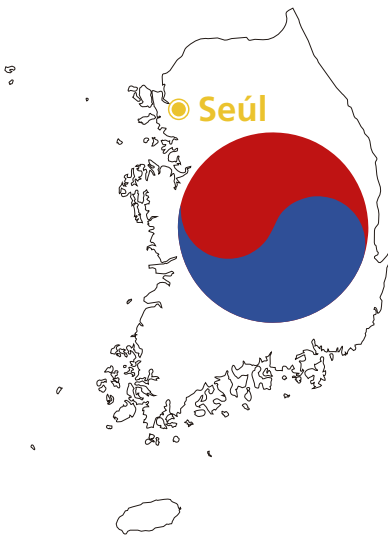




# De compras por el mundo

Hábitos de consumo en la venta a distancia





## COREA DEL SUR

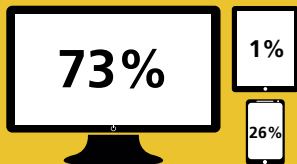
- República con democracia parlamentaria
- PIB: 1.450.050 M.\$ (+13,2% en 2015)
- Población: 50.423.955 habitantes
- IVA: 10%



### Penetración en Internet



#### Por dispositivo

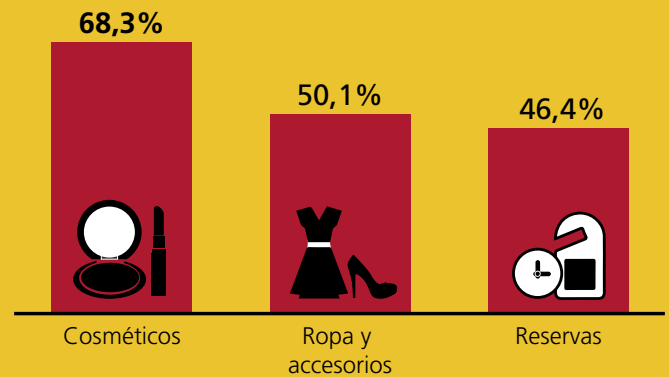


#### Por buscadores

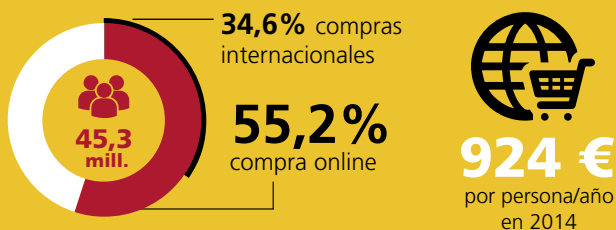


### Sectores más importantes

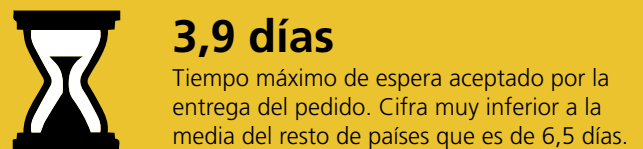
La elección de compra de una de las categorías no excluye la posibilidad de comprar otra. Datos de 2013.



### Compras online vs. acceso a internet



### Tiempo de espera aceptado



### Calendario de venta online 2016

- 7-8 de febrero:** Seollal
- 14 de febrero:** San Valentín
- 14 de marzo:** White Day
- 14 de abril:** Black Day
- 8 de mayo:** Día de los padres
- 15 de agosto:** Comienzo del curso escolar
- 25 de noviembre:** Black Friday
- 28 de noviembre:** Cyber Monday
- 25 de diciembre:** Navidad

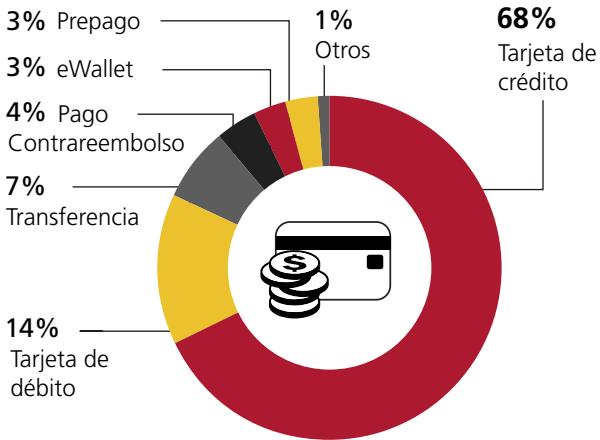
### Devoluciones



### Facturación



## Métodos de pago



## Servicios valiosos para el cliente



**88%**

Esperan que la entrega sea entregada en la puerta de su domicilio.



## Entrega same day

La entrega en el mismo día es una opción muy frecuente que ofrecen las tiendas e-Commerce.

## Asociaciones digitales

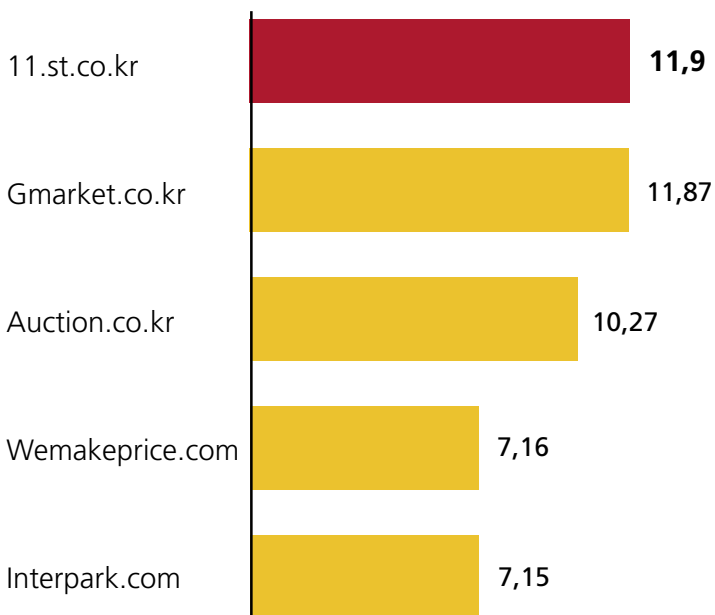


**Korea Internet & Digital Entertainment Association** es la asociación digital más importantes del país.

Si necesita más información visite [www.exportacondhl.com](http://www.exportacondhl.com)

## Principales marketplaces

Datos de febrero de 2016 en millones de visitas.





# Country Information South Korea

Jacklyn

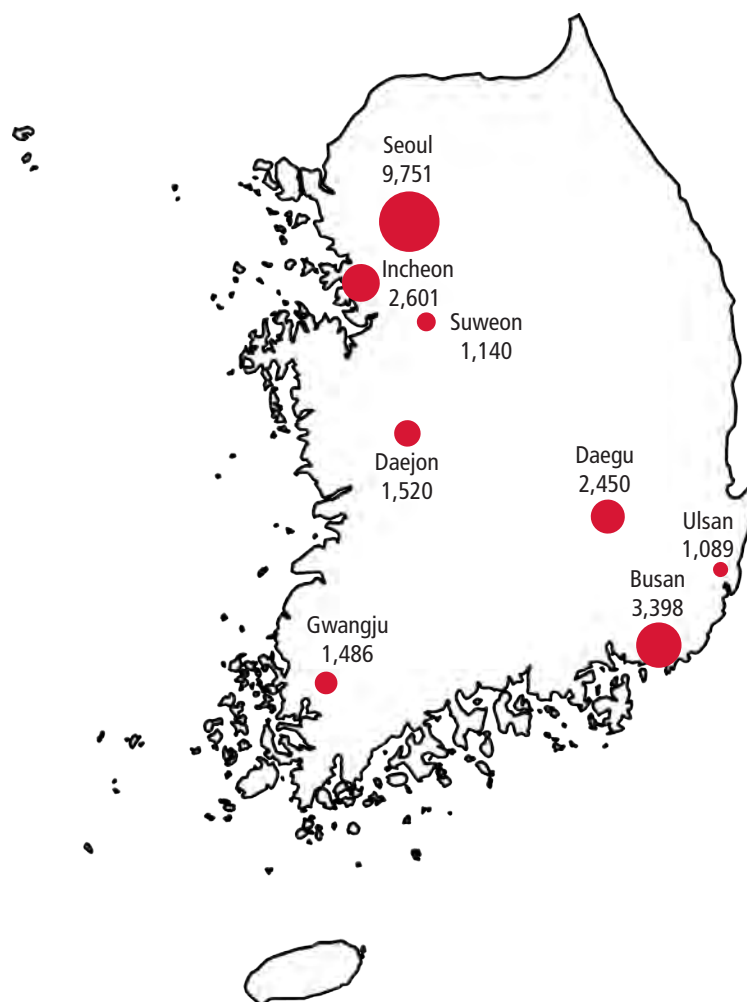
South Korean distance selling clients live in large households in urban areas. They are price-sensitive, love advertising and like to shop in the US.

