



# Safe.Shop, the Global Ecommerce Trust Mark

Without Trust there is no Trade

**Our mission is to foster global digital trade  
As peace is the natural effect of Trade**

Charles de Montesquieu  
Philosopher  
1689 - 1755



# Initiated by Ecommerce Europe, we now cooperate with 50+ associations worldwide



**RCC**  
the voice of retail

**SHOP.ORG**  
NRF's DIGITAL RETAIL DIVISION

**ABCOMM**

**Associação de Internet.lix**

**acepi**  
ASSOCIAÇÃO DA ECONOMIA DIGITAL

**be commerce.be**

**thuiswinkel.org**

**Retail Excellence**

**eCOM.lu**

**fevad**  
www.fevad.com

**imrg**

**adigital**

**netcomm**  
IL CONSIGLIO DEL COMMERCIO ELETTRONICO ITALIANO

**AACE**  
AFRICAN ALLIANCE FOR E-COMMERCE

**e-commercebrasil**  
EXCELÊNCIA EM E-COMMERCE

**eCommerce Forum Africa**

**netcom suisse**  
e-commerce association

**GRECA**

**VIRKE eHANDEL**

**FINNISH COMMERCE FEDERATION**

**VERKKOTEOLLISUUS**

**FDIH**  
STYRKER DÄNSK E-HANDEL

**Händlerbund**

**ASOCIACE PRO ELEKTRONICKOU KOMERCI**

**e-COMMERCE POLSKA**

**SAUDU PIRKTY**

**SEK.org**

**AM UZ**

**ARMO**  
ASOCIATA ROMANA A MAGAZINELOR ONLINE

**Bulgarian E-commerce Association**

**eCommerce Hrvatska**

**etid**  
Elektronik Ticaret İşletmecileri Derneği

**itida**  
Developing IT in Egypt

**ECAI**

**CZI**  
E-commerce Centre of Excellence

**AKIT**  
АССОЦИАЦИЯ КОМПЬЮТЕРНИХ ИНТЕРНЕТ ТОРГОВЛИ

**NATIONAL ASSOCIATION OF MAIL ORDER and DISTANCE SELLING TRADE**

**Deca**  
北京电子商务协会  
Beijing Electronic Commerce Association

**CCEAA**

**CDRI**  
Commerce Development Research Institute

**TiEA**  
Türkiye İnternet ve E-Ticaret Derneği

**香港電商聯會**  
**HONG KONG Federation of E-Commerce**

**internet alliance IA**

**nora**  
THE VOICE OF NEW RETAIL

**Retail NZ**

**Ecommerce FOUNDATION**

# The Ecommerce Foundation fosters global digital trade in three ways



20+ free reports on how to sell online in 50+ countries



**Safe.Shop**<sup>™</sup>  
The Global Ecommerce Trust Mark

A Global trust mark allowing consumers and merchants to shop and sell worldwide



**Ecommerce**  
**WIKI**

An online handbook by/for 25.000 ecommerce experts

# Consumer Trust & E-commerce

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Sara Lone, Research Coordinator

Ecommerce Foundation

UNCTAD E-commerce Week 2018

# Shopping online is risky business for consumers

- Will I receive what I ordered?
- Is this web-shop real?
- Is the product real or a fake?
- Is my private data safe?
- Is this payment method/system secure?
- Can I return the product?

\*Perceived Risk \*



# Of consumers who **never** buy goods/services online, the #1 reason is trust (49%)

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“Trust in the context of e-commerce has generally been treated as even more significant than in other settings because of the lack of personal contact and the lack of social cues in e-commerce.” -*Gefan et al., 2003a*

“Trust and economic conditions explain more than 80% of the variability in online shopping behavior.” -*Mahmood et al., 2001*



# Countries with higher levels of trust concerns

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- Poland 59%
- Hong Kong 56%
- Turkey 54%
- Pakistan 52%
- Mexico 51%
- South Africa 51%
- Australia 50%

These countries exhibit trust concerns higher than the global average of 49%

“

Distrust of what businesses do with personal and credit card information is an e-commerce issue in any country, but, in countries where there may be good justification for such distrust, it could become a serious obstacle to e-commerce growth. ”

*-Anigan, G., 1999*  
*-Elkin, N., 2001*

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# What factors impact consumer trust?

