

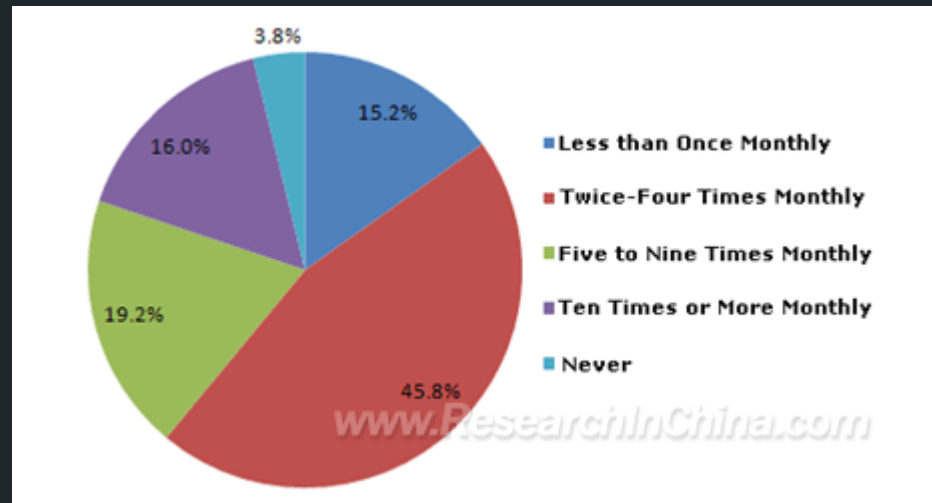
China Online Shopping Market Survey Report, 2010



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

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

Frequency of Consumers' Online Shopping



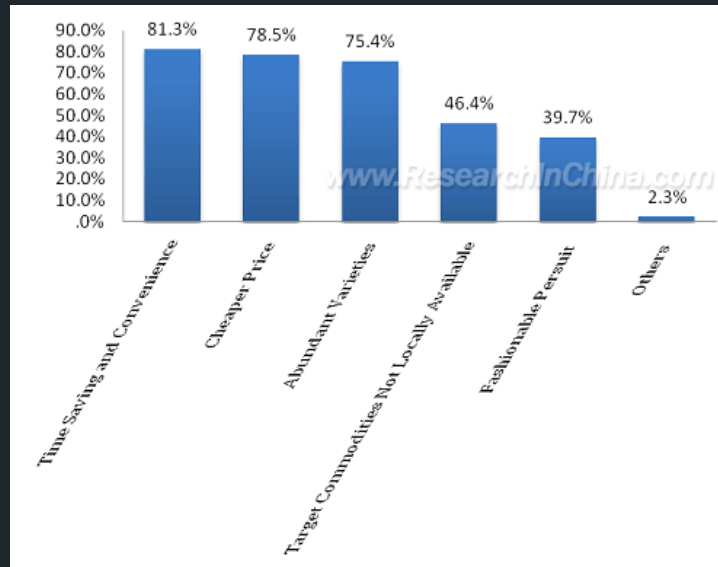
Source: ResearchInChina; www.1diaochoa.com

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

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

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

Reasons to Choose Online Shopping



Source: ResearchInChina;1diaocha.com

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

Traditional giants have also speeded up the B2C deployment through their own advantages. Taking advantages of their manufacturing strength, Foxconn COFCO invested in efeihu.com and womai.com respectively. State Post and Suning Appliance, making full use of their channel or logistics advantages, respectively invested in Ule.tom.com and Suning.cn. In 2010, the rise of group purchase websites has brought a new way of online shopping for Chinese citizens. Mostly providing service-type products, such websites have become popular among consumers, and experienced explosive growth in H1 2010.