The economy in South Korea \*

In 2013, the economy in South Korea began to pick up pace with a real growth of 2.8%. A growth in GDP of 3.5% (Korea Automotive Research Institute) to 4.1% (Deutsche Bank) is expected for 2014. Another positive indicator is that employment is increasing, especially in regular jobs. Youth unemployment still remains high however, with official figures of 7.7% for people between 15 and 29 years of age. The Korean economy is highly dependent on exports and reacts sensitively to changes in the global economy. Stronger competition from Japan due to a weaker yen and a high level of debt in private households also remain risk factors.

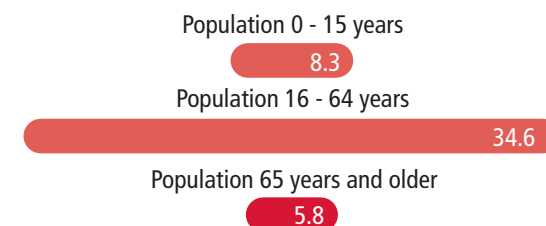
# COUNTRY PROFILE SOUTH KOREA

Metropolitan areas with 1 million inhabitants or more · 2011 in thousands \*\*



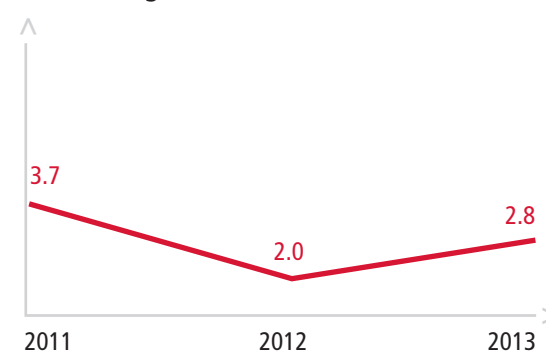
Population, total · 2013 in mn. 48.6 \*\*\*

Age distribution · 2013 in mn.



|                                    |      |
|------------------------------------|------|
| Number of households · 2013 in mn. | 13.2 |
| Ø Household size · 2013            | 3.7  |
| Unemployment rate · 2013 in %      | 3.1  |
| Inflation rate · 2013 in %         | 1.3  |

Economic growth · in % \*\*\*\*



\* Source: Fischer World Almanac 2014, Germany Trade & Invest \*\* Source: Metropolitan areas with 1 million inhabitants and more; United Nations, Department of Economic and Social Affairs, Population Division (2012). World Urbanization Prospects: The 2011 Revision, CD-ROM Edition. \*\*\* Source: Copyright © IHS, 2013. All rights reserved \*\*\*\* Source: Copyright © IHS, 2013. All rights reserved

**Internet use**

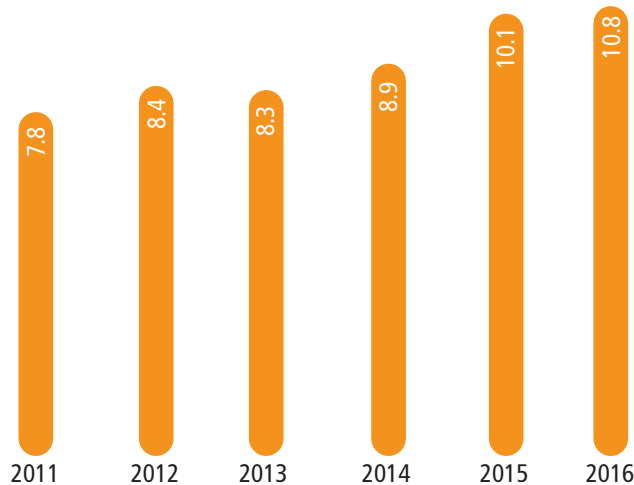
Nowhere in the world are smartphones as popular as in South Korea. 73% of the population own a smartphone. In the global race to provide the fastest mobile internet, the government in Seoul is pushing ahead with plans to extend the internet with broadband cables, which should allow users to surf at previously unattained speeds.

**High-speed internet and mobile ads**

Advertising expenditures are expected to grow by 7.9% in 2014. Especially mobile ad spending will increase with the development of smartphones and tablets. Various advertising platforms based on smartphones have emerged.

# MEDIA USE IN SOUTH KOREA

**Total advertising expenditure**  
· in EUR bn. \*



**Internet users · 2012 per 100 people \*\***



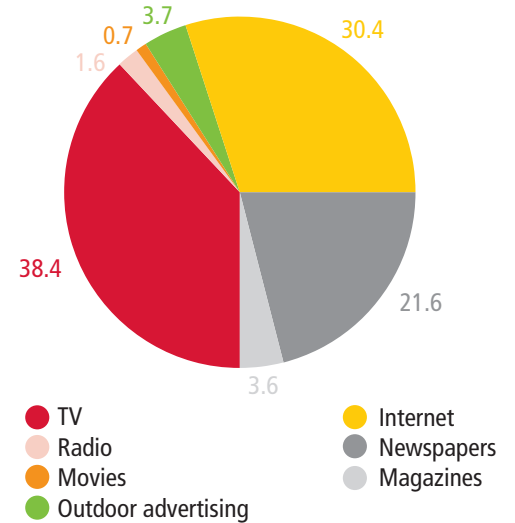
**Permanent access to broadband internet · 2012 per 100 people \*\*\***



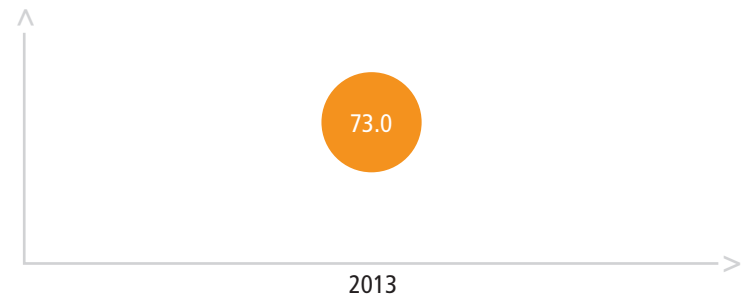
**Cellphones · 2012 per 100 people \*\*\*\***



**Share of adspend by medium**  
· in % \*



**Smartphone market penetration · in % \*\*\*\*\***  
Representative domestic population 16+, n = 1,000



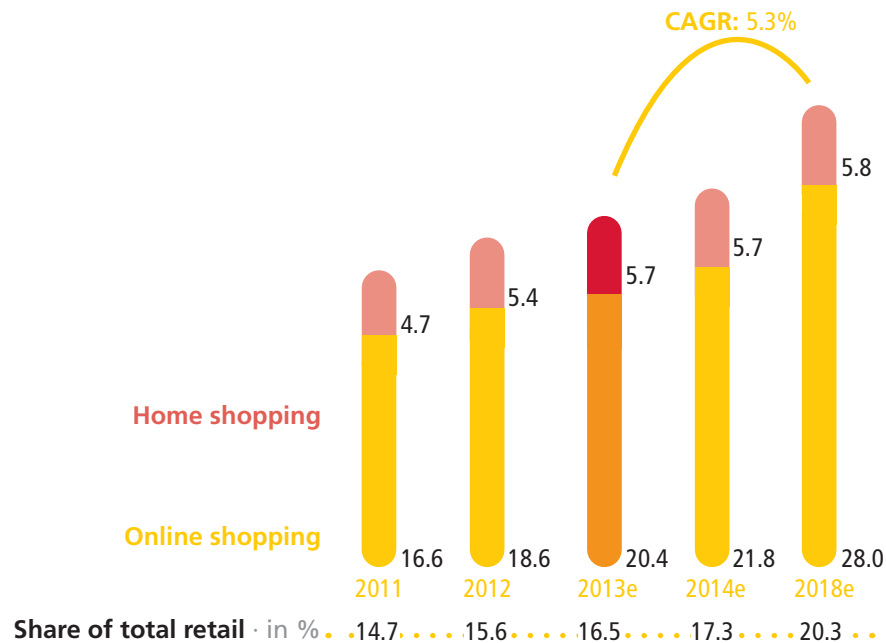
\* Source: Zenith Optimedia, 2013 \*\* Source: Copyright © IHS, 2013. All rights reserved \*\*\* Source: The World Bank \*\*\*\* Source: Copyright © IHS, 2013. All rights reserved \*\*\*\*\* Source: Our Mobile Planet: Google Global Smart phone Study 2013, <http://www.thinkwithgoogle.com/mobileplanet/>

### Well-stocked refrigerators

In the highly developed South-Korean distance selling market, food is the most popular product category, which will also grow in the future. Fashion, consumer electronics and media products are next on the list.