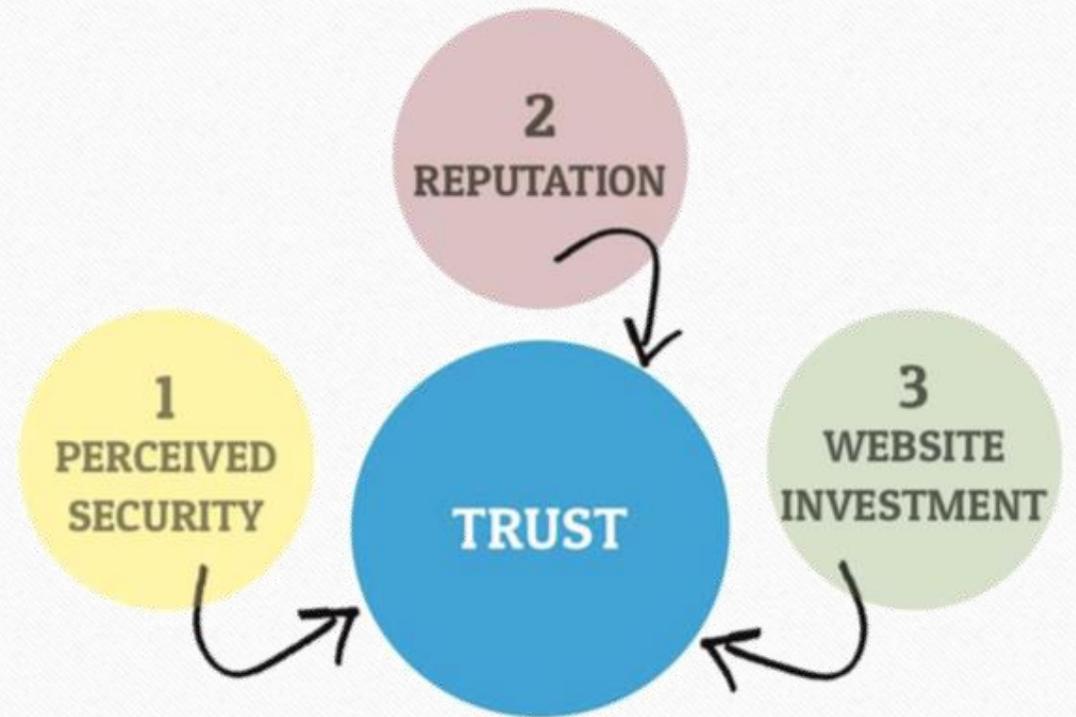
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- 'Perceived Risk' includes the levels of:
  - Uncertainty
  - Vulnerability
  - Dependence
- Factors include: First-time purchasing; re-purchasing; cross-border purchasing; payment/delivery methods; digital literacy; transparency; web-shop design (and more).

# What affects consumer trust?

## Perceived Security Controls

- **Perceived Security Controls** have 5 sub-factors:
  - Authentication control
  - Nonrepudiation control
  - Privacy control
  - Confidentiality control
  - Data-integrity control
- **Focus:** Make consumers feel less uncertain, less vulnerable and less dependent