Table of Contents

- **1. Online Shopping**
 - 1.1 Definition
 - 1.2 Classification
 - 1.3 Market Scale
 - 1.4 Statistical Category

- **2. Development Environment of China's Online Shopping Industry**
 - 2.1 Economic Operation, H1 2010
 - 2.2 Development of Online Shopping Supported by A Huge Netizen Population
 - 2.3 Online Shopping in Rapid Growth
 - 2.4 Policies and Regulations

- **3. Development Status Quo of China's Online Shopping Industry, 2009-2010**
 - 3.1 Market Development Size
 - 3.1.1 User Scale
 - 3.1.2 Transaction Volume
 - 3.2 Online Shopping Market Pattern
 - 3.2.1 China's Online Shopping Market Distribution
 - 3.2.1.1 by Region
 - 3.2.1.2 by Age
 - 3.2.1.3 by Gender
 - 3.2.1.4 by Income
 - 3.3 China's Online Shopping Market Distribution
 - 3.3.1 by Region
 - 3.3.2 by Age
 - 3.3.3 by Gender
 - 3.3.4 by Income
 - 3.4 Problems in China's Online Shopping Market
 - 3.4.1 Consumer Rights
 - 3.4.2 Trading Trust
 - 3.4.3 Payment & Settlement
 - 3.4.4 Merchant's Credit
 - 3.4.5 Legislation

- **4. China's Online Shopping Consumer Group, 2010**
 - 4.1 Survey Background
 - 4.1.1 By Age
 - 4.1.2 By Education
 - 4.1.3 By Profession
 - 4.1.4 By Income

- 4.1.5 By City
- 4.2 Net Ages of Consumers
- 4.3 Frequency of Online Shopping
- 4.4 Expenditure of Online Shopping
- 4.5 Reasons to Choose Online Shopping
- 4.6 Commodity Varieties of Online Shopping
- 4.7 Standards for Commodity Selection during Online Shopping
- 4.8 Standards for Merchants Selection during Online Shopping
- 4.9 Insufficiencies of Online Shopping
- 4.10 Options for Payment Methods
- 4.11 Opinions on Security of Online Payment
- 4.12 Attention on Credit Standing of Online Merchants
- 4.13 Attention on Service Content of Online Merchants
- 4.14 Infringement Cases of Online Shopping
- 4.15 Return Cycle of Online Shopping
- 4.16 Logistics Mode of Online Shopping
- 4.17 Acceptable Commodity Delivery Time
- 4.18 Attitudes Towards Promotion Information
- 4.19 Participation of Online Group Purchase
- 4.20 Reasons to Choose Online Group Purchase
- 4.21 Price Satisfaction with Online Group Purchased Commodities
- 4.22 Disadvantages of Online Group Purchase
- 4.23 Reasons Not to Choose Online Group Purchase
- 4.24 Survey Findings
- **5. C2C Shopping Websites**
 - 5.1 Taobao
 - 5.1.1 Profile
 - 5.1.2 Taobao Mall
 - 5.1.3 Operation
 - 5.1.4 Advantages & Disadvantages
 - 5.1.5 Strategy
 - 5.2 EachNet
 - 5.2.1 Profile
 - 5.3 Paipai
 - 5.3.1 Profile
 - 5.3.2 Operation

- 5.3.3 Advantages & Disadvantages
- 5.4 Baidu Youa
- 5.4.1 Profile
- 5.4.2 Advantages & Disadvantages

- **6. Book and Software B2C Websites**
- 6.1 Dangdang
- 6.1.1 Profile
- 6.1.2 Operation
- 6.1.3 Competitiveness
- 6.2 Joyo Amazon
- 6.2.1 Profile
- 6.2.2 Operation
- 6.2.3 Development Strategy
- 6.3 99read
- 6.3.1 Profile
- 6.3.2 Operation
- 6.3.3 Development Strategy
- 6.3.4 Competitiveness

- **7. Clothes B2C Websites**
- 7.1 Market Overview
- 7.2 VANCL
- 7.2.1 Profile
- 7.2.2 Logistics
- 7.2.3 Operation
- 7.2.4 Development Strategy
- 7.3 m18
- 7.3.1 Profile
- 7.3.2 Operation
- 7.3.3 Development Strategy
- 7.4 Menglu
- 7.4.1 Profile
- 7.5 Masa Maso
- 7.5.1 Profile
- 7.5.2 Operation
- 7.5.3 Competitiveness
- 7.6 Shishangqi
- 7.6.1 Profile
- 7.6.2 Competitiveness
- 7.7 Moonbasa
- 7.7.1 Profile

