceries online.

Interest in online shopping.
The average grade which men give express their interest in doing their groceries online is 5,0250. 23 male respondents give a 5 or lower to express their interest in doing their groceries online.

The average grade which women give to express their interest in doing their groceries online is also a 5,0250. However, 22 female respondents give a 5 or lower to express their interest in doing their groceries online.

6.0 CONCLUSION AND RECOMMENDATIONS

6.1 CONCLUSION

The literature study made clear that the turnover of traditional stores is falling in recent years. This is partly because of the developments that the internet brings. The use of the internet among consumers is increasing and therefore the number of online shops increased significantly in recent years.

Because of this changing consumer behavior also the purchasing behavior of consumers is changing. More and more consumers make use of the possibility to buy their products online. The consequences are that there are more and more online shops, which can easily compete with traditional stores due lower costs. The growth of the online shops ensures that the online consumer spending is increasing.

The survey which is conducted shows that consumers see the benefits of online shopping en that they appreciate these benefits. However the disadvantages of online shopping are for most consumers more important than the advantages. Especially the fear of receiving poor products ensures that consumers are afraid to buy their products online. This is reflected in the grades which consumers give for online shopping and their interest in it, this grade is slightly higher than a 5. Here is no difference between men and women. However, consumers will buy their products more online if there were no costs to deliver the products which they bought online.

6.2 ANSWERING SUB QUESTIONS

Below the sub-questions which are conducted in the beginning of the study will be answered. The answers are based on the results from the literature and the practical research that is conducted.

What does the online shopping market looks like?

The literature study revealed that the online shopping market is experiencing strong growth and this growth will continue. Between 2000 and 2012 the turnover of the online shopping market has become almost 4 times as much. It also appears that the number of orders which are done by consumers online continues to grow. However the average value of orders is dropped. The expectation are that in 2017 10% of the consumer purchases will be done online.

What are the target groups for 'SuperThuis' and what are the developments they're going through ?

The survey results revealed that 'SuperThuis' can best focus on the group of consumers between 25 and 40 years. This group of consumers know how to deal with computers and how to order products online. Consumers in this group have often already purchased products online. Furthermore this is an audience that has less time due work and their families, doing their groceries online is a good solutions for making time which they can spend on other things.

How can SuperThuis reach these target groups ?

The literature shows that most people still use the traditional way to compare and search for groceries. However there is a trend that the traditional is less and less used and that consumers are increasingly use the internet to compare and search for groceries. The survey-results shows that the majority of the consumers don't use the website of a supermarket. The consumers who use the website of a supermarket mainly look here for contact details and information about products.

Social media is the best way for SuperThuis to reach the consumers which are in the age of 25-40 years. The target group which SuperThuis tries to reach is mostly active on Twitter and Facebook and since social media is still growing the users of Twitter and Facebook will grow further. This is reflected in the results of the survey, 64 of the 80 respondents indicated that they use social media.
The website of a supermarket is a minor good way to reach the target group because most of the respondents in the survey don't use the website of a supermarket.

6.3. Answering Central question

Which target groups are distinguished within the online shopping market and how they could best be reached ?

The online shopping market is still growing and the turnover of products which are bought online still continues to rise. It is expected that the market of doing online groceries also continues to grow. To be a part of this growing market SuperThuis can best target the consumers of an age between 25 and 40 years. These consumers have knowledge of computers and have often bought products online. Also these consumers have less time to do groceries through work and private business or they have no time to do something for themselves. For these consumers is doing online groceries a good option to save some time which they can use for other things.

Social media like Twitter, Facebook and possibly Google+, when it is widely used in the Netherlands, is the best way for SuperThuis to achieve this target group. Through Twitter SuperThuis can share announcements about SuperThuis, for example things that are changed or other newsworthy items. By retweeting these announcements by other users a big audience can be reached. Facebook can be best used to announce actions or give attention to any changes which are in the infancy stage.