## DISTANCE SELLING IN SOUTH KOREA

Development of distance selling and share of total retail 2011 - 2018  
· in EUR bn. \*



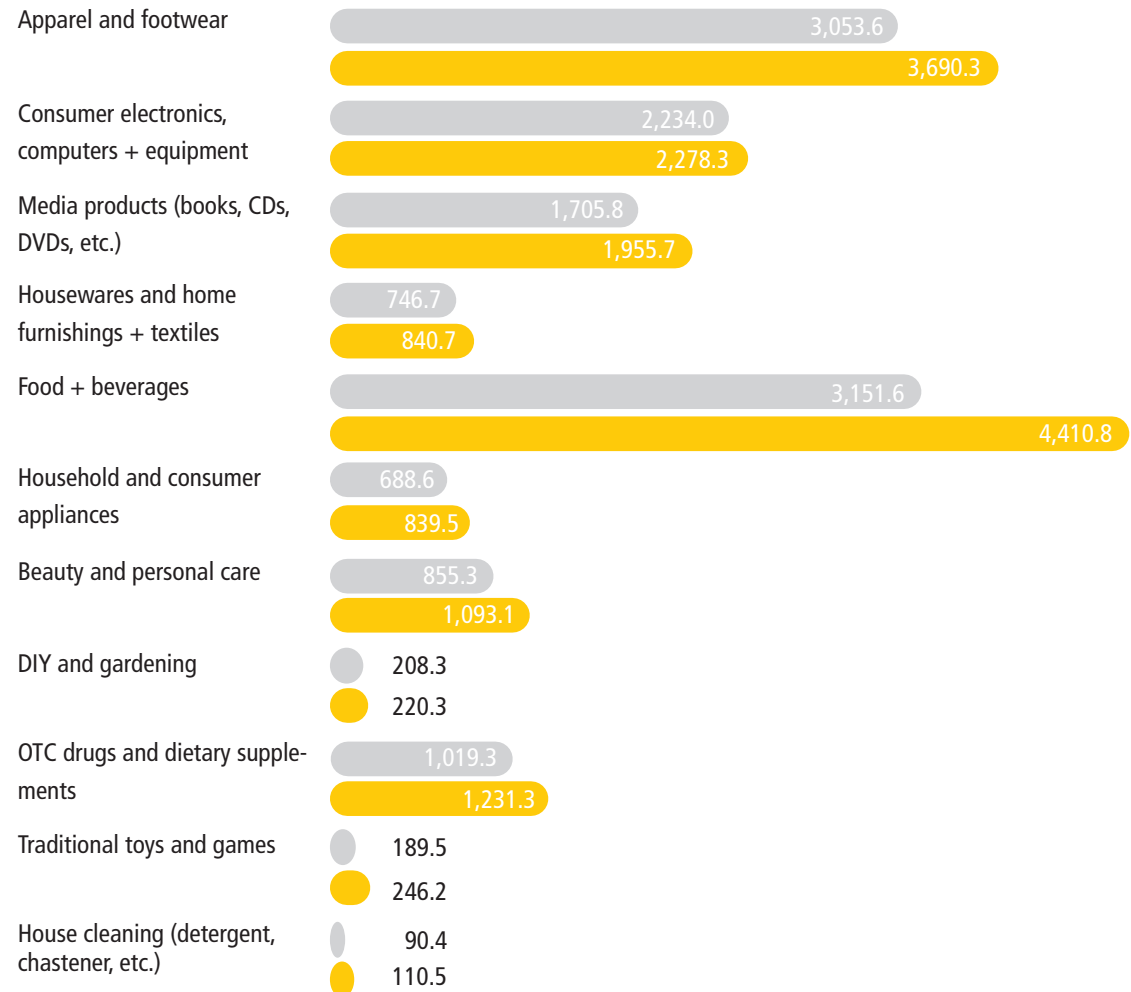
\* Source: Euromonitor International

### Distance selling purchases in 2013 - trend for 2018

· in EUR mn. \*

● 2013

● 2018

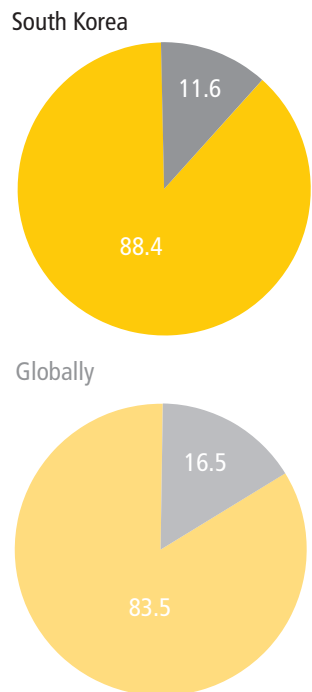


### Distance selling fever

Almost 90% of all South Koreans surveyed make use of the possibilities that distance selling offers. In addition, the majority of current non-users also expressed a desire to purchase products via distance selling in the future.

### Use of distance selling

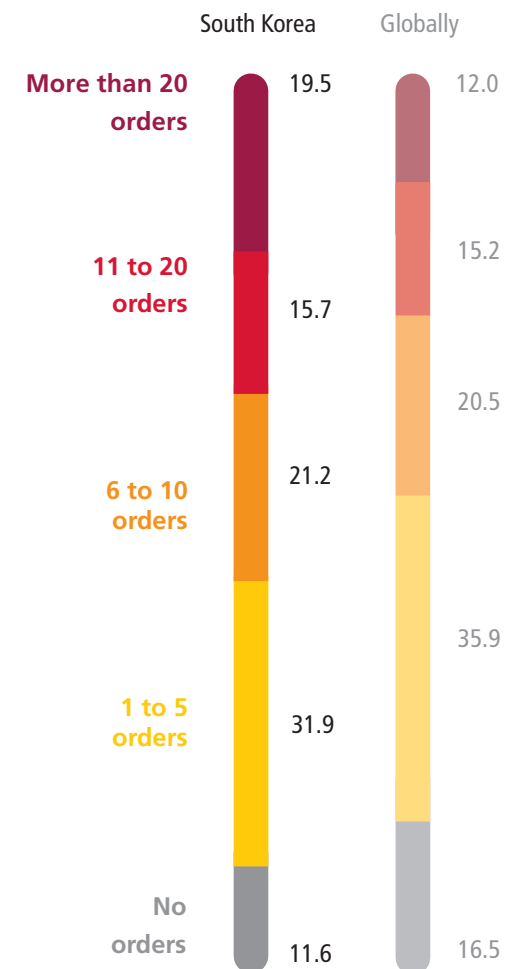
· in % \*  
● Yes ● No



## DISTANCE SELLING IN SOUTH KOREA

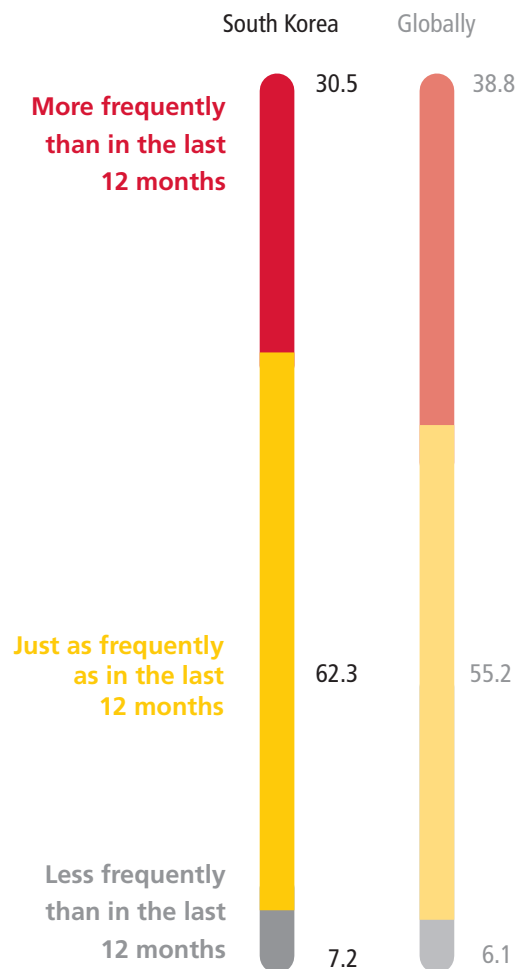
### Number of orders in the previous year

· in % \*



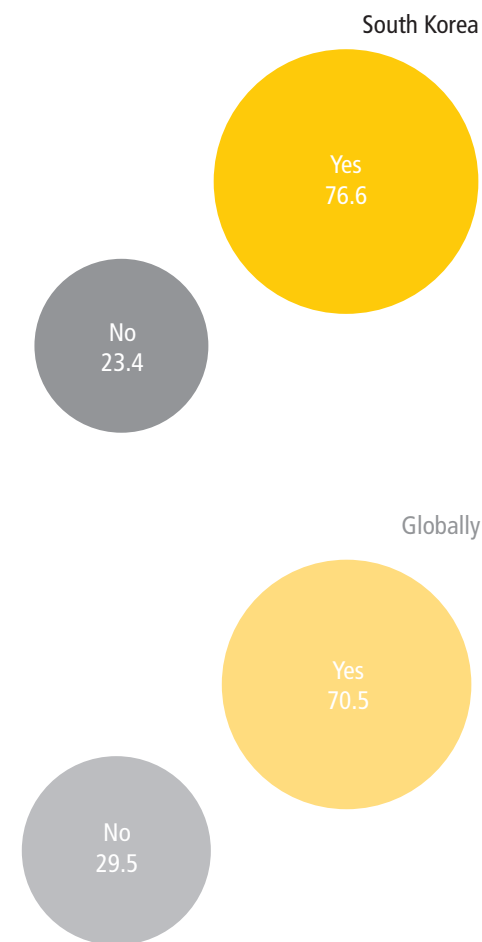
### Future ordering behavior (current users)

