

GMO-PG conducted an “Ecommerce Website User Survey” to users of directly-managed ecommerce Websites

~ The repeat rate 96%, and the primary factor is “trustworthy website” ~

Tokyo – July 2, 2015 –GMO Internet Group non-face-to-face payment processing company, GMO Payment Gateway Inc. (GMO-PG, TSE1:3769), conducted a survey for users of directly-managed ecommerce websites between 20 to 60 years old that included both men and women.

- Title : Ecommerce Website User Survey
- Area : Japan
- Participants : 805 users between the age of 20 to 60 including both men and women
- Period : May 8, 2015 - May 11 , 2015
- Method : Internet survey (Participants are restricted to users of ecommerce websites)
- Conductor : GMO Research

【Background】

In recent years, various internet shopping services have emerged. The number of businesses that manage their own ecommerce websites, instead of selling at shopping malls, have been increasing. Shopping mall websites attract customers, and it is easy to increase sales. ecommerce websites are handy to reflect a brand image that enables the business to differentiate itself from other companies. However, the task remains to get customers to return to the website.

GMO-PG conducted an internet survey in order to understand users and to utilize data collected and increase the number of users or customers.

*Ecommerce website is defined as a directly-managed website that exclude shopping malls such as Rakuen and Amazon.

【Results】

[1] The older the user is, the higher amount of money they spent for shopping. (Fig. 1)

30% of the people surveyed answered “ ¥ 1000 to ¥ 3000” when asked how much money they spend for shopping at a time

The answers were then classified by age. Those who answered “ ¥ 1000 to ¥ 3000” were people in their 20s (32%), 30s (36%), 50s (34%). Those who answered “ ¥ 3000 to ¥ 5000” were people in their 40s (36%) and 60s (40%).

Percentage of people in their 20s answered “ Below ¥ 1000” exceeds 10% (People in their 20s were the only group that exceeded 10%). From this, it can be deduced that the older the user is, the more amount of money they spent for shopping.

[2] The most popular products purchased on ecommerce websites by all the age groups was “Food” (Fig. 2 and Fig. 3)

The ranking of “Popular products purchased on ecommerce websites” was following: 1st “Food (54%)”, 2nd

“Books (50%),” “3rd “Electric appliances (43%),” “4th “Commodities (40%),” and “5th Hobbies (39%).”

If you look at the data classified by age groups, you can see that people in different age groups purchase different products.

[3] About 50% of the users care and are concerned about “Security” when they choose a website. (Fig. 4)

The answers to the question “What do you prioritize when you choose an ecommerce website?” are as follows: “Product lines (56%),” “Easy to use (54%),” “Price (52%),” “Security (51%).”

It can be deduced that security is an important element and so is improving usability and increasing product lines in order to attract users.

[4] The repeat rate was 96%. The primary factor was “Trustworthy” (Fig 5 and Fig 6).

96% of the people surveyed answered “Yes” to the question “Do you revisit the website you used?”

The reasons are follows: “The website was trustworthy (54%),” “Easy to use (49%),” “Various products available (42%).”

[5] The key for a website to be trusted is “security” rather than “recognition” (Fig 7 and Fig 8)

More than half of the people cited “Trust” as the reason why they revisit a website. 98% of people answered “Yes” to the question “Do you value trustworthiness when you choose a Website?”

Follow up questions were asked in order to understand how people judge whether a website is trustworthy or not. The results were as follows: 80% people answered “Security”, 64% “Company managing the Website”, 37% “Name value of the service”, and 17% “Management policy of the Website”.

Users seem to judge trustworthiness based on “Security” rather than “Name value of the company”

[6] Users are concerns more about “Leaking of personal information” rather than about products-related issue (Fig 9 and Fig 10).

