



Paper

E-commerce results Caribbean Netherlands 2018-2019

March 2019

Inhoud

Introduction	3
E-commerce results: online purchases	4
Problems placing an order	6
Payment problems	7
Problems with delivery/shipping	8
E-commerce results: online sales	9

Introduction

The Ministry of Economic Affairs has asked Statistics Netherlands (CBS) to conduct research into the use of e-commerce in the Caribbean Netherlands. This is a follow-up to a preliminary study that CBS conducted in 2017 in the Caribbean Netherlands. The previous study revealed that in the past a large proportion of companies encountered problems with regard to placing online orders, payments, delivery and selling goods or services online.

To obtain a more accurate picture of these problems, the Ministry asked CBS to carry out an additional phase of e-commerce research. The results of this study are presented in this paper.

The fieldwork was carried out between 20 November 2018 and 21 February 2019. Approximately 1,250 companies in the Caribbean Netherlands were contacted by telephone during this period. On the island of Bonaire, 1,000 companies were called. Approximately 120 and 130 companies were approached on Saba and St Eustatius respectively.

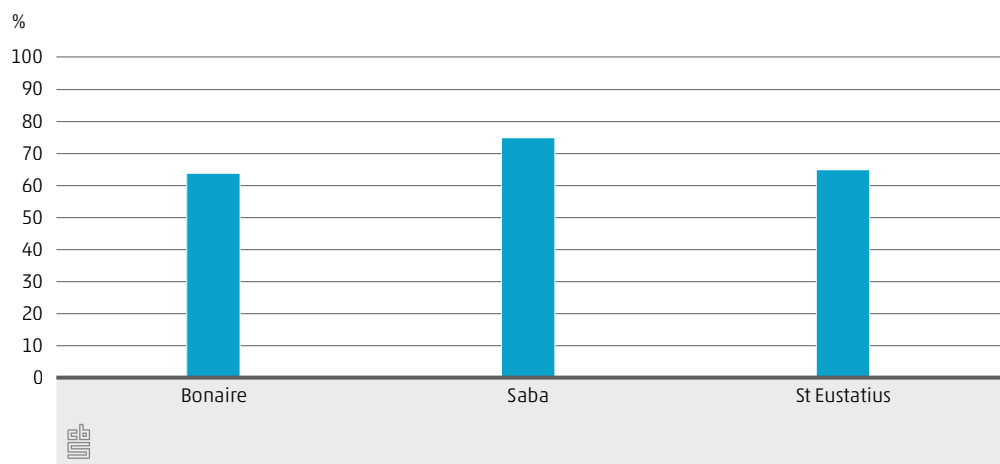
An outline of the results

- The response to the survey was as follows:
 - Bonaire: 25 percent
 - Saba: 55 percent
 - St Eustatius: 37 percent.
- Of the number of companies that responded on Bonaire, Saba and St Eustatius, 64 percent, 75 percent and 65 percent respectively had at some point ordered or attempted to order goods or services online using a website or an app.
- Of the companies that had ordered or attempted to order goods or services using a website or an app, 35 percent had experienced problems on Bonaire, 55 percent on Saba and 27 percent on St Eustatius.
- Per island, the most frequently reported problems when purchasing goods or services were as follows:
 - Bonaire: delivery problems (51 percent)
 - Saba: delivery problems (42 percent)
 - Saba: delivery problems (47 percent) and payment problems (40 percent).
- Of the companies that responded on Bonaire, Saba and St Eustatius, 29 percent, 26 percent and 14 percent respectively had at some point offered goods and/or services for sale via a website or an app.
- The most frequently reported problems in offering goods or services in the Caribbean Netherlands were as follows:
 - Problems offering payment options (50 percent)
 - Problems sending the order (32 percent).

E-commerce results: online purchases

Of the respondents on Saba, 75 percent had at some point attempted to place an order via a website or an app. On Bonaire this percentage was 64 percent and on St Eustatius 65 percent.