6.4 Recommendations

Based on the different topics that have been addressed in this thesis, the following recommendations can be done to the client:

- The client can best focus on consumers in the age group of 25 to 40 years. Because these consumers are most active online and often do groceries.
- The client can best use social media like Twitter and Facebook to promote SuperThuis.
- The use of the website of the supermarket to promote SuperThuis is possible by placing a link to the online store or a news story. But it is not advised to use it for active promotion of Superthuis because it is not widely supported..
- The client must make the barrier to do online groceries low as possible. SuperThuis can achieve this by dropping the most costs for the consumers. Optionally when people do their groceries online and they trust it is still possibly to make profit.
- The client is advised to use Track & Trace to send the purchased products. This is a simple and efficient way to monitor the package between shipment and delivery.

6.5 Reflection

The results of the research confirm the general trends that the online shopping industry is experiencing. The branch is on the rise, but the branch not really live among consumers. The study confirmed the picture that there is still a high threshold to do online groceries. Given the small number of respondents in the survey, the results of the research are to a lesser degree generalizable to the entire Dutch population. Because most of the respondents lives in the region Twente the results of the research are to a lesser degree generalizable to the entire Dutch population.

The generalization of the study is limited, due to the scope of the research. A larger study with more respondents would improve the generalizability. A larger study will also improve the reliability of the study.

The respondents of the survey are equally divided between men and women. This is a strange happening because most of the time women do the groceries in a household. This makes this research not a very good reflection of the Dutch population. However more and more men do groceries in a household, because more and more men become family man when their husband is working. Another trend is that there a more one-person households in the Netherlands than in the past 20 years, so these people must do their groceries on their own.

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APPENDIX A: ENQUETE

Algemeen

1. Wat is uw naam (niet verplicht)?

....

2. Wat is uw geslacht ?

□ Man □ Vrouw

3. Wat is uw leeftijd ?

...... Jaar

4. Waar woont u ?

....

5. Wat is de afstand tot de dichtstbijzijnde supermarkt ?

.... Kilometer

6. Wat is de maximale afstand wat u wil afleggen om boodschappen te doen ?

...... Kilometer

7. Kijkt u wel eens in bladen (reclame, kranten) waarin aanbiedingen van supermarkten staan ?

□ Nee □ Soms □Vaak

8. Bezoekt u wel eens websites die met supermarkten te maken hebben ?

□ Nee □ Soms □Vaak

9. Indien u wel eens een website van een supermarkt bezoekt, waarvoor bezoekt u de betreffende website ? Vink aan wat van toepassing is.

□ Informatie over het bedrijf
□ Productcatalogus / informatie over producten
□ Contactgegevens
□ Nieuws over het bedrijf
□ Online boodschappen doen
□ Locatie van een Supermarkt
□ Overig, namelijk............

10. Maakt u gebruik van social media (Facebook, Twitter, Hyves of Google+)
□ Nee □ Ja

11. Hoe vaak doet u boodschappen ?

□ 1x per dag □ 1x per week □ meer dan 1x per week □ 1x per maand □ minder dan 1x per maand

12. *Indien u meerdere keren per week boodschappen haalt, hoe vaak is dit dan ?*

..... keer per week

13. Wat voor een type koper bent u ? Geef bij elke optie aan in hoeverre dit van toepassing is op u (1 precies zoals u bent, 5 helemaal niet zoals u bent).