· in % \*



### Non-users of distance selling - future plans

· in % \*



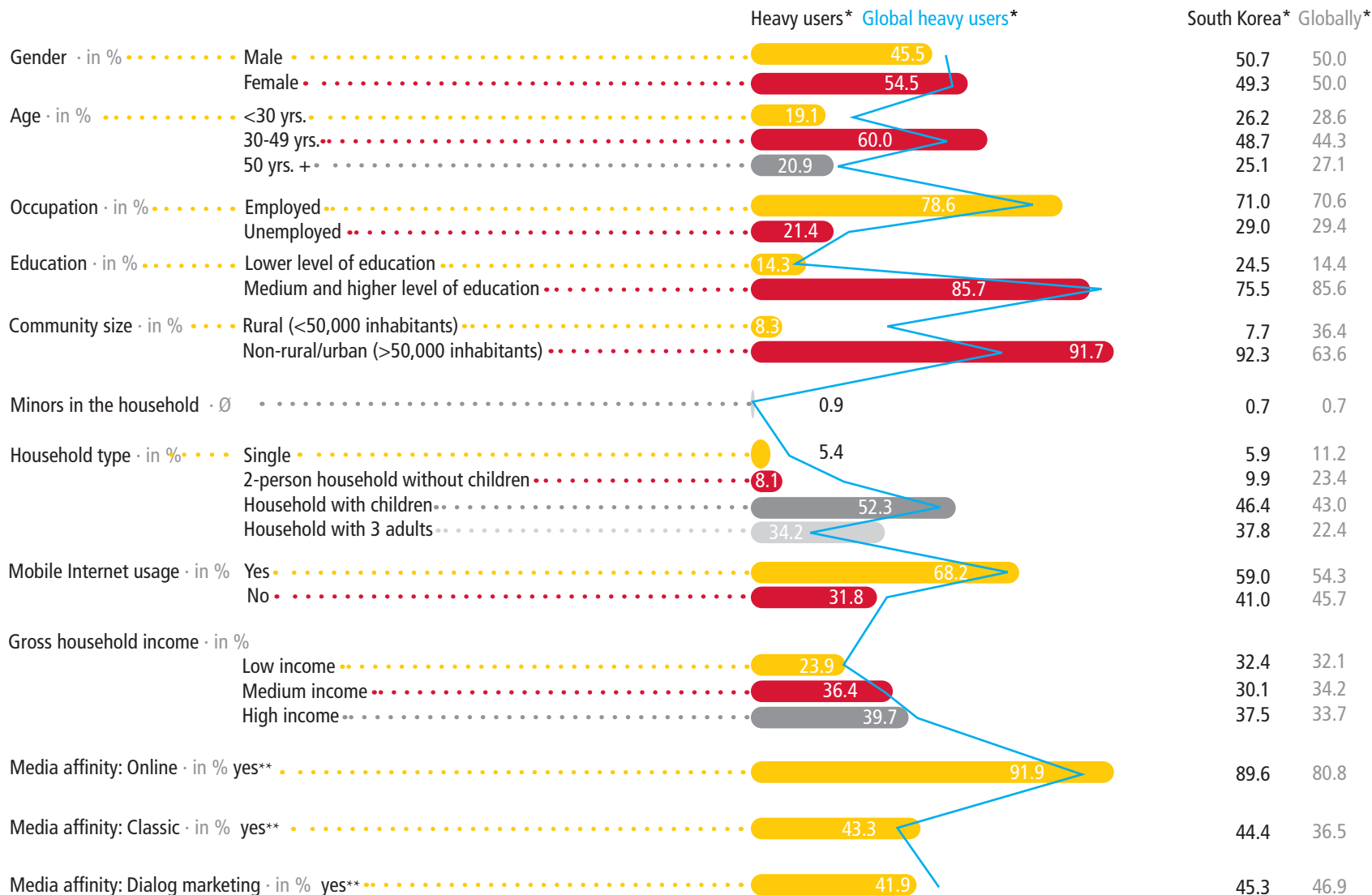
\* Source: DHL Global Mail 2013 · n Global from 1.275 to 11.265 · n South Korea from 43 to 521



# DISTANCE SELLING IN SOUTH KOREA \*\*\*

## All under one roof

Large households - In South Korea, distance selling clients including heavy users often live in households with children or three or more adults. They are increasingly found in urban centers and have a relatively close affinity to media. Above all, online media know how appeals to South Koreans. The increased use of mobile internet, especially among heavy users, supports this fact. The profile of heavy users is also characterized by a high concentration of middle-aged people. 60% are between 30 and 49 years old.



\* Source: DHL Global Mail 2013 · n Global from 2,661 to 11,265 · n South Korea from 132 to 521 \*\* media affinity for online / classic / dialog marketing, if at least one medium from the respective area was rated 5 or 6 on a scale of 1 "absolutely not useful" to 6 "very useful" \*\*\* the top third of most active mail order users

**Price-sensitive target group**

The key criteria for selecting a distance selling company include affordable prices and special offers. A particular preference is therefore shown for price comparison websites.

# "CUSTOMER JOURNEY" – SEARCHING FOR PRODUCT INFORMATION



\* Source: DHL Global Mail 2013 · n Global from 9,386 to 10,617 · n South Korea from 456 to 500, multiple mentioning

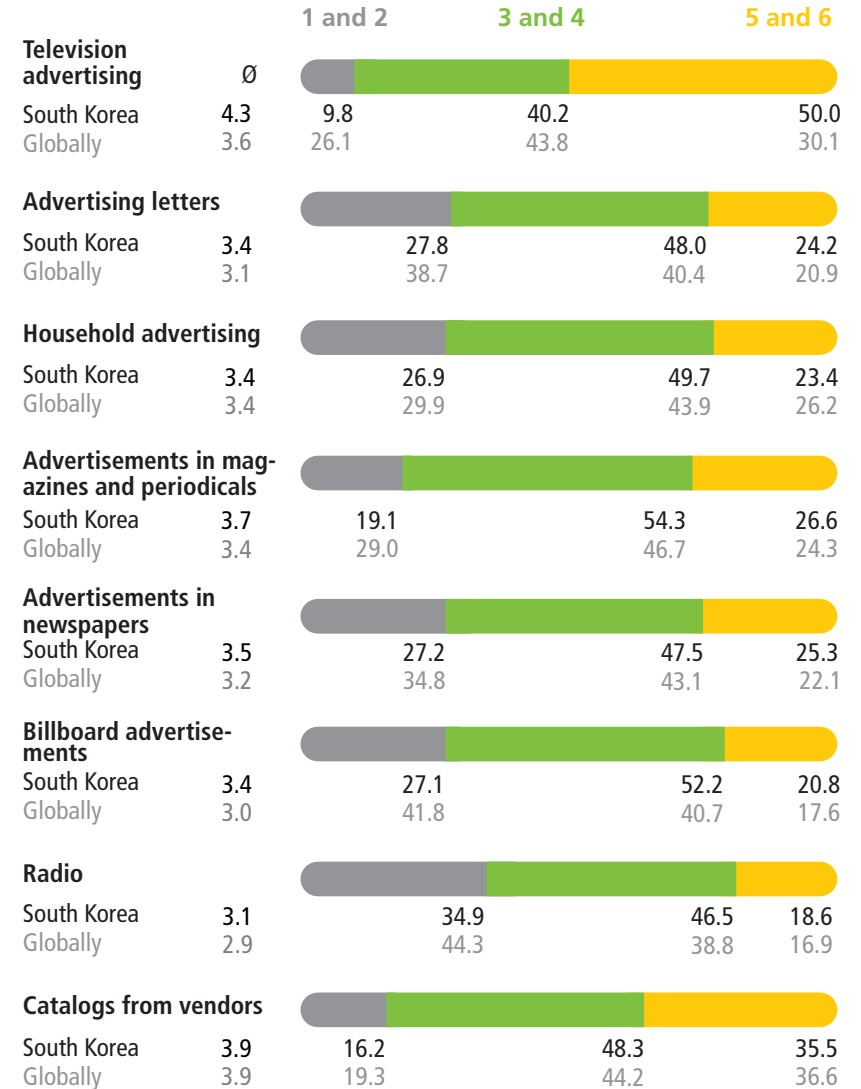
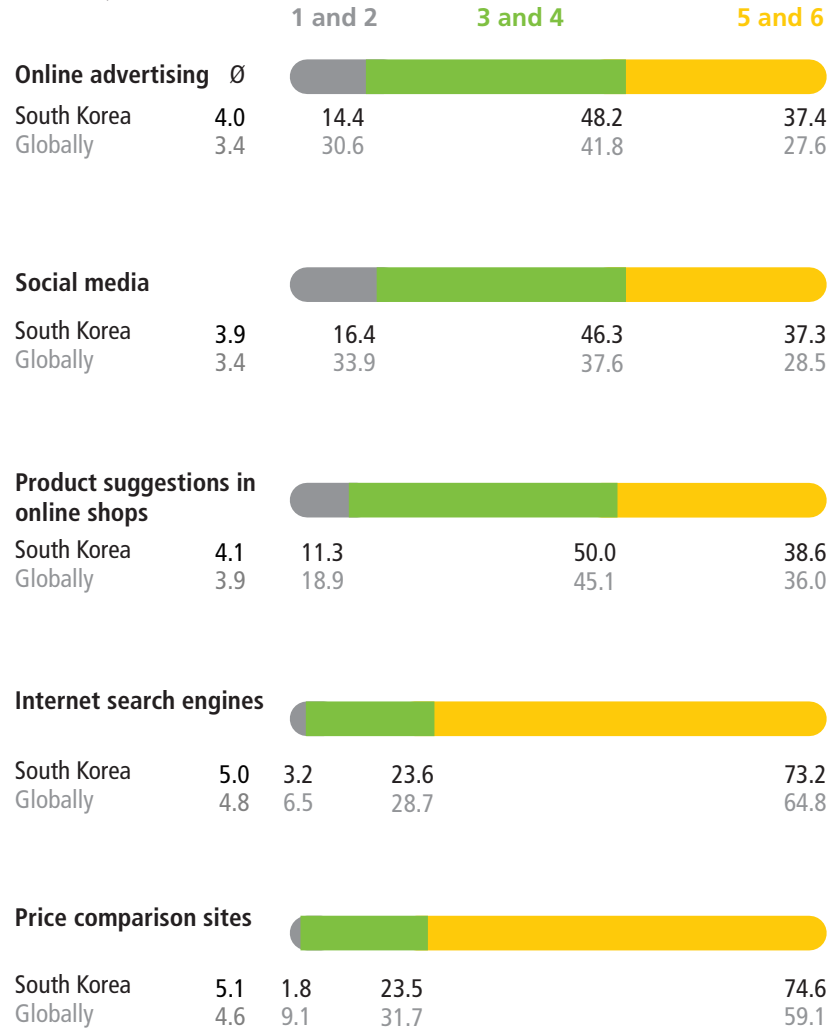
# ACCEPTANCE OF ADVERTISING MEDIA