# Challenges and Barriers for Governments *and* e-Retailers

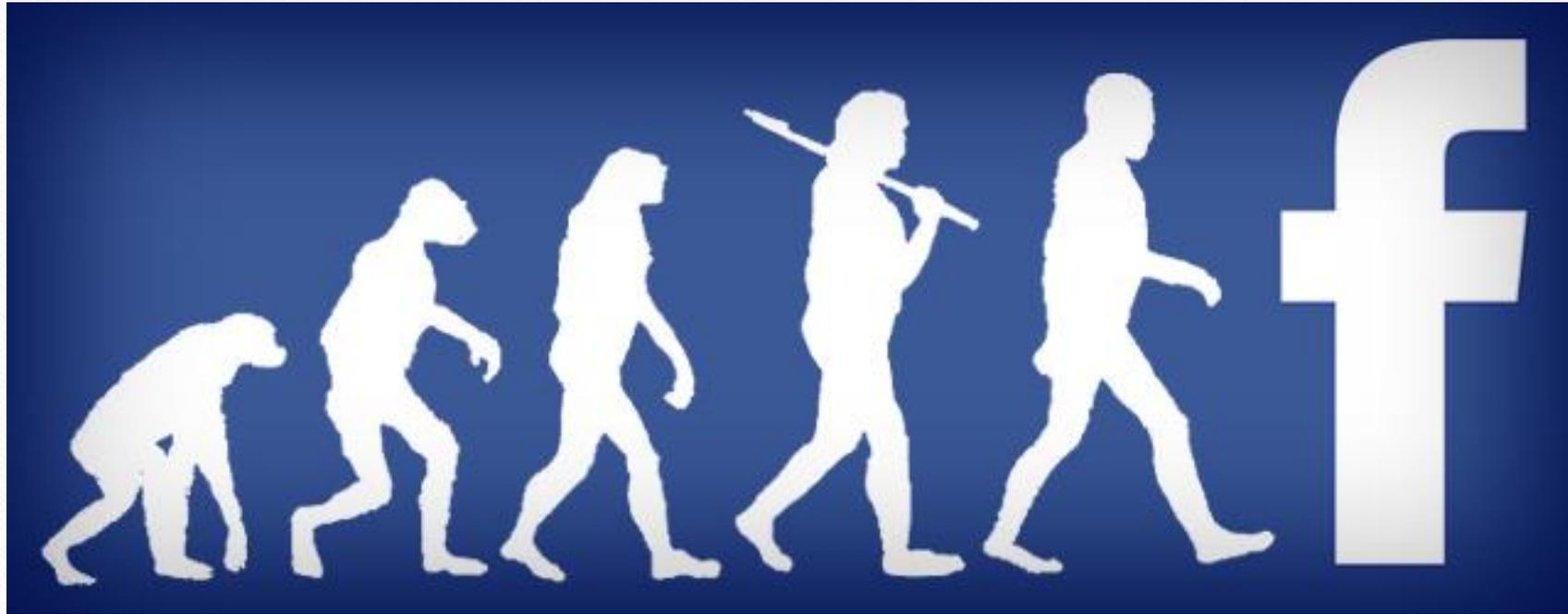
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**Making consumers feel less uncertain, less vulnerable and less dependent has a two-fold solution:**

- Accurately measuring consumer trust across the globe
- Understanding and incorporating cultural differences

# Measuring Consumers...

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# Culture Matters

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## Collectivist

- Exhibit **emotional dependence** on institutions & organizations.
- “... a preference for a tightly-knit framework in society in which individuals can expect their relatives or members of a particular ingroup to look after them in exchange for unquestioning loyalty.”