Koopontwijker (Hekel aan boodschappen doen)

□ 1 □2 □3 □4 □5

Noodzakelijke gebruiker (Je bent gelimiteerd in je kunnen en doen door een reden)

□ 1 □2 □3 □4 □5

Technologist (Je kunt goed overweg met computer/internet/techniek)

□ 1 □2 □3 □4 □5

Tijdsnood (Je betaald graag wat extra, zodat je meer vrije tijd hebt)

□ 1 □2 □3 □4 □5

Verantwoordelijke (Je hebt de tijd en krijgt gevoel van eigenwaarde door boodschappen te doen)

□ 1 □2 □3 □4 □5

Traditionele shopper (Je kunt niet goed overweg met de techniek en vind boodschappen doen leuk)

□ 1 □2 □3 □4 □5

Voorraadoverzicht

14. Zou u, in een cijfer, kunnen aangeven hoe waardevol u het vindt om elektronisch op de hoogte gehouden te worden van de voorraad van een supermarkt. (Denk hierbij aan het aantal producten wat aanwezig is in een winkel bij het bestellen)

□ 1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10

Online Boodschappen doen

15. Wist u dat u online boodschappen kon doen alvorens u met deze enquête begon ? Zo ja, hoe wist u dat ?

□ Ja, via reclames op TV/Radio/Internet/Openbaar
□ Ja, via Familie/Vrienden/Collega's
□ Ja, via reclame blaadjes
□ Nee, U had geen idee

16. Indien u een keer online boodschappen hebt gedaan, hoe tevreden was u hier mee in vergelijking met het boodschappen doen bij een traditionele supermarkt. (1 zeer tevreden, 7 helemaal niet tevreden)

Kosten	□ 1	□ 2	□ 3	□ 4	□ 5	□ 6	□ 7	
Kwaliteit	□ 1	□ 2	□ 3	□ 4	□ 5	□ 6	□ 7	
Service		□ 1	□ 2	□ 3	□ 4	□ 5	□ 6	□ 7

17.Wat zijn in uw ogen de belangrijkste voordelen van online boodschappen doen? (1 belangrijk, 5 niet belangrijk).

Je kunt bestellen wanneer je wilt

□ 1 □ 2 □ 3 □ 4 □ 5

Minder moeite (parkeren, producten meenemen)

□ 1 □ 2 □ 3 □ 4 □ 5

Tijdsbesparing

□ 1 □ 2 □ 3 □ 4 □ 5

Minder impulsieve aankopen

□ 1 □ 2 □ 3 □ 4 □ 5

Makkelijk prijzen vergelijken

□ 1 □ 2 □ 3 □ 4 □ 5

Beter overzicht van uitgaven

□ 1 □ 2 □ 3 □ 4 □ 5

Groter assortiment

□ 1 □ 2 □ 3 □ 4 □ 5

18. Wat zijn in uw ogen de belangrijkste nadelen van online boodschappen doen? (1 belangrijk, 5 niet belangrijk).

slechte kwaliteit (gedeukt fruit, kapotte pakken etc.)

□ 1 □ 2 □ 3 □ 4 □ 5

geen vertrouwen (online betalen, persoonlijke informatie)

□ 1 □ 2 □ 3 □ 4 □ 5

Geen personeel om vragen aan te stellen

□ 1 □ 2 □ 3 □ 4 □ 5

Te ingewikkeld (betaling, winkelwagen etc.)

□ 1 □ 2 □ 3 □ 4 □ 5

Geen sociale contacten met andere mensen

□ 1 □ 2 □ 3 □ 4 □ 5

19. Zou u, in een cijfer, kunnen aangeven in hoeverre u belangstelling hebt bij het online aanschaffen van boodschappen ?

□ 1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10

20. Als u bij vraag 19 een 5 of lager heeft ingevuld, wat zou u overhalen om toch uw boodschappen online aan te schaffen ?

□ Geen verzendkosten □ Afhalen bij een servicepunt □ Geen inschrijfgeld

Factuuroverzicht

21. Zou u, in een cijfer, kunnen aangeven hoe waardevol u het vindt om elektronisch al uw facturen overzichtelijk te kunnen bekijken ? (Hierin kunt u uw bijv. uw maandelijkse uitgaven aan boodschappen in een oogwenk bekijken, door een persoonlijke inlogcode).

□ 1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10

Track & Trace

22. Zou u, in een cijfer, kunnen aangeven hoe belangrijk u het vindt om op de hoogte te worden gehouden van uw bestelling ? Zou u willen weten waar uw pakket zich momenteel bevindt en wanneer het zou worden aangeboden ?