## High advertising affinity

The usability assessment of almost all advertising media is above the global average. A high degree of use is primarily attributed to online media such as price comparison websites and search engines as well as television advertising.

### Usefulness of advertising media

· in % \*,\*\*

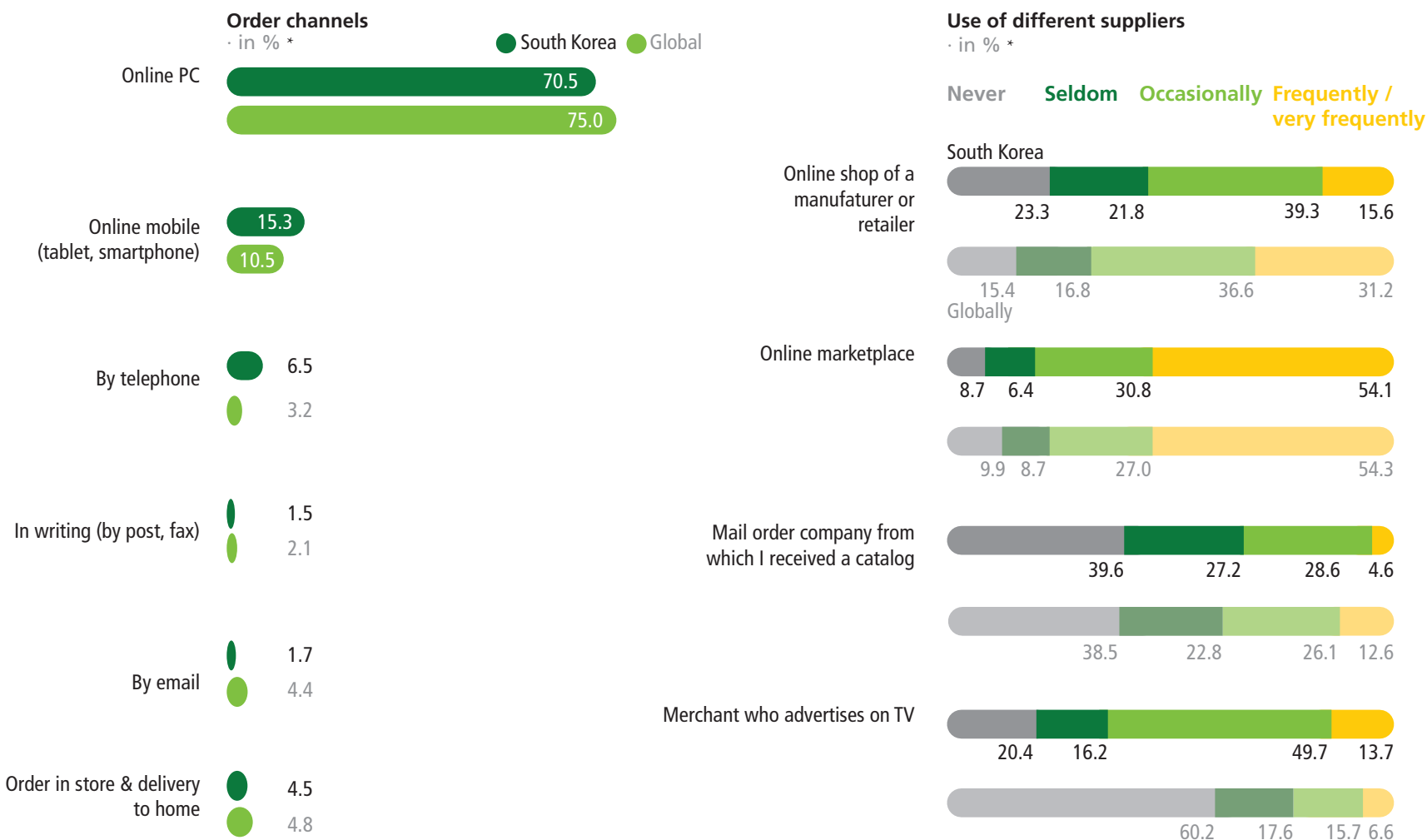


\* Source: DHL Global Mail 2013 · n Global from 10,218 to 10,384 · n South Korea from 490 to 495 \*\* scale from 1 "absolutely not useful" to 6 "very useful"

**Mobile: anything is possible**

South Koreans are mobile-savvy. 15.3% specify mobile devices as their preferred ordering method. The PC is the number 1 ordering channel, but is less dominant compared to the global average. When searching for products, South Koreans prefer to visit online marketplaces rather than independent online shops. Catalogs are seldom used in South Korea, whereas teleshopping enjoys great popularity. While around 60% refrain from using this ordering channel globally, only a 20% do so in South Korea.

# "CUSTOMER JOURNEY" – PLACING ORDERS



\* Source: DHL Global Mail 2013 · n Global from 9.270 to 9.446 · n South Korea from 455 to 459

### Credit card in 1st place

In South Korea, the credit card is the payment method of choice. Two out of three distance selling clients use their credit card for eCommerce frequently to very frequently. Advance payment and debit card payment are second and third on the list. Installment purchases are used to a similar extent. Compared to the global average, installment purchases are quite popular in South Korea. Online payment, payment by invoice or cash on delivery are rarely used.

## "CUSTOMER JOURNEY" – PAYMENT METHODS



\* Source: DHL Global Mail 2013 · n Global from 9,218 to 9,324 · n South Korea from 449 to 458

## "CUSTOMER JOURNEY" – DELIVERY

Requirements for delivery · Ø \*\*, \*\*

- South Korea
- Globally

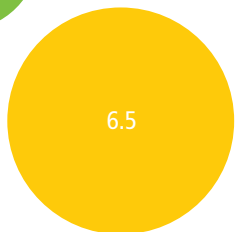
### Fastest possible delivery

South Korean distance selling clients push for fast deliveries and do not like waiting longer than 4 working days for their order. In addition to high expectations for delivery speed, free delivery and tracking options for the consignment are a must.