About half of the people (48%) said they are “worried” when they use ecommerce website. We looked into what worries them. 74% of people said “leaking of personal information”, and 69% “leaking of credit card number”. It looks like there are more people who are worried about security issue rather than about products-related issue. Only 46% of people surveyed said they are worried about “products not delivered” and 39% are worried about “delivery of wrong products”

[Summary]

This survey revealed that about half of the users are concerned about security when they decide or choose an ecommerce website. Moreover, the majority of users revisited the website they had used. The reasons why they revisit a website is because they trust a website in terms of security and they do not pay so much attention to the name of companies or services. From this, it can be concluded that in order to attract customers, it is inevitable to get rid of users’ concerns by strengthening security as well as expanding product lines and improving usability of the website.

GMO-PG provides users trusted payment methods.

[GMO payment gateway’s efforts to enhance “Security” function]

GMO-PG provides payment methods such as credit cards, cash on delivery, and account transfers to members (more than 54,000 companies that self-manage their EC Website). We provide members with the following

services: (1) “3D secure” that protects users of credit cards. (2) “Security code” (3) “Token payment” that replaces credit card number information with randomly selected alphanumeric characters.(4) “ Credit card number information un-storing service” that allows users card information not to be stored or collected by the business. (5) “Chargeback”. GMO-PG creates a business environment where the owners of ecommerce websites feel comfortable. For example, GMO-PG provides “Chargeback compensation insurance” that covers the loss incurred by the companies when a customer claim chargeback.

We have strengthened our risk management system. For example, we obtained ISO/IEC 27001:2013 (National Standard JIS Q 27001:2014) that is considered to be the global standard for information security management. We also fully comply with PCIDSS Ver3.0 that is the global security standard developed by 5 global credit card companies: JCB・American Express・Discover・MasterCard・VISA. We obtained Privacy Mark and continue to provide safe and secure services

- (*1) 3D secure : Visa International, MasterCard International, JCB promote 3D secure. Card users are required to verify their identifications at the time of payment. The purpose is to prevent credit card abuse by people who do not own the cards”
- (*2) “Security Code”: It refers to the 3 or 4 digit numbers on the back of a credit card. The security code verifies identity and prevents counterfeits from being used because the security cord is not included in the magnetic information on the cards.
- (*3) “Token Payment” : Credit card number information is replaced with randomly selected alphanumeric characters. The credit card numbers are not seen by the EC Website management companies.
- (*4) “ Credit card number information un-storing service” : It prevents a user’ s card information (including a card holder’ s name, card number, and expiration date) to be stored or collected by the Website management companies at the time of payment.
- (*5) “Chargeback” : It occurs when a credit card company refuses to make a payment to a EC Website management company when a credit card user does not agree with the payment, especially when the card was used by someone other than the card holder.

【Reference】

The result of this survey “Ecommerce Website User Survey” (as infographics) as well as “Most commonly used payment method on ecommerce websites” and “How do people get information about ecommerce websites” are available at the following link.

URL : <http://gmo-payment-gateway.com/lpc/ig/>

※In case you would like to use the information or materials listed on the link, please put “Ecommerce Website User Survey (by GMO payment gateway)” as a citation.