□ 1 □ 2 □ 3 □ 4 □ 5 □ 6 □ 7 □ 8 □ 9 □ 10

23. Belt u liever telefonisch over de status van uw bestelling of maakt u liever gebruik van het track and trace systeem ? (track & trace is een manier om uw pakket of zending te volgen via internet. Door het invullen van een nummer op deze pagina bent u direct op de hoogte van de verzendstatus van uw pakketzending.)

□ Telefonisch □ Track and trace

APPENDIX B: ENQUETE RESULTS

2. Wat is uw geslacht ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	40	50,0	50,0	50,0
	Vrouw	40	50,0	50,0	100,0
	Total	80	100,0	100,0	

3. Wat is uw leeftijd ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30 Jaar	31	38,8	38,8	38,8
	30 - 40 Jaar	27	33,8	33,8	72,5
	40 -50 Jaar	7	8,8	8,8	81,3
	50 - 60 Jaar	4	5,0	5,0	86,3
	60 - 70 Jaar	4	5,0	5,0	91,3
	70 - 80 Jaar	4	5,0	5,0	96,3
	80 - 90 Jaar	3	3,8	3,8	100,0
	Total	80	100,0	100,0	

4. Waar woont u ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Enschede	11	13,8	13,8	13,8
	Hengelo	15	18,8	18,8	32,5
	Albergen	24	30,0	30,0	62,5
	Nijverdal	3	3,8	3,8	66,3
	Almelo	5	6,3	6,3	72,5
	Gouda	1	1,3	1,3	73,8
	Lattrop	3	3,8	3,8	77,5
	Langeveen	2	2,5	2,5	80,0
	Borne	5	6,3	6,3	86,3
	Groningen	1	1,3	1,3	87,5
	Delft	2	2,5	2,5	90,0
	Habrinkhoek	3	3,8	3,8	93,8
	Wierden	1	1,3	1,3	95,0
	Losser	2	2,5	2,5	97,5
	Gronau	2	2,5	2,5	100,0
	Total	80	100,0	100,0	

5. Wat is de afstand tot de dichtstbijzijnde supermarkt ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	,10	8	10,0	10,0	10,0
	,20	4	5,0	5,0	15,0
	,30	6	7,5	7,5	22,5
	,40	2	2,5	2,5	25,0
	,50	11	13,8	13,8	38,8
	,60	3	3,8	3,8	42,5
	,70	3	3,8	3,8	46,3
	1,00	34	42,5	42,5	88,8
	1,50	2	2,5	2,5	91,3
	2,00	3	3,8	3,8	95,0
	2,50	1	1,3	1,3	96,3
	3,00	2	2,5	2,5	98,8
	7,00	1	1,3	1,3	100,0
	Total	80	100,0	100,0	

6. Wat is de maximale afstand wat u wil afleggen om boodschappen te doen ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	,15	1	1,3	1,3	1,3
	,50	1	1,3	1,3	2,5
	1,00	2	2,5	2,5	5,0
	1,20	1	1,3	1,3	6,3
	2,00	7	8,8	8,8	15,0
	3,00	6	7,5	7,5	22,5
	4,00	1	1,3	1,3	23,8
	5,00	17	21,3	21,3	45,0
	6,00	8	10,0	10,0	55,0
	7,00	1	1,3	1,3	56,3
	7,50	1	1,3	1,3	57,5
	8,00	3	3,8	3,8	61,3
	9,00	1	1,3	1,3	62,5
	10,00	19	23,8	23,8	86,3
	15,00	6	7,5	7,5	93,8
	18,00	1	1,3	1,3	95,0
	20,00	2	2,5	2,5	97,5
	21,00	1	1,3	1,3	98,8
	22,00	1	1,3	1,3	100,0
	Total	80	100,0	100,0	