### Max. accepted order time

· Ø in days \*

- South Korea
- Globally



The option of selecting the shipping company

The vendor only works with reliable delivery companies

Detailed information regarding delivery period & delivery date when ordering

Fast delivery

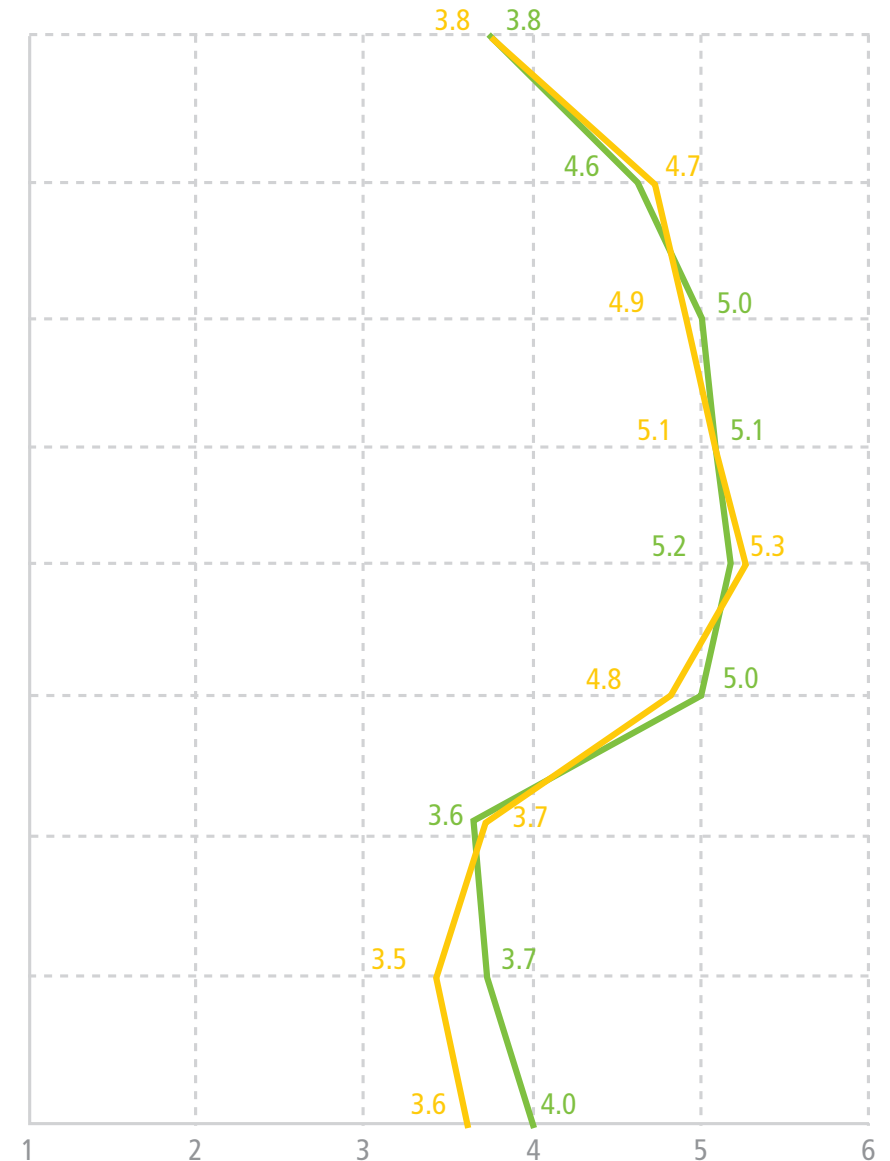
Free delivery

Tracking information

Delivery to a retail store

Delivery to a parcel locker or drop box

Other collection points (supermarket, kiosk, gas station)



\* Source: DHL Global Mail 2013 · n Global from 10,270 to 10,462 · n South Korea from 481 to 495 \*\* scale from 1 "absolutely not important" to 6 "very important"

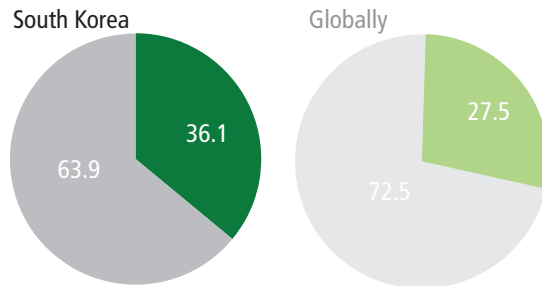
### Quality issues

One in three distance selling clients has already returned an ordered product. The value for South Korea is therefore much higher compared to the global average. On the other hand, the return rate is slightly lower than the international reference value. The main reason for returning goods is the poor quality of the product - a problem that appears to recur frequently. Reasons for returning goods often include the client's dissatisfaction with a product or a faulty product. South Koreans rarely order a selection of several products in different sizes.

## "CUSTOMER JOURNEY" – RETURNS

Percentage of users who returned goods · in % \*

● Yes ● No



Number of returns per capita per year · Ø \*

● South Korea

● Globally

1.0

0.8

Return rate · in % \*

● South Korea

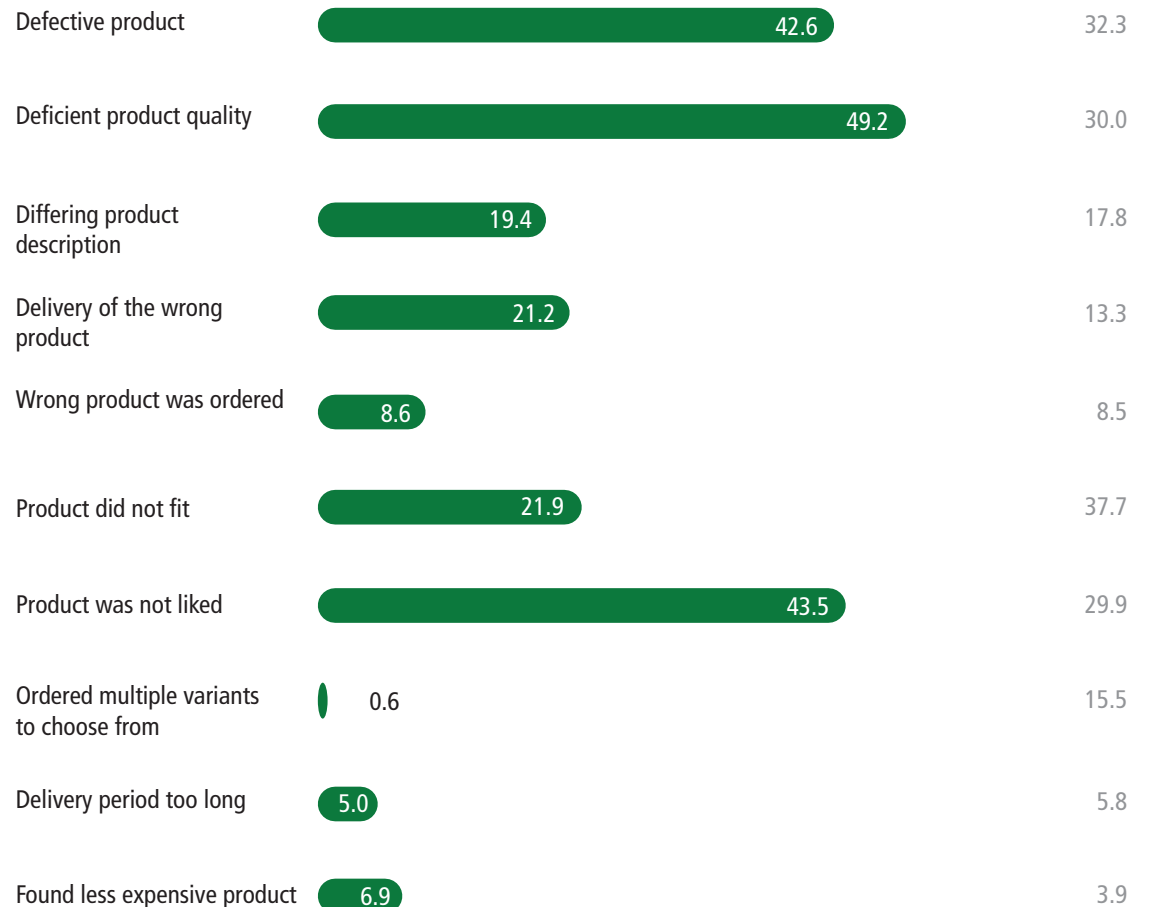
● Globally

5.2

5.9

Reasons for returns

· South Korea in % \*



\* Source: DHL Global Mail 2013 · n Global from 2,648 to 9,325 · n South Korea from 161 to 450

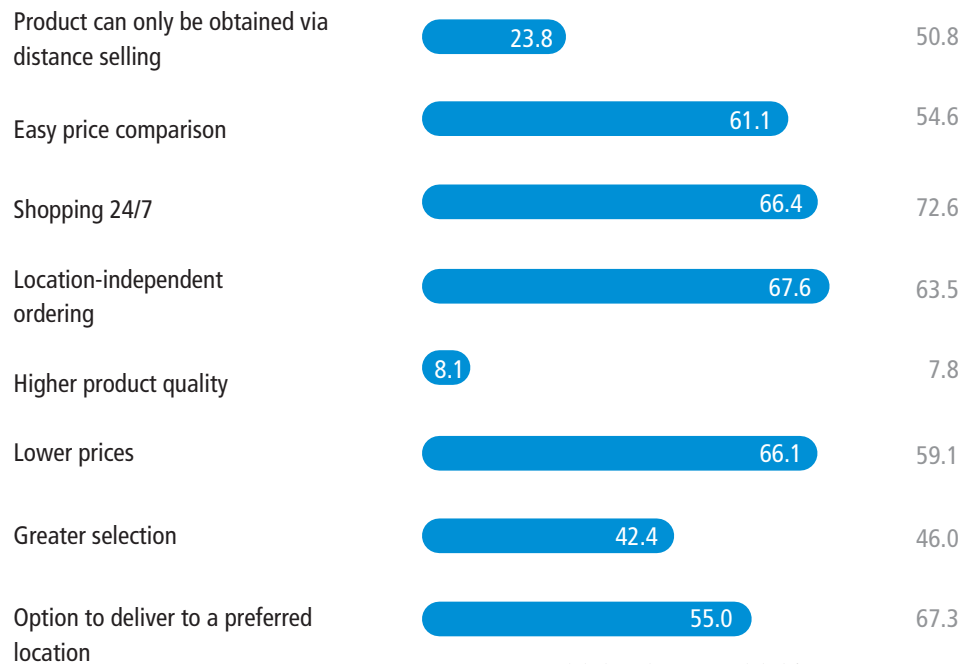
### Bargain hunters

Price transparency and low prices are the main drivers for distance selling in Korea. Convenient shopping from anywhere at any time is also important.