- 7.7.2 Operation
- **8. Digital Appliance B2C Websites**
- 8.1 Market Overview
- 8.2 360buy
- 8.2.1 Profile
- 8.2.2 Operation
- 8.2.3 Competitiveness
- 8.2.4 Development Strategy
- 8.3 Newegg
- 8.3.1 Profile
- 8.3.2 Competitiveness
- 8.3.3 Development Strategy
- 8.4 51mdq
- 8.4.1 Profile
- 8.4.2 Operation
- 8.4.3 Development Strategy
- 8.5 Icson
- 8.5.1 Profile
- 8.5.2 Operation
- 8.5.3 Latest Trend
- 8.6 139shop
- 8.6.1 Profile
- 8.6.2 Operation
- 8.7 Efeihu
- 8.7.1 Profile
- 8.7.2 Competitiveness
- 8.8 Lusen
- 8.8.1 Profile
- 8.8.2 Operation
- 8.9 Suning.cn
- 8.9.1 Profile
- 8.9.2 Competitiveness
- **9. Other B2C Shopping Websites**
- 9.1 Redbaby
- 9.1.1 Profile
- 9.1.2 Operation
- 9.1.3 Competitiveness
- 9.2 Zbird
- 9.2.1 Profile
- 9.2.2 Operation

- 9.2.3 Competitiveness
- 9.3 Womai.com
 - 9.3.1 Profile
 - 9.3.2 Development Strategy
- 9.4 Ule.tom
 - 9.4.1 Profile
 - 9.4.2 Competitiveness
- 9.5 Leyou
- 9.6 VIPstore
- 9.7 Mbaobao
 - 9.7.1 Profile
 - 9.7.2 Operation
- 9.8 Yesmynet
- 9.9 Letao
- 9.10 Okaybuy
- 9.11 Piao

- **10. Group Purchase Websites**
 - 10.1 Rapid Expansion
 - 10.2 Model
 - 10.3 Financing

- 10.4 Problems

- **11. Development & Investment of China's Online Shopping Industry, 2009-2012**
 - 11.1 B2C will Surpass C2C to Lead the Online Shopping Market
 - 11.2 Large Online Shopping Malls are Becoming more Comprehensive
 - 11.3 Wireless E-commerce will be a New Growth Point
 - 11.4 Search Engine will Play an Important Role in Online Shopping
 - 11.5 B2C Companies are Expanding Logistics Channels
 - 11.6 Group Purchase has Become a Hot Topic of Online Shopping
 - 11.7 Traditional Companies Successively Set Foot in Online Shopping

Selected Charts

- C2C Industry Chain
- B2C Industry Chain
- Online Shopping Market Scale by Index
- Statistical Category of Online Shopping Market Scale
- Total Social Consumer Goods Retail Sales & Ratio of Online Shopping, 2005-H1 2010
- Netizen Population & Internet Penetration Rate in Mainland China, Dec, 2005-Jun, 2010
- Internet Penetration Rates in Some Countries, 2010
- Internet Application Utilization Rate, Dec, 2009-Jun, 2010
- Users & Growth Rate of China's Online Shopping Market, 2003-H1 2010
- Transaction Volume of China's Online Shopping Market, 2007-H1 2010
- China's Online Shopping Trading Volume, 2009
- Market Share of Platform Shopping Websites, H1 2010
- Market Shares of China's Independent-sale B2C Shopping Websites, H1 2010
- Total Netizen Population and Online Shopping Netizen Population in Beijing, Guangzhou & Shanghai, 2009
- Online Shopping Penetration Rates in Some Cities, 2009
- Users of Some B2C Shopping Websites by Age, 2009
- Users of Some B2C Shopping Websites by Gender, 2009
- Users of Some B2C Shopping Websites by Monthly Salary, 2009
- Survey of Netizens' Trust in Online Shopping Transaction
- Age Structure of Respondents, 2010
- Education Background of Respondents, 2010
- Profession Distribution of Respondents, 2010