7. Kijkt u wel eens in bladen (reclame, kranten) waarin aanbiedingen van supermarkten staan ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nee	20	25,0	25,0	25,0
	Soms	43	53,8	53,8	78,8
	Vaak	17	21,3	21,3	100,0
	Total	80	100,0	100,0	

8. Bezoekt u wel eens websites die met supermarkten te maken hebben ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nee	48	60,0	60,0	60,0
	soms	26	32,5	32,5	92,5
	Vaak	6	7,5	7,5	100,0
	Total	80	100,0	100,0	

9. Indien u wel eens een website van een supermarkt bezoekt, waarvoor bezoekt u de betreffende website ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Informatie over het bedrijf	2	2,5	2,5	2,5
	Productcatalogus / informatie over producten	15	18,8	18,8	21,3
	Contactgegevens	15	18,8	18,8	40,0
	Nieuws over het bedrijf	1	1,3	1,3	41,3
	NVT	47	58,8	58,8	100,0
	Total	80	100,0	100,0	

10. Maakt u gebruik van social media (Facebook, Twitter, Hyves of Google+)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nee	16	20,0	20,0	20,0
	Ja	64	80,0	80,0	100,0
	Total	80	100,0	100,0	

11. Hoe vaak doet u boodschappen ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1x per dag	7	8,8	8,8	8,8
	1x per week	32	40,0	40,0	48,8
	meer dan 1x per week	31	38,8	38,8	87,5
	1 x per maand	8	10,0	10,0	97,5
	minder dan 1x per maand	2	2,5	2,5	100,0
	Total	80	100,0	100,0	

12. Indien u meerdere keren per week boodschappen haalt, hoe vaak is dit dan ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NVT	44	55,0	55,0	55,0
	1,00	2	2,5	2,5	57,5
	2,00	6	7,5	7,5	65,0
	3,00	19	23,8	23,8	88,8
	4,00	5	6,3	6,3	95,0
	5,00	1	1,3	1,3	96,3
	6,00	2	2,5	2,5	98,8
	7,00	1	1,3	1,3	100,0
	Total	80	100,0	100,0	

13a. Wat voor een type koper bent u ? (Koopontwijker)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Precies zoals u bent	14	17,5	17,5	17,5
	Zoals u bent	9	11,3	11,3	28,8
	Beetje zoals u bent	29	36,3	36,3	65,0
	Niet zoals u bent	18	22,5	22,5	87,5
	Helemaal niet zoals u bent	10	12,5	12,5	100,0
	Total	80	100,0	100,0	

13b. Wat voor een type koper bent u ? (Noodzakelijke gebruiker)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Precies zoals u bent	2	2,5	2,5	2,5
	Zoals u bent	10	12,5	12,7	15,2
	Beetje zoals u bent	14	17,5	17,7	32,9
	Niet zoals u bent	16	20,0	20,3	53,2
	Helemaal niet zoals u bent	37	46,3	46,8	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

13c. Wat voor een type koper bent u ? (Technologist)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Precies zoals u bent	24	30,0	30,4	30,4
	Zoals u bent	21	26,3	26,6	57,0
	Beetje zoals u bent	18	22,5	22,8	79,7
	Niet zoals u bent	6	7,5	7,6	87,3
	Helemaal niet zoals u bent	10	12,5	12,7	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

13d. Wat voor een type koper bent u ? (Tijdsnood)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Precies zoals u bent	11	13,8	13,9	13,9
	Zoals u bent	13	16,3	16,5	30,4
	Beetje zoals u bent	26	32,5	32,9	63,3
	Niet zoals u bent	20	25,0	25,3	88,6
	Helemaal niet zoals u bent	9	11,3	11,4	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

13e. Wat voor een type koper bent u ? (verantwoordelijke)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Precies zoals u bent	9	11,3	11,4	11,4
	Zoals u bent	17	21,3	21,5	32,9
	Beetje zoals u bent	16	20,0	20,3	53,2
	Niet zoals u bent	20	25,0	25,3	78,5
	Helemaal niet zoals u bent	17	21,3	21,5	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