## DRIVERS & BARRIERS IN DISTANCE SELLING

### Drivers

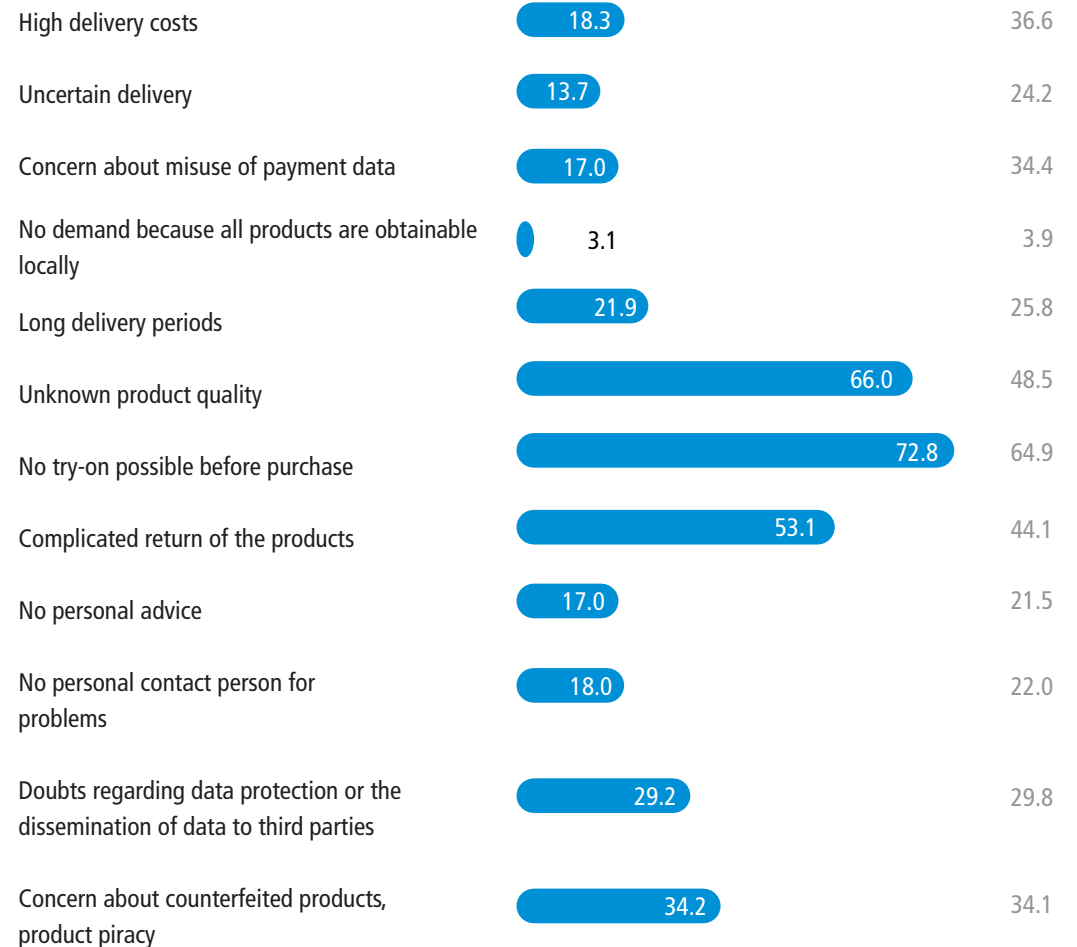
· South Korea in % \*



### Barriers

· South Korea in % \*

Globally



\* Source: DHL Global Mail 2013 · n Global from 10.509 to 10.864 · n South Korea from 494 to 512



### USA in shopping focus

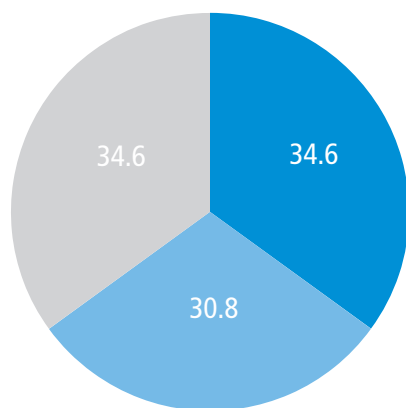
South Koreans are still slightly hesitant about placing orders abroad. Approximately one third of consumers surveyed had never placed an order abroad and did not plan to place any orders in the future. If goods are imported, then the country of preference is the USA. Almost 90% of South Koreans who currently purchase from abroad also intend to search for the products of choice in the United States in the future. South Korea's neighbor Japan is in second place, albeit far behind the USA. In the future, Germany, Canada and Great Britain will join Japan as key import destinations.

## CROSS-BORDER SHOPPING – OVERVIEW

### Use of cross-border eCommerce

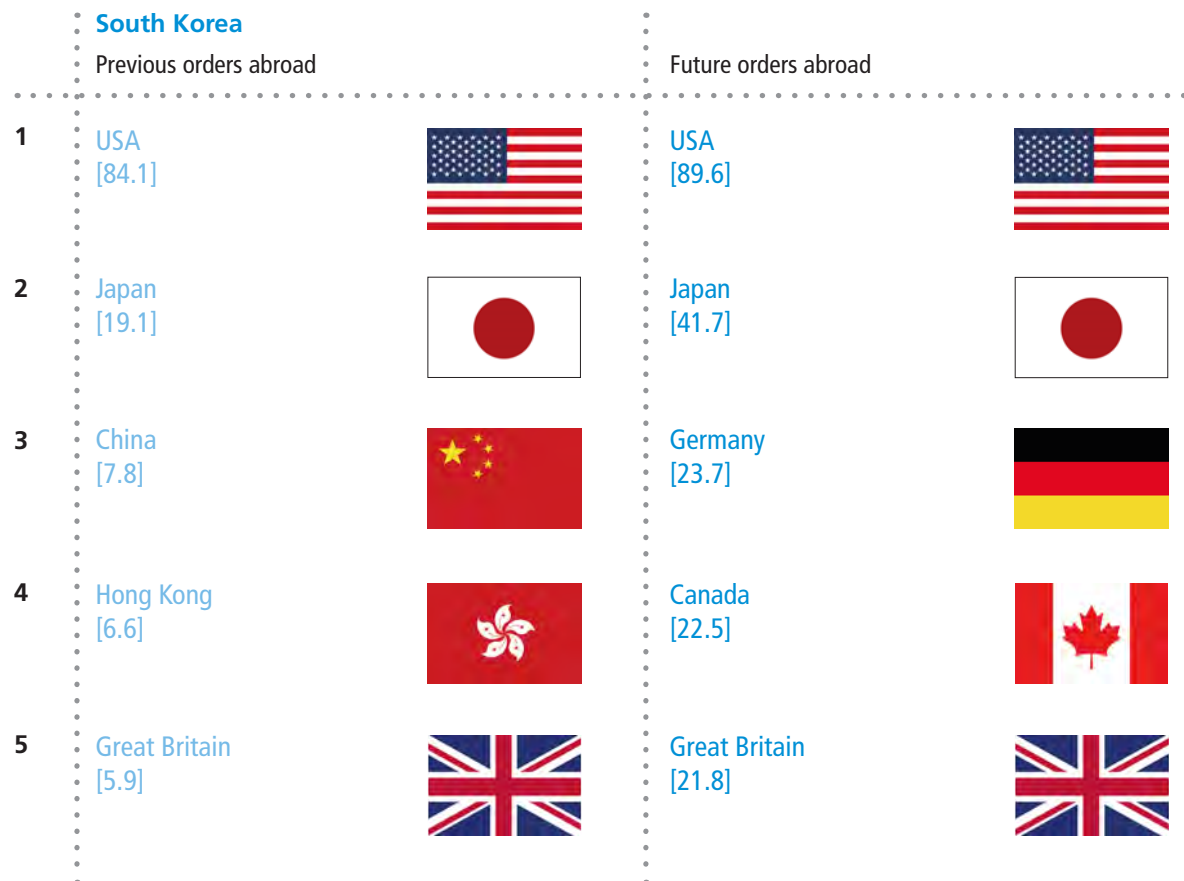
· in % \*

- Yes, already ordered \*\*
- No, but future orders planned
- No, no future orders planned