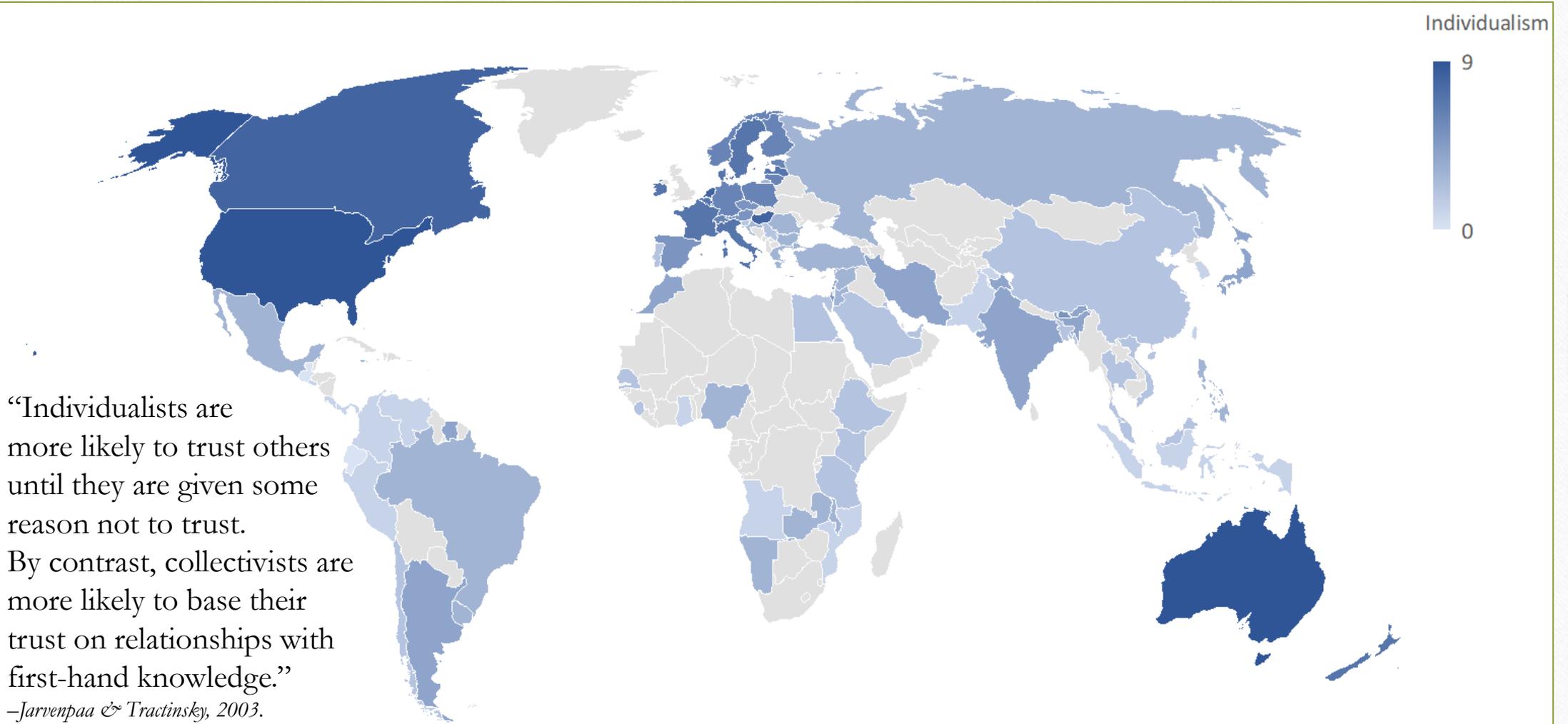
*-Hofstede, 2018*

## Individualist

- Exhibit **emotional independence** from institutions & organizations.
- “... can be defined as a preference for a loosely-knit social framework in which individuals are expected to take care of only themselves and their immediate families.”