【URL】

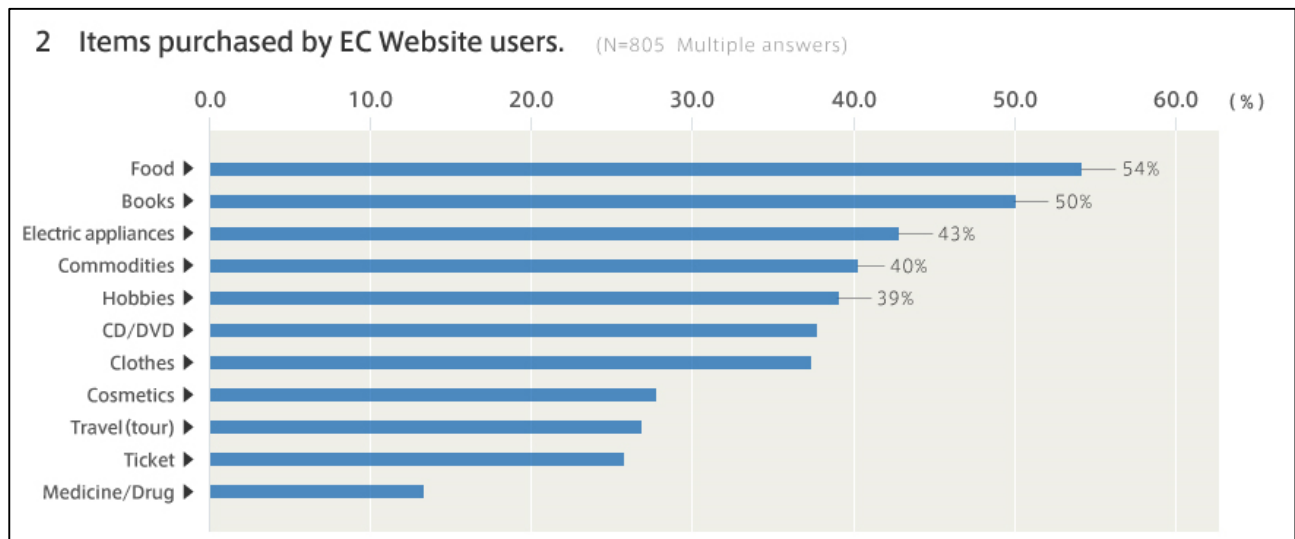
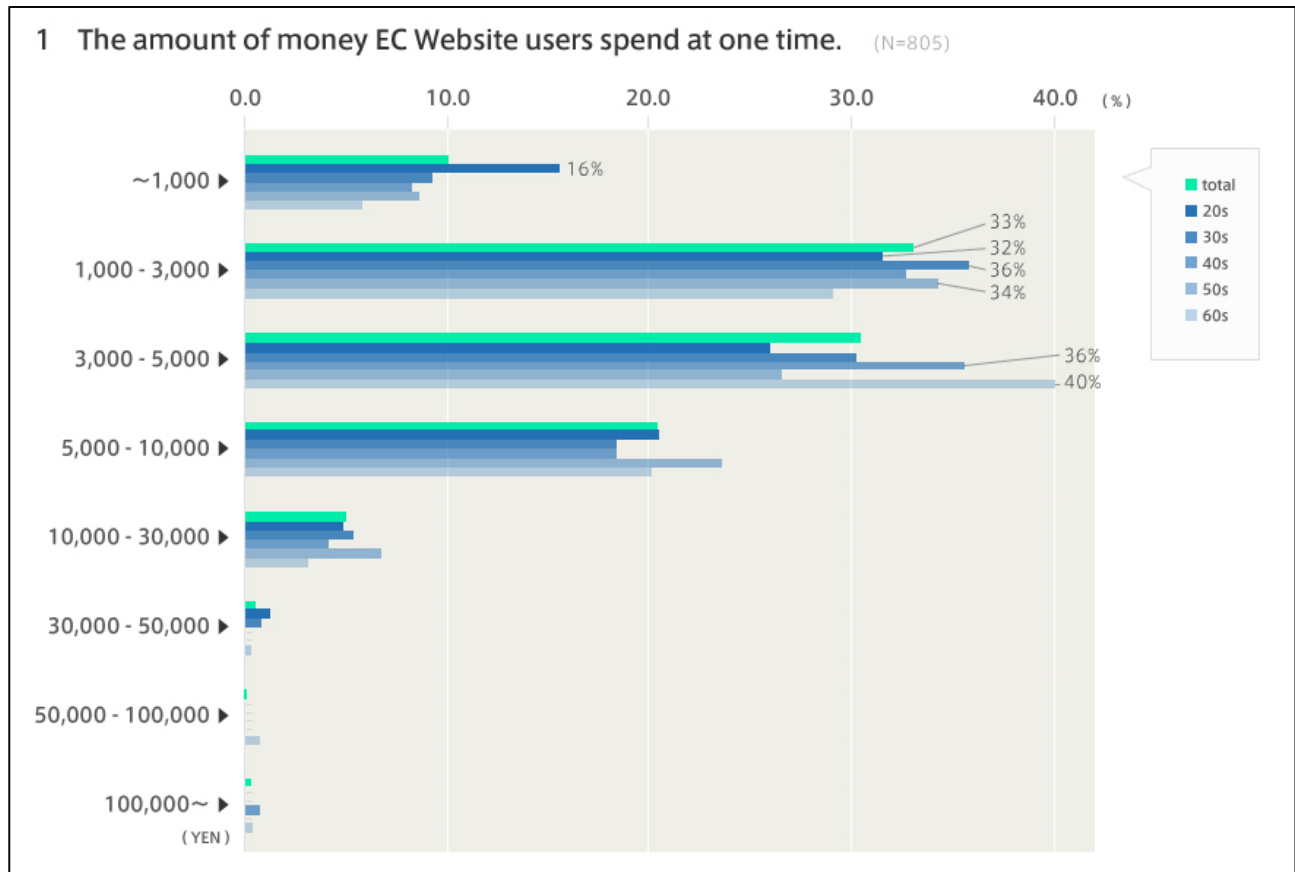
- Infographics URL : <http://gmo-payment-gateway.com/lpc/ig/>
- GMO-PG URL : <http://corp.gmo-pg.com/>
- GMO-PG Serveces URL : <http://www.gmo-pg.com/>