13f. Wat voor een type koper bent u ? (Traditionele shopper)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	,00	1	1,3	1,3	1,3
	Precies zoals u bent	5	6,3	6,3	7,5
	Zoals u bent	14	17,5	17,5	25,0
	Beetje zoals u bent	18	22,5	22,5	47,5
	Niet zoals u bent	23	28,8	28,8	76,3
	Helemaal niet zoals u bent	19	23,8	23,8	100,0
	Total	80	100,0	100,0	

14. Zou u, in een cijfer, kunnen aangeven hoe waardevol u het vindt om elektronisch op de hoogte gehouden te worden van de voorraad van een supermarkt.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	13	16,3	16,3	16,3
	2,00	3	3,8	3,8	20,0
	3,00	11	13,8	13,8	33,8
	4,00	11	13,8	13,8	47,5
	5,00	14	17,5	17,5	65,0
	6,00	7	8,8	8,8	73,8
	7,00	14	17,5	17,5	91,3
	8,00	2	2,5	2,5	93,8
	9,00	3	3,8	3,8	97,5
	10,00	2	2,5	2,5	100,0
	Total	80	100,0	100,0	

15. Wist u dat u online boodschappen kon doen alvorens u met deze enquete begon ? zo ja, hoe wist u dat ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ja, via reclames op TV/Radio/Internet/Openbaar	31	38,8	38,8	38,8
	Ja, via Familie/Vrienden/Collega's	24	30,0	30,0	68,8
	Ja, via reclame blaadjes	5	6,3	6,3	75,0
	Nee, U had geen idee	20	25,0	25,0	100,0
	Total	80	100,0	100,0	

16a. Indien u een keer online boodschappen hebt gedaan, hoe tevreden was u hier mee in vergelijking met het boodschappen doen bij een traditionele supermarkt. (kosten)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NVT	57	71,3	77,0	77,0
	Zeer tevreden	6	7,5	8,1	85,1
	Tevreden	3	3,8	4,1	89,2
	Aardig Tevreden	5	6,3	6,8	95,9
	Normaal	2	2,5	2,7	98,6
	Aardig niet tevreden	1	1,3	1,4	100,0
	Total	74	92,5	100,0	
Missing	System	6	7,5		
Total		80	100,0		

16b. Indien u een keer online boodschappen hebt gedaan, hoe tevreden was u hier mee in vergelijking met het boodschappen doen bij een traditionele supermarkt. (Kwaliteit)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NVT	57	71,3	77,0	77,0
	Zeer tevreden	3	3,8	4,1	81,1
	Tevreden	4	5,0	5,4	86,5
	Aardig tevreden	6	7,5	8,1	94,6
	Normaal	3	3,8	4,1	98,6
	Aardig niet tevreden	1	1,3	1,4	100,0
	Total	74	92,5	100,0	
Missing	System	6	7,5		
Total		80	100,0		

16c. Indien u een keer online boodschappen hebt gedaan, hoe tevreden was u hier mee in vergelijking met het boodschappen doen bij een traditionele supermarkt. (Service)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NVT	57	71,3	77,0	77,0
	Zeer tevreden	3	3,8	4,1	81,1
	Tevreden	4	5,0	5,4	86,5
	Aardig tevreden	6	7,5	8,1	94,6
	Normaal	2	2,5	2,7	97,3
	Aardig niet tevreden	1	1,3	1,4	98,6
	Helemaal niet tevreden	1	1,3	1,4	100,0
	Total	74	92,5	100,0	
Missing	System	6	7,5		
Total		80	100,0		

17a. Wat zijn in uw ogen de belangrijkste voordelen van online boodschappen doen ? (Bestellen wanneer je wilt)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	43	53,8	54,4	54,4
	Minder belangrijk	23	28,8	29,1	83,5
	Neutraal	7	8,8	8,9	92,4
	Niet belangrijk	2	2,5	2,5	94,9
	Helemaal niet belangrijk	4	5,0	5,1	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