*-Hofstede, 2018*

# 'Individualism' Landscape

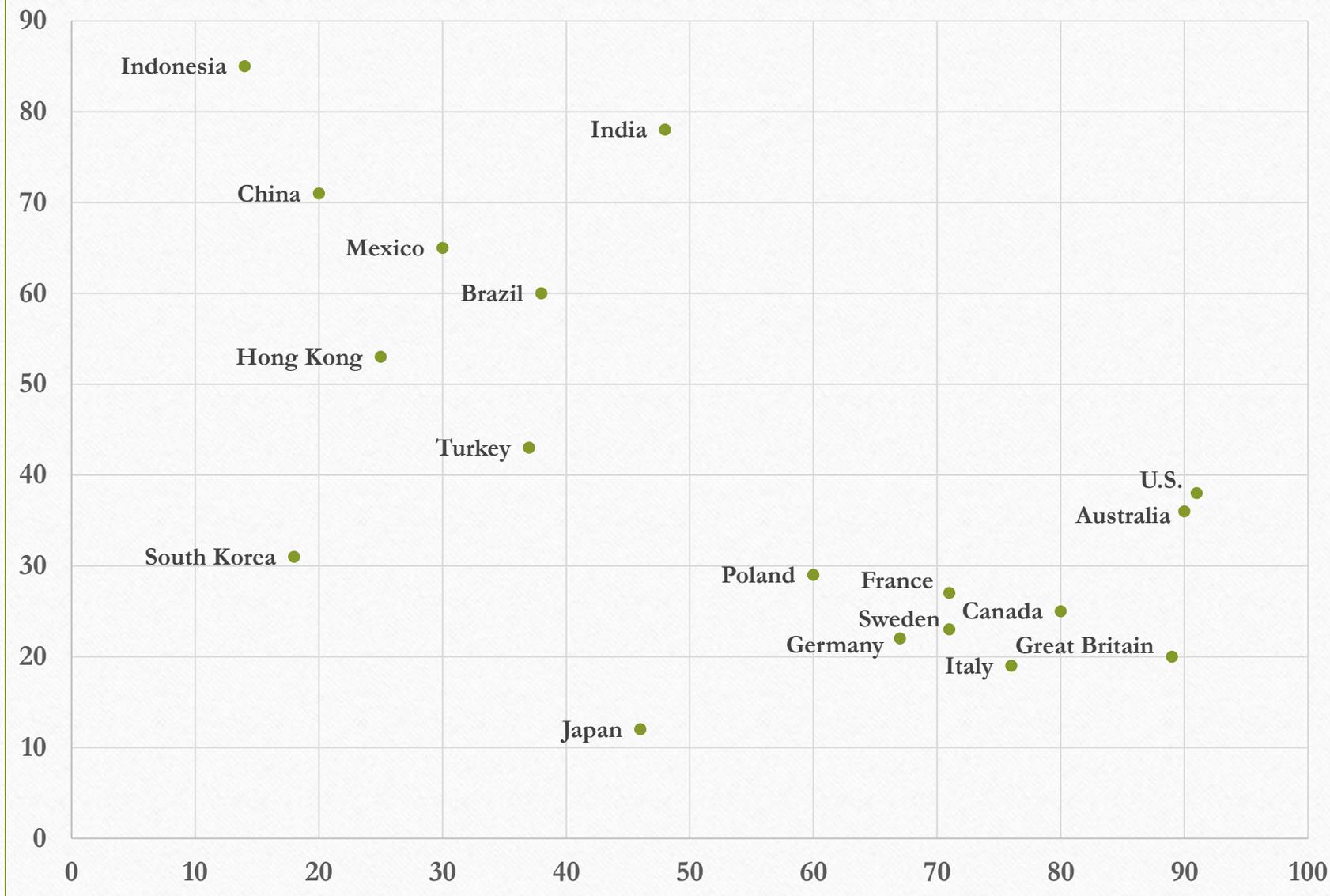


Need more  
convincing that  
culture  
matters?



How about a  
ride...