1. Ever ordered goods or services via website or app

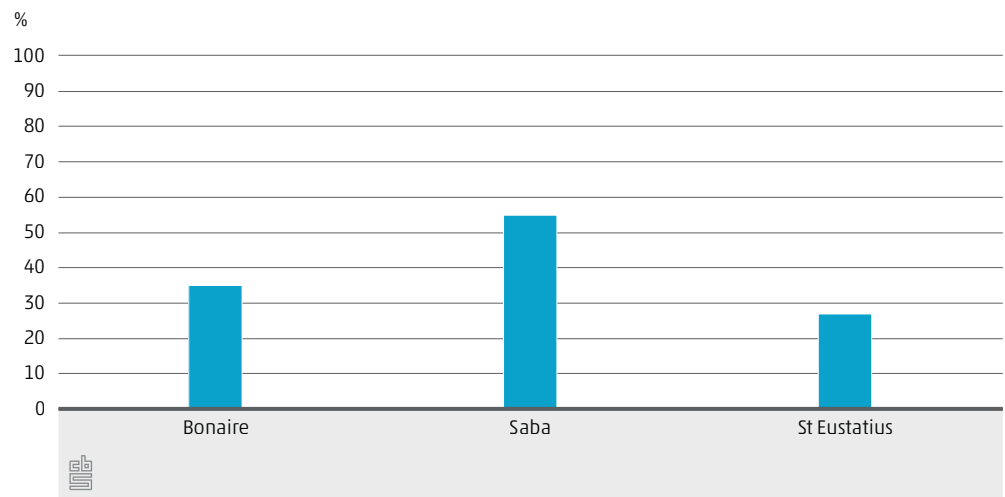


Source: CBS.

A number of the respondents who had ordered goods or services via a website or an app experienced problems. Overall, it can be said that the nature of the problems encountered do not differ greatly from island to island. On Saba, the number who reported problems ordering via a website or an app was highest: 55 percent of the respondents. This figure was significantly lower on the other two islands of the Caribbean Netherlands: 35 percent on Bonaire and 27 percent on St Eustatius.

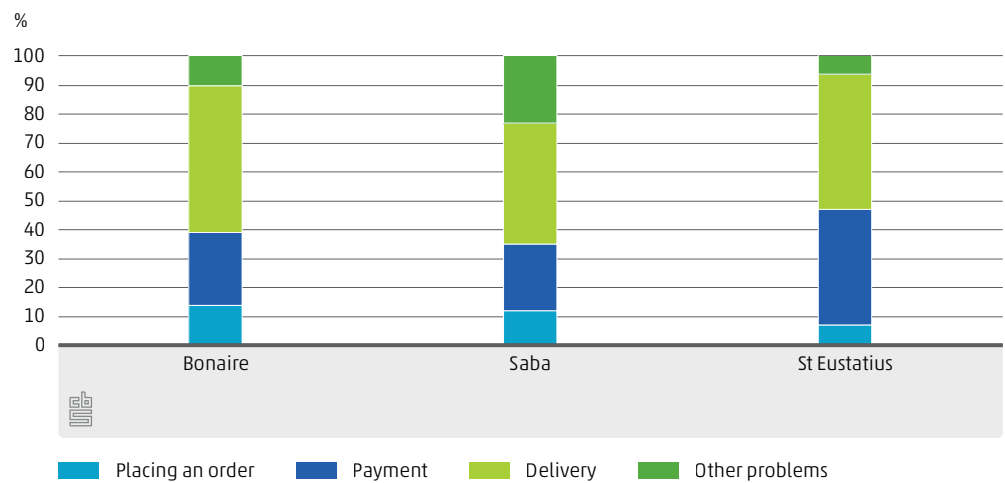
It is also striking that on both Bonaire and St Eustatius, the majority of respondents did not report experiencing any problems ordering via a website or an app.

2. Do you experience any problems?



Source: CBS.

3. Which problems?



Source: CBS.

