
What brands and online services are known to Polish e-consumers? What motivates them to buy? What are their preferred forms of product delivery and return policy? The answers to these and many other questions can be found in a report on Polish e-commerce.

Of the respondents, more than half (55 per cent) claim to have shopped online at least once. Most purchases on Polish websites are made by people aged 25-34 (64 per cent), with a higher education (69 per cent) and households from a higher income bracket (above PLN 3000).

“The data from the report shows that Poles are increasingly interested in shopping online, which is not a surprise. We have been researching the behaviour of e-consumers on the Polish market for several years, so, based on the analysed data, we can draw conclusions and predict trends in Polish e-commerce. We also help entrepreneurs to make favourable business decisions, which is resulting in a revival of online trade,” explains Joanna Skierska, president of the Polish branch of the company Gemius.

Convenience motivates people to shop online
The greatest factors motivating internet users to shop online are the following: the round-the-clock availability of e-stores (88 per cent), the possibility to avoid going out to the shops (83 per cent) and the ease of price comparison (77 per cent). The existence of more attractive prices than in the shops came in at fourth place (76 per cent).

“The results confirm that more and more of us are shopping online. Currently, as many as 55 per cent of internet users are e-consumers, which is about nine percent higher than last year. Thanks to the cyclical nature of our research, we can see how dynamically Polish e-consumers are changing, along with their needs and expectations. This is clearly a challenge for e-stores, who have to observe, understand and respond to these changes,” explains Patricia Staniszewska, member of the board of the Chamber of Digital Economy.

Obstacles to overcome?
Internet users also had the opportunity to indicate the problems of online shopping. The most frequently mentioned factors were: high delivery costs (41 per cent), long waiting times for product delivery (38 per cent) and product dissatisfaction due to failure to meet expectations (20 per cent).
Those who shop online use a laptop

According to the report, internet users prefer to shop online using a laptop. This response was indicated by almost eight out of ten of those surveyed (78 per cent). Much fewer internet users use smartphones (37 per cent) or tablets (24 per cent) to shop online. For comparison, the use of desktop computers for online shopping was declared by two thirds of the respondents (66 per cent).

Mobile devices used for online shopping

The most common problems of shopping online

Respondents were asked to indicate the biggest problems of shopping online using mobile devices. More than half of the respondents complained about the difficulty of filling out forms (61 per cent) and the inadequacy of websites for making purchases in mobile version (56 per cent). Respondents were also bothered by slow internet speed (41 per cent), small font size (38 per cent), and lack of mobile applications (36 per cent), among other things.

One transaction on multiple devices

More than half of internet users (52 per cent) who use mobile devices to make purchases online will begin the purchasing process on their smartphone and complete it on their computer or tablet. This method is most common among people aged 25–34.
Delivery by courier encourages online shopping
Delivery of goods by courier motivates Polish internet users to shop online. This type of delivery is chosen by 61 per cent of online shoppers. It is also the most popular way for Polish online consumers to return goods. According to the report, almost three times more e-consumers select delivery by courier (61 per cent) than by post (21 per cent) as their chosen method.

Men choose couriers more often
The Gemius survey also showed that men opt for delivery of goods to their home or workplace by courier much more often than women do. On the other hand, women choose direct postal delivery slightly more often than men.

More time to return goods
It turns out that the method of return offered by online shops has a major impact on the purchasing decisions of Polish consumers. Almost half of the respondents are more likely to make a purchase if they have the option of free return of goods by courier (45 per cent) or by mail (39 per cent). One third of respondents (35 per cent) also indicate that a return period longer than the standard 14 days would encourage them to make a purchase online.
Polish e-consumers on foreign websites

One in eight Polish internet users shops on foreign websites (13 per cent). The majority of those surveyed shop for clothes and accessories. According to the report on the e-commerce market, a quarter of e-consumers shop on foreign websites. When asked about the foreign services and websites where they had shopped in the last six months, Ebay was the most frequently mentioned by Polish internet users, with one quarter (25 per cent) naming this service. Amazon came second (11 per cent) and AliExpress took third place (7 per cent).

37 per cent of internet users bought clothes and accessories

It turns out that foreign online purchases are popular mainly among people aged 25 to 34, with a higher education and living in cities with over 200,000 residents. When asked about categories of purchased products and services, respondents indicated clothes and accessories (37.3 per cent), books, CDs and films (32.6 per cent) and multimedia (23.5 per cent) in the first instance.
What motivates people to shop online?

Polish e-consumers would shop online more often if delivery costs were lower and if they could pay less for the products than in a traditional shop. They would also be encouraged by higher quality products, better customer service and easier use of online shops.