17b. Wat zijn in uw ogen de belangrijkste voordelen van online boodschappen doen ? (Minder moeite)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	20	25,0	25,3	25,3
	Minder belangrijk	32	40,0	40,5	65,8
	Neutraal	15	18,8	19,0	84,8
	Niet belangrijk	9	11,3	11,4	96,2
	Helemaal niet belangrijk	3	3,8	3,8	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

17c. Wat zijn in uw ogen de belangrijkste voordelen van online boodschappen doen ? (Tijdsbesparing)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	33	41,3	41,8	41,8
	Minder belangrijk	25	31,3	31,6	73,4
	Neutraal	14	17,5	17,7	91,1
	Niet belangrijk	6	7,5	7,6	98,7
	Helemaal niet belangrijk	1	1,3	1,3	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

17d. Wat zijn in uw ogen de belangrijkste voordelen van online boodschappen doen ? (Minder impulsieve aankopen)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	11	13,8	13,9	13,9
	Minder belangrijk	13	16,3	16,5	30,4
	Neutraal	24	30,0	30,4	60,8
	Niet belangrijk	17	21,3	21,5	82,3
	Helemaal niet belangrijk	14	17,5	17,7	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

17e. Wat zijn in uw ogen de belangrijkste voordelen van online boodschappen doen ? (Makkelijk prijzen vergelijken)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	8	10,0	10,1	10,1
	Minder Belangrijk	34	42,5	43,0	53,2
	Neutraal	17	21,3	21,5	74,7
	Niet belangrijk	12	15,0	15,2	89,9
	Helemaal niet belangrijk	8	10,0	10,1	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

17f. Wat zijn in uw ogen de belangrijkste voordelen van online boodschappen doen ? (Beter overzicht van uitgaven)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	9	11,3	11,4	11,4
	Minder belangrijk	19	23,8	24,1	35,4
	Neutraal	19	23,8	24,1	59,5
	Niet belangrijk	24	30,0	30,4	89,9
	Helemaal niet belangrijk	8	10,0	10,1	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

17g. Wat zijn in uw ogen de belangrijkste voordelen van online boodschappen doen ? (Groter assortiment)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	17	21,3	21,5	21,5
	Minder belangrijk	25	31,3	31,6	53,2
	Neutraal	20	25,0	25,3	78,5
	Niet belangrijk	10	12,5	12,7	91,1
	Helemaal niet belangrijk	7	8,8	8,9	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

18a. Wat zijn in uw ogen de belangrijkste nadelen van online boodschappen doen ? (Slechte Kwaliteit)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	29	36,3	37,2	37,2
	Minder belangrijk	37	46,3	47,4	84,6
	Neutraal	8	10,0	10,3	94,9
	Niet belangrijk	2	2,5	2,6	97,4
	Helemaal niet belangrijk	2	2,5	2,6	100,0
	Total	78	97,5	100,0	
Missing	System	2	2,5		
Total		80	100,0		

18b. Wat zijn in uw ogen de belangrijkste nadelen van online boodschappen doen (Geen vertrouwen)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	8	10,0	10,4	10,4
	Minder belangrijk	10	12,5	13,0	23,4
	Neutraal	13	16,3	16,9	40,3
	Niet belangrijk	30	37,5	39,0	79,2
	Helemaal niet belangrijk	16	20,0	20,8	100,0
	Total	77	96,3	100,0	
Missing	System	3	3,8		
Total		80	100,0		

18c. Wat zijn in uw ogen de belangrijkste nadelen van online boodschappen doen (Geen personeel voor vragen)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	5	6,3	6,5	6,5
	Minder belangrijk	12	15,0	15,6	22,1
	Neutraal	17	21,3	22,1	44,2
	Niet belangrijk	17	21,3	22,1	66,2
	Helemaal niet belangrijk	26	32,5	33,8	100,0
	Total	77	96,3	100,0	
Missing	System	3	3,8		
Total		80	100,0		