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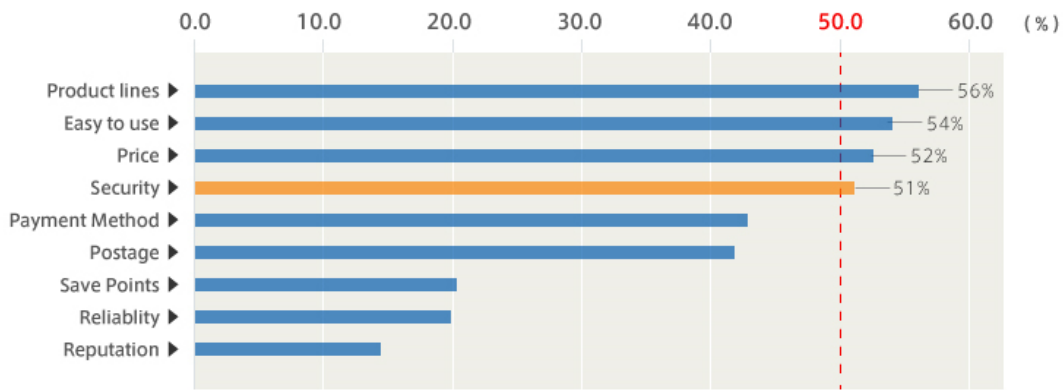
【Reference materials】



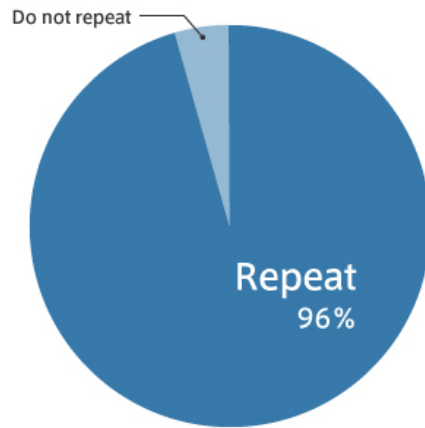
3 Top 3 categories of items (classified by age groups) purchased by EC Website users.
(N=20s:152, 30s:129, 40s:118, 50s:158, 60s:248,)