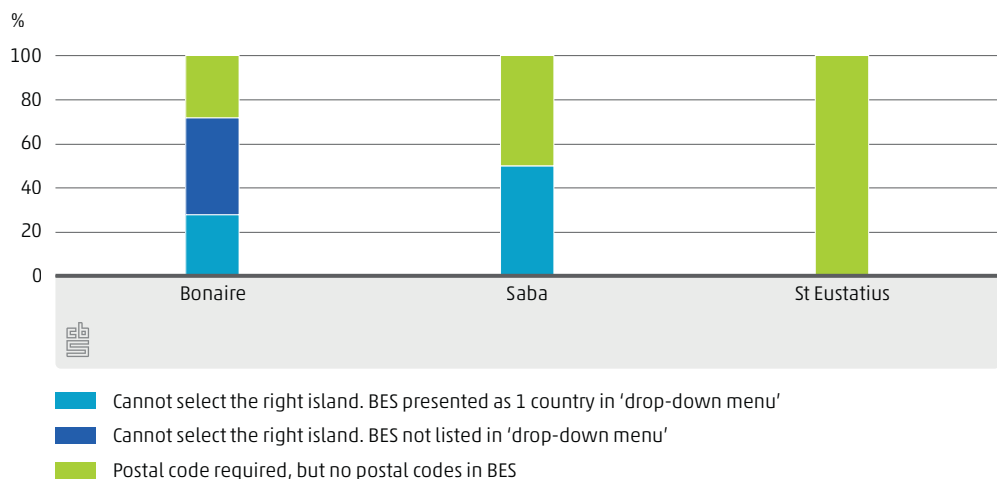
Problems placing an order

The problems related to placing an order can be attributed to being unable to enter the correct destination. There are three reasons for this:

1. the island is not given as an option on a drop-down menu,
2. the three islands have been merged into a single option,
3. the necessity of entering a postal code in a required field.

On Bonaire, the largest percentage of respondents who experienced an ordering problem indicated that the correct island or an option for the Caribbean Netherlands or BES (short for Bonaire, St Eustatius and Saba) could not be selected. This problem was not reported by respondents on the other two islands. There, companies reported problems arising from the lack of a postal code in the Caribbean Netherlands. The respondents from Saba and St Eustatius also reported problems arising from the fact that the three public entities appear as a single option on the drop-down menu.

4. Underlying causes for problems when placing order



Source: CBS.

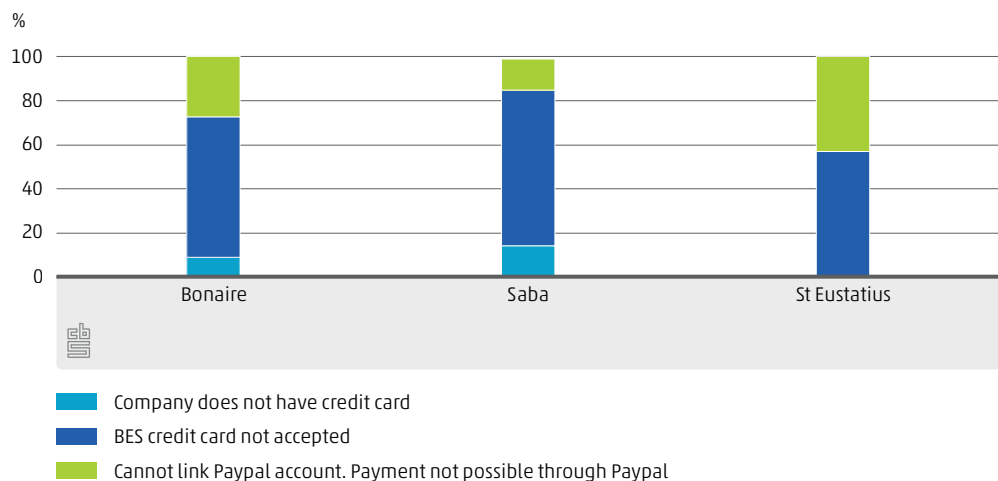
From the survey, it cannot be determined whether these problems resulted in the product not being ordered. However, not appearing on international lists of countries and the lack of a postal code are experienced as problematic when placing an order.

Although respondents also mentioned ways to work around these problems, these cannot be regarded as genuine solutions.

Payment problems

Respondents also reported problems when paying for an order. Refusal to accept a locally issued credit card (i.e. issued on one of the three islands) was identified as a problem when paying for an order. Another problem mentioned was being unable to link a local bank account to a PayPal account.

5. Underlying causes for payment problems



Source: CBS.

Problems with delivery/ shipping

The problems experienced with regard to delivery differ greatly. The most frequently mentioned delivery problem was an excessive delay in receiving the goods once an order had been placed. Failure to deliver and incomplete delivery were other problems mentioned by the respondents.

Whether the cause of the delay lies with the supplier or the shipping company cannot be determined from the survey. But it is clear that it takes a long time for companies to receive the goods they have ordered.

Returning incorrect orders costs the respondent money, as these costs are not covered by the supplier. In addition, a new order may have to be placed as a result, which will cost yet more money to send.