18d. Wat zijn in uw ogen de belangrijkste nadelen van online boodschappen doen (Te ingewikkeld)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	6	7,5	7,7	7,7
	Minder belangrijk	5	6,3	6,4	14,1
	Neutraal	15	18,8	19,2	33,3
	Niet belangrijk	20	25,0	25,6	59,0
	Helemaal niet belangrijk	32	40,0	41,0	100,0
	Total	78	97,5	100,0	
Missing	System	2	2,5		
Total		80	100,0		

18e. Wat zijn in uw ogen de belangrijkste nadelen van online boodschappen doen (Geen sociale contacten)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belangrijk	6	7,5	7,7	7,7
	Minder belangrijk	18	22,5	23,1	30,8
	Neutraal	20	25,0	25,6	56,4
	Niet belangrijk	21	26,3	26,9	83,3
	Helemaal niet belangrijk	13	16,3	16,7	100,0
	Total	78	97,5	100,0	
Missing	System	2	2,5		
Total		80	100,0		

19. Zou u, in een cijfer, kunnen aangeven in hoeverre u belangstelling heeft bij het online aanschaffen van boodschappen ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	7	8,8	8,8	8,8
	2,00	5	6,3	6,3	15,0
	3,00	12	15,0	15,0	30,0
	4,00	4	5,0	5,0	35,0
	5,00	17	21,3	21,3	56,3
	6,00	8	10,0	10,0	66,3
	7,00	18	22,5	22,5	88,8
	8,00	7	8,8	8,8	97,5
	9,00	2	2,5	2,5	100,0
	Total	80	100,0	100,0	

20. Als u bij vraag 19 een 5 of lager heeft ingevuld, wat zou u overhalen om toch uw boodschappen online aan te schaffen ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NVT	39	48,8	48,8	48,8
	Geen verzendkosten	37	46,3	46,3	95,0
	Afhalen bij Servicepunt	1	1,3	1,3	96,3
	Geen inschrijfgeld	3	3,8	3,8	100,0
	Total	80	100,0	100,0	

21. Zou u in, in een cijfer, kunnen aangeven hoe waardevol u het vindt om elektronisch al uw facturen overzichtelijk te kunnen bekijken ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	5,0	5,1	5,1
	2,00	1	1,3	1,3	6,3
	3,00	6	7,5	7,6	13,9
	4,00	2	2,5	2,5	16,5
	5,00	7	8,8	8,9	25,3
	6,00	15	18,8	19,0	44,3
	7,00	19	23,8	24,1	68,4
	8,00	16	20,0	20,3	88,6
	9,00	4	5,0	5,1	93,7
	10,00	5	6,3	6,3	100,0
	Total	79	98,8	100,0	
Missing	System	1	1,3		
Total		80	100,0		

22. Zou u, in een cijfer, kunnen aangeven hoe belangrijk u het vindt om op de hoogte te worden gehouden van uw bestelling ? Zou u willen weten waar uw pakket zich momenteel bevindt en wanneer het zou worden aangeboden ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	5	6,3	6,3	6,3
	3,00	7	8,8	8,8	15,0
	4,00	3	3,8	3,8	18,8
	5,00	4	5,0	5,0	23,8
	6,00	14	17,5	17,5	41,3
	7,00	19	23,8	23,8	65,0
	8,00	14	17,5	17,5	82,5
	9,00	11	13,8	13,8	96,3
	10,00	3	3,8	3,8	100,0
	Total	80	100,0	100,0	

23. Belt u liever telefonisch over de status van uw bestelling of maakt u liever gebruik van het trakck and trace systeem ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Telefonisch	7	8,8	8,8	8,8
	Track & Trace	73	91,3	91,3	100,0
	Total	80	100,0	100,0	