- Salary Distribution of Respondents, 2010
- Net Ages of Consumers
- Frequency of Consumers' Online Shopping
- Frequency of Consumers' Online Shopping by Gender
- Frequency of Consumers' Online Shopping by Age
- Consumers' Average Monthly Expenditure of Online Shopping
- Consumers' Average Monthly Expenditure of Online Shopping by Gender
- Consumers' Average Monthly Expenditure of Online Shopping by Age
- Consumers' Average Monthly Expenditure of Online Shopping by Education Background
- Reasons for Consumers to Choose Online Shopping
- Reasons for Consumers to Choose Online Shopping by Salary
- Commodity Varieties Being Bought through Online Shopping
- Commodity Varieties Being Bought through Online Shopping by the Gender of Consumers
- Standards for Commodity Selection during Online Shopping
- Standards for Commodity Selection during Online Shopping by Gender
- Standards for Merchants Selection during Online Shopping
- Insufficiencies of Online Shopping in the Heart of Consumers
- Payment Methods of Online shopping
- Consumers' View on Security of Online Payment
- Consumers' View on Security of Online Payment by Age
- Consumers' Concern about the Trust of Online Merchants
- Consumers' Concern about the Trust of Online Merchants by Age
- Consumers' Concern about the Service Content of Online Merchants
- Infringement Cases of Online Shopping
- Return Cycle of Online Shopping

- Logistics Method of Online Shopping
- Acceptable Commodity Delivery Time
- Consumers' Attitudes towards Promotion Information
- Participation of Online Group Purchase
- Participation of Online Group Purchase by Education background
- Participation of Online Group Purchase by Salary
- Consumers' Participation of Online Group Purchase by Average Monthly Online Shopping Expenditure
- Reasons to Choose Online Group Purchase
- Price Satisfaction with Online Group Purchased Commodities
- Insufficiencies of Online Group Purchase
- Reasons Not to Choose Online Group Purchase
- Registered Users of Taobao, 2006-Q2 2010
- Taobao's Share in C2C Online Transaction Volume, 2003-Q2 2010
- Taobao Sales & Growth Rate, 2005-2009
- Taobao Commodity Rank by Sales, H1 2009
- EachNet's Share in C2C Online Transaction Volume, 2003-Q2 2010
- Comparison of Eachnet, Taobao and Paipai in Overseas Purchasing
- Paipai's Share in C2C Online Transaction Volume, 2007-Q2 2010
- Venture Capital Obtained by Dangdang
- Shopping Websites that Users Had Purchased Goods in Recent One Year, 2009
- Joyo Amazon's Share in B2C Online Transaction Volume, 2006-Q2 2010
- Trading Share of China's Independent-sale B2C Clothes Online Shopping Market, 2009
- China's Top Ten Men's Clothes B2C Websites
- Venture Capital Obtained by VANCL
- VANCL Sales, 2007-2009

- VANCL Operating Income by Region
- Menglu Brands by Product
- Venture Capital Obtained by Moonbasa
- Moonbasa Sales, 2008-2010
- Venture Capital Obtained by 360buy
- 360buy's Share in B2C Online Transaction Volume, 2007-H1 2010
- 360buy Sales & Growth Rate, 2004-2010
- 360buy Logistics Center Distribution all over China
- 51mdq Sales, 2007-2010
- Strategic Partners of 139shop
- 139shop Cell Phone Sales Center Distribution in China
- 139shop Sales & Growth Rate, 2006-2009
- Lusen Sales & Growth Rate, 2006-2010
- Venture Capital Obtained by Redbaby
- Redbaby Sales & Growth Rate, 2005-2009
- Venture Capital Obtained by Zbird
- Zbird Sales & Growth Rate, 2006-2009
- Venture Capital Obtained by Leyou
- Mbaobao Sales & Growth Rate, 2007-2010
- Venture Capital Obtained by Yesmynet
- Venture Capital Obtained by Letao
- Operation Mode Comparison between Okaybuy and Letao
- Venture Capital Obtained by Okaybuy
- Financing of Some Group Purchase Websites, Jul, 2009-Jul, 2010
- Sales, Gross Margin and Profitability of Twelve B2C Companies
- Total Warehouse Area and Logistics Center Distribution of Top Nine B2C Companies

How to Buy

Product details			How to Order
Single user	USD 2,000	File PDF	By email: report@researchinchina.com
Enterprisewide	3,000	PDF	By fax: 86-10-82601570
Publication date: Sep. 2010			By online: www.researchinchina.com
For more information, call our office in Beijing, China:			
Tel: 86-10-82600828			
Website: www.researchinchina.com			