Q32. Many people in the “shared economy” use services such as Uber, where ordinary people sign up to effectively offer taxi services and get connected with people looking for rides via a mobile application. Please indicate how likely you are to do the following in the next year: Base: All Respondents (n=20,084)



# Increasing level of privacy concerns

- **Kenya**

- 2014: 62%
- 2016: 81%



- **France**

- 2014: 48%
- 2016: 55%



- **Great Britain**

- 2014: 53%
- 2016: 59%



- **Australia**

- 2014: 54%
- 2016: 56%



**Total Global Population: 2014: 64% to 2016: 57%**

# Trust-Inducing Options

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- On the web-shop/Front-end:
  - Consumer reviews
  - Trustmarks
  - Transparent privacy/security policies
- Back-end/production side:
  - Web design (look-and-feel) and back-end security
  - Working with reputable logistics providers consumers will know

<b>SITE VIEW</b>	<b>cognitive trust</b>	<b>affective trust</b>	<b>behavioral trust</b>	<b>average trust</b>
<b>Trustmark™</b>	<b>5.36</b>	<b>5.26</b>	<b>4.77</b>	<b>5.14</b>
Objective - Source Rating (OSR)	4.92	4.45	3.77	4.39
Implied investment in ADV (IIA)	4.86	4.77	4.05	4.47
TM and IIA	5.07	4.90	4.30	4.74
IIA and OSR	5.39	5.03	4.71	5.04
TM and OSR	5.08	5.09	4.22	4.80
All three signals	5.35	5.19	4.69	5.11
Total	5.12	4.90	4.34	4.79

\*Scale is 1-9 (1= strongly disagree, 9= strongly agree)

“

Trustmarks have the greatest effect on perceived trustworthiness, influencing respondents' beliefs about security and privacy, general beliefs about firm trustworthiness, and willingness to provide personal information.

”

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*Aiken, K., Boush, D. (2006). Trustmarks, Objective-Source Ratings, and Implied Investment in Advertising: Investigating Online Trust and the Context-Specific Nature of Internet Signals. Journal of the Academy of Marketing Science, 34(2006), 308-323.*



“ The current results tentatively suggest that the partnering between 3<sup>rd</sup> party assurance services and the government in [collectivist cultures] is a way to provide the necessary trust...”

*-Greenberg, R., Wong, B., Lui, G., 2008.*

# Recommendations

Decrease consumers' perceived risk, uncertainty, vulnerability and dependence

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- Governments/NGOs
  - Cultural understanding:
    - Collectivist or Individualist?
  - Infrastructure awareness
  - Accurate data collection and analysis
  - Digital literacy status
  - Innovative technologies
  - Involve every stakeholder possible
- Retailers
  - Invest in a trustmark
    - Cross-border: international/globally recognized trustmark
    - Domestic: Local ecommerce associations, CPAs, law firms, government agencies
  - Invest in a robust consumer review platform
    - Cross-border: language capabilities
  - Invest in web-shop design that is culturally relevant with necessary capabilities

# Our panelists



**Mostafizur Rahman Sohel**  
Bangladesh Ecommerce  
Alliance



**Annegret Mayer**  
Ecommerce Europe



**Ibrahima Nour Eddine Diagne**  
African Performance Institute



**Igor Subow**  
NAMO

**How popular is ecommerce  
in your country?**

**What is the status of online consumer trust in your country?**

**How often are consumers shopping  
cross border in your country?**

**How do you inspire consumers to shop more online in your country?**

**Which measures are taken to increase consumer online trust in your country?**

**Which actions should be undertaken to increase online consumer trust on a global level?**

# Questions from the Audience?

Safe.Shop allows consumers and webshops to shop and sell worldwide



**Safe.Shop<sup>TM</sup>**

The Global Ecommerce Trust Mark

# Safe.Shop certifies on the basis of the Global Ecommerce Code of Conduct

offering clear rules of conduct which both Webshops as well as Consumers understand



The company exists



You know what, when & how you buy



What you buy is what you get



Prices are clear & complete



Right to return within 14 days



Payment is safe



Your privacy is protected



All reviews shown and real



Complaints are handled fast & fairly



Delivered as promised



Your consumer laws apply

# Safe.Shop is now offered in 15+ countries, goal is to expand to 30 end of 2018