Owners of online shops often wonder what would cause internet users to shop online more often. The answer can be found in the latest report on the e-commerce market. As it turns out, respondents usually mentioned lower delivery costs – this was the response given by as many as 71 per cent of desktop users, 69 per cent of laptop users, 66 per cent of smartphone users and 62 per cent of tablet users. Regardless of the device used, most respondents also cited lower prices than traditional shops and discounts for online customers.

Not only price of delivery and products

But price is not the only important factor for e-consumers. One fifth state that they would shop online more frequently if the quality of products sold was higher, customer service was better, and using online shops was easier.

Women through the prism of e-commerce

One in two female internet users has a history of shopping online. Most have bought clothes and accessories. Those are also the products they spend the most on in the space of a month. The report shows that more than half of all female internet users shop online (53 per cent).

What do female internet users buy online?

It turns out that the majority of women surveyed (79 per cent) have bought clothes and accessories online. Only slightly fewer women have shopped online for books, CDs and films (69 per cent), shoes, or cosmetics and perfumes (56 per cent).

Greatest expenditures on clothes and shoes

What do female e-consumers spend the most on per month? According to data from March 2015, on the above-mentioned product categories – clothes and accessories – an average of PLN 86. In the same period they allocate an average of PLN 84 for shoes and PLN 44 for cinema and theatre tickets.

How much do men spend on online shopping?

Almost half of men using the internet say they shop online. Over half a year they spend an average of PLN 129 on domestic electrical appliances, and an average of PLN 113 on
telephones, smartphones and tablets. Want to know more about the male section of the e-consumer population?

According to the latest report on the e-commerce market, almost half of male internet users (47 per cent) are also e-consumers, and more than a quarter of males surveyed (28 per cent) propose that their expenditures on online shopping will increase within a year.

Men’s online expenditures under the looking glass
How much do they currently spend on online shopping? It turns out that, over six months, men allocated an average of PLN 129 to online shopping for domestic electrical appliances. Telephones, smartphones and tablets came in second (average PLN 113). On the other hand, on a monthly basis, they spend the most on shoes (average PLN 81).

Shopping plans for the near future
In this survey, respondents had the opportunity to indicate the products they intend to buy online. Men declared future online purchases in the majority of the surveyed product categories more often than women. However, the greatest difference was seen in three categories: cars and car parts (34 per cent of men and 17 per cent of women are considering a purchase), telephones, smartphones, tablets and accessories (38 per cent vs 25 per cent) and computer equipment (36 per cent vs 25 per cent).

The purpose of the research, the results of which are presented in the report ‘E-commerce in Poland 2015. Gemius for e-Commerce Polska’, was to discover the attitudes, habits and motivations related to online shopping. The results provide an insight into the attitudes of those who shop online and those who do not, knowledge of the current e-commerce brands, motivations in the selection of online stores, products purchased and expenditures in different categories, plans in the field of online shopping, sources of information on products, the ROPO effect, preferences in ways of implementing online transactions and the use of mobile devices. The report was prepared by Gemius for the Chamber of Digital Economy. The report is available in polish.

The research presented in the report was carried out in the form of electronic questionnaires using the CAWI (computer-assisted web interview) technique on a representative sample of 1,500 internet users aged 15 and over. The data was collected between 17 and 25 April 2015. The research was supported by the Ministry of Economy.
The Chamber of Digital Economy (e-Chamber) is a nation-wide, non-profit Polish industry organization, representing a wide range of companies that use Internet and digital services to grow their business, in particular the leaders and SMEs of the e-commerce sector including e-retailers, online payment solution providers, online IT services, and e-commerce logistics operators gathered around its core project “e-Commerce Polska”. The primary goal of the organization is to facilitate market growth through cooperation, exchange of know-how, education and strong and effective representation of the industry interests in dialogue with both government and non-governmental institutions. The companies and partners engaged in e-Chamber deeply believe in the development of European economy in various industries through the use of technological innovation, information and communication technologies (ICT), particularly the Internet, and practical applications of digital information exchange in business. For more information please visit: www.ecommercepolska.pl

Gemius is a consulting company advising clients on how to use internet-generated knowledge in business decision making. Over the last 15 years Gemius has been providing knowledge concerning online audience: unique socio-demographic profiles, ways they use the internet, as well as e-commerce, digital marketing, big data and internet technology information to hundreds of clients from the EMEA region. Gemius customers are companies who want to optimize their business by online presence, with a focus on developing their online marketing tools and e-commerce channels. The company has branches in 16 countries. For more information please visit: www.gemius.com.