6. Underlying causes for delivery problems

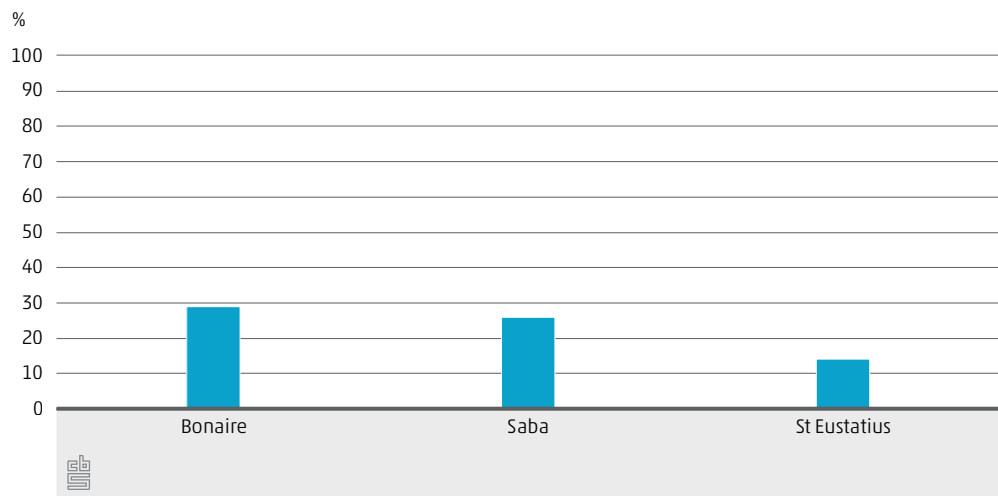


Source: CBS.

E-commerce results: online sales

The question of whether respondents have ever offered their goods or services via a website or an app received far fewer positive responses than the question about online purchases.

7. Ever provided goods or services via a website or app

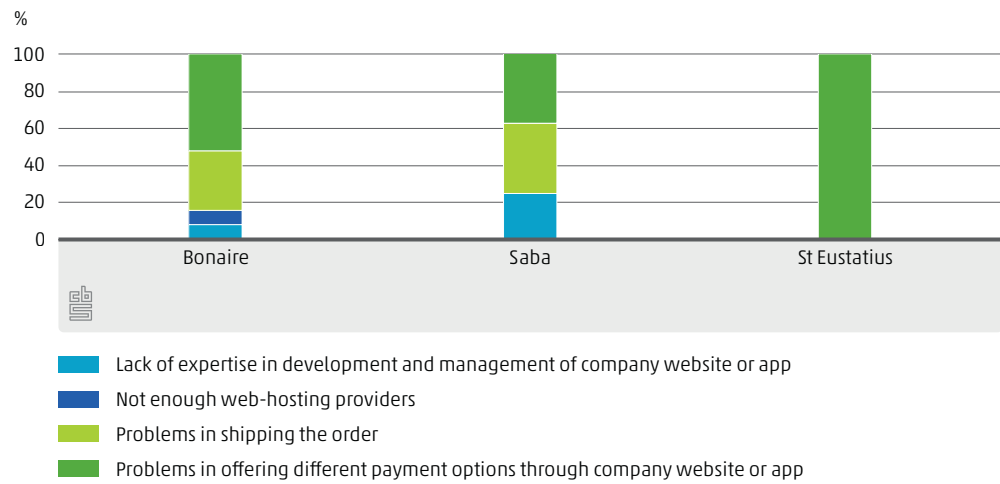


Source: CBS.

Only 29 percent of the respondents on Bonaire indicated that they had ever offered goods or services via a website or an app. This percentage does not differ much from that on Saba, where 26 percent said they had at some point offered goods or services via a website or an app. This figure is 14 percent on St Eustatius.

The percentage of respondents who experienced problems when offering goods or services is also lower than in relation to sales: 25 percent on Bonaire, 28 percent on Saba and 14 percent on St Eustatius. The problems experienced by respondents in relation to sales are comparable to the problems they experience when purchasing via a website or an app, i.e. problems offering payment options via the website or an app and problems sending the order.

8. Which problems?



Source: CBS.

Explanation of symbols

Empty cell	Figure not applicable
.	Figure is unknown, insufficiently reliable or confidential
*	Provisional figure
**	Revised provisional figure
2017–2018	2017 to 2018 inclusive
2017/2018	Average for 2017 to 2018 inclusive
2017/'18	Crop year, financial year, school year, etc., beginning in 2017 and ending in 2018
2015/'16–2017/'18	Crop year, financial year, etc., 2015/'16 to 2017/'18 inclusive

Due to rounding, some totals may not correspond to the sum of the separate figures.

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