### Previous and future orders abroad by country

· in % \*



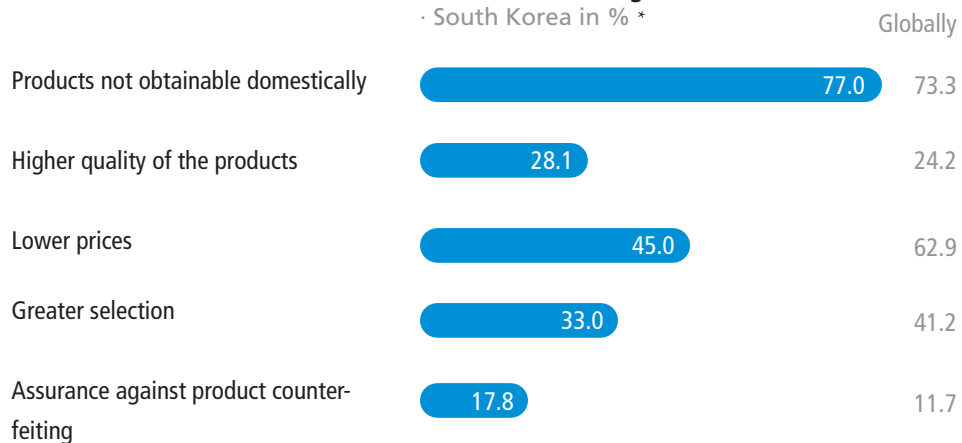
\* Source: DHL Global Mail 2013 · n Global from 4,738 to 8,807 · n South Korea from 152 to 396 \*\* split into "further orders planned" 31.8% South Korea and "no further orders planned" 2.8% South Korea

**Appealing variety**

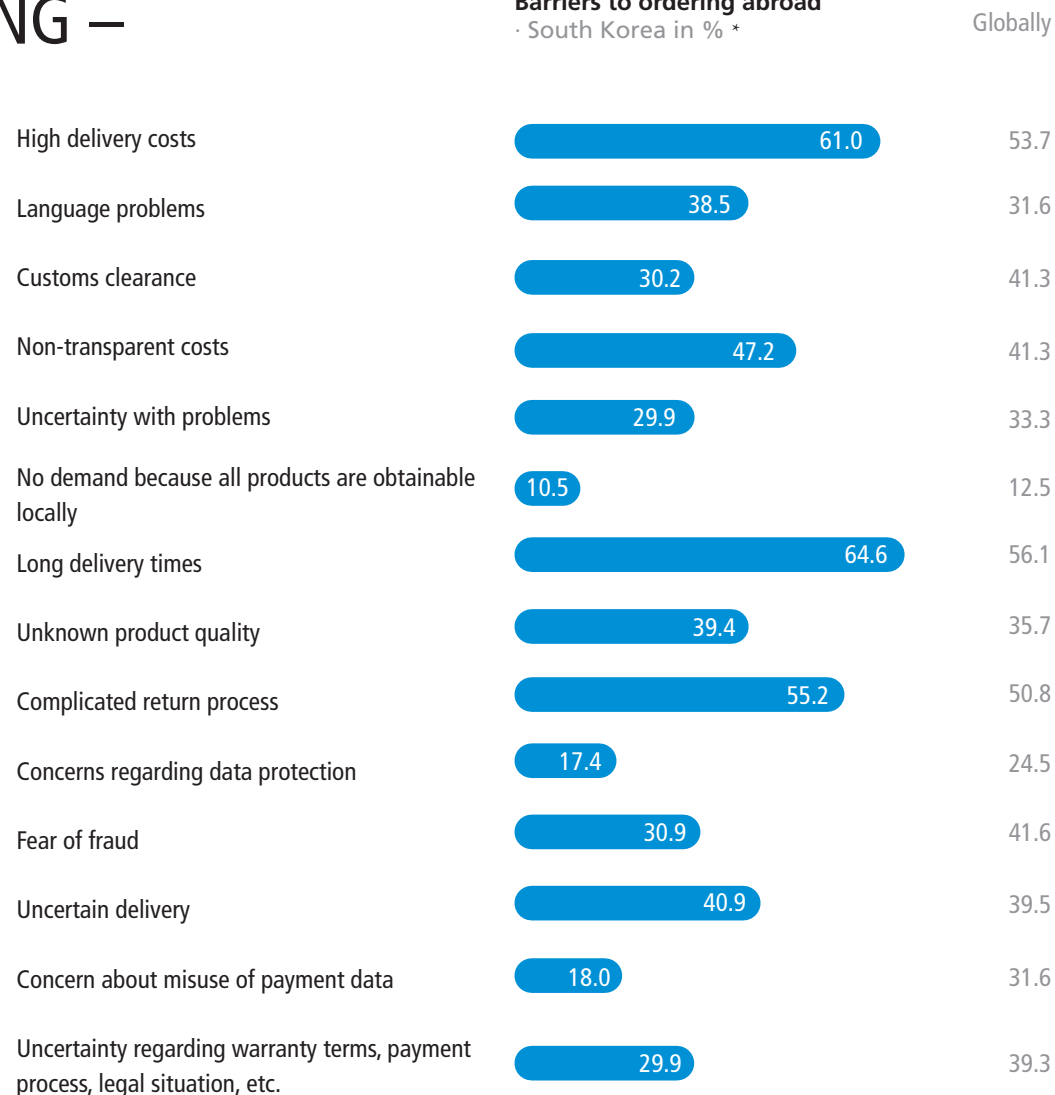
Foreign countries offer South Korean clients a product variety unavailable in their own country. Affordable prices only play a secondary role in their decision to purchase products from abroad. Long delivery times and high delivery costs are the main reasons discouraging South Koreans from buying imports.

# CROSS-BORDER SHOPPING – DRIVERS & BARRIERS

**Drivers for ordering abroad**  
· South Korea in % \*



**Barriers to ordering abroad**  
· South Korea in % \*



\* Source: DHL Global Mail 2013 · n Global from 7.289 to 10.689 · n South Korea from 278 to 506

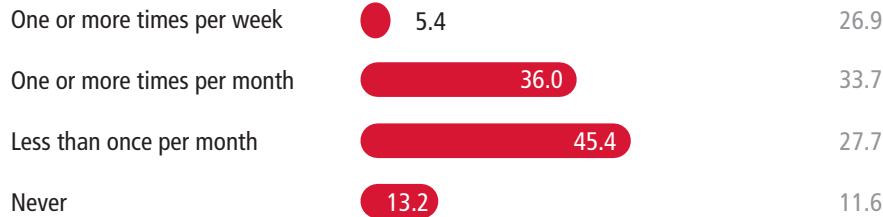
**Low frequency and response**

Although a similar number of clients as the global average receive mailings and catalogs, they are received less frequently. Only 5.4% of South Koreans receive direct marketing offers once a week or more. Reading and response rates are significantly below the global average. However, if clients respond to advertising, they usually visit the website of the advertiser, respond via Twitter, Facebook & Co. or pay a visit to the local store.

# DIALOG MARKETING

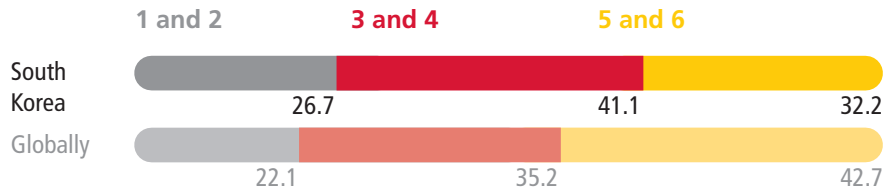
**Reception of mailings and catalogs**

· South Korea in % \*



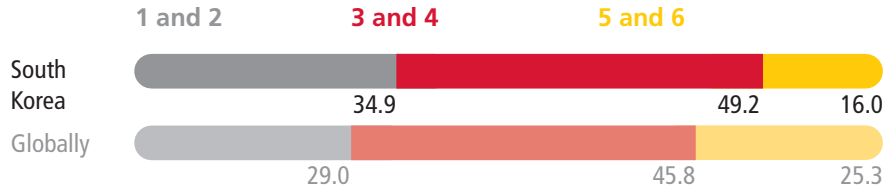
**Reading mailings and catalogs**

· in % \*\*, \*\*



**Response to mailings and catalogs**

· in % \*\*, \*\*



**Response channel for mailings and catalogs**

· South Korea in % \*



\* Source: DHL Global Mail 2013 · n Global from 8,788 to 11,265 · n South Korea from 383 to 521 \*\* scale from 1 "never" to 6 "almost always"