	20代	30代	40代	50代	60代
1st ▶	Books (53%)	Food (54%)	Books (58%)	Food (62%)	Food (60%)
2nd ▶	Food (44%)	Hobbies (52%)	Food (52%)	Books (49%)	Electric appliances (42%)
3rd ▶	Clothes (39%)	Books (51%)	CD/DVD (47%)	Electric appliances (48%)	Commodities (38%)

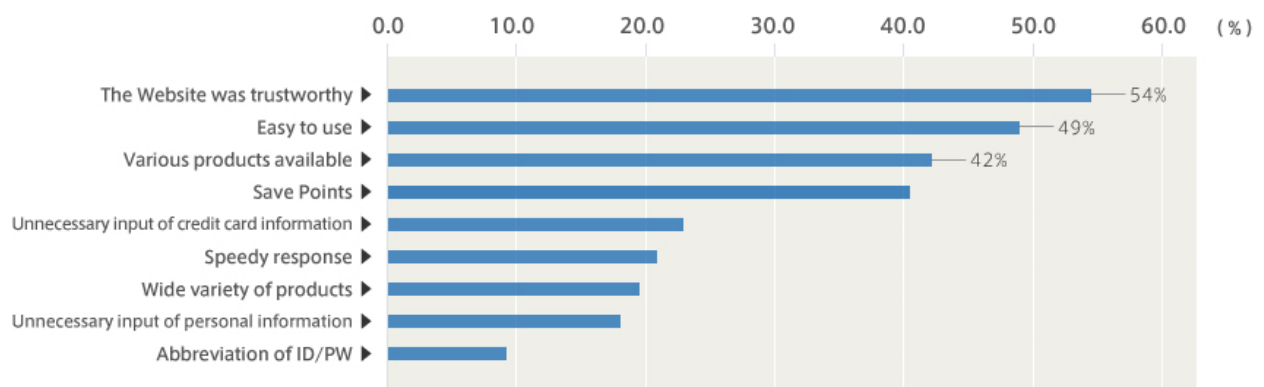
4 Things EC Website users value when they choose a website. (N=805 Multiple answers)



5 Whether or not EC Website users return to a website. (N=805)

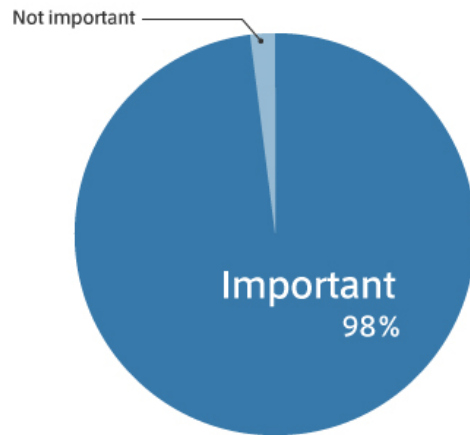


6 Why do EC Website users return to a website? (N=772 Multiple answers)



7 The importance of "trust" when selecting EC Website.

(N=805)



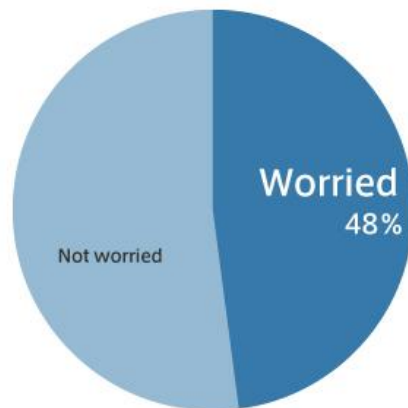
8 How EC Website users judge whether a website is trustworthy or not? (N=805 Multiple answers)

(N=805 Multiple answers)



9 Do EC Website users feel worried over about a website? (N=805)

(N=805)



10 Things EC Website users are worried about. (N=386 Multiple answers)

(N=386 Multiple answers)

