



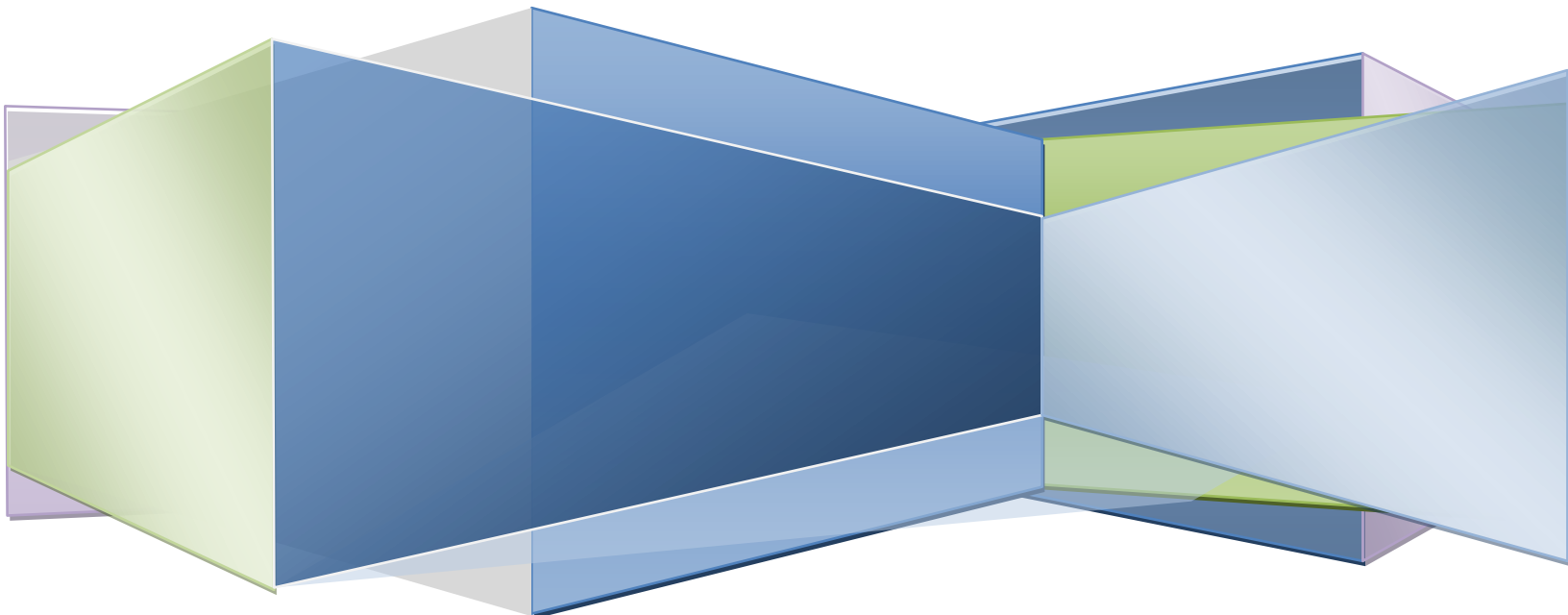
UNIVERSIDAD DE ALMERÍA

**RESEARCH OF B2C AND B2B INTERNATIONAL  
MARKETS IN THE CONTEXT OF BENCHMARKING OF  
EUROPEAN UNION AND SPAIN PERFORMANCES**

Master in International Business Administration and Languages

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## ABSTRACT

*In the late 1980s, with the introduction of the internet, our lives have been dramatically changed and it has brought a lot of newness and innovation within a short time. In parallel with the technological and economic developments around the world, new concepts and a large number of new international markets have emerged on the internet. With this new form of fast-growing commerce has been reached very considerable economic inputs and simplicities.*

*Thus, the importance of the internet and e-commerce is an undeniable fact. The global marketplaces have been become significant as a bridge between all parties involved on the web trading platforms where buyers, sellers, retailers, wholesalers meet. Hereby, this dissertation was written in order to review the subjects of B2B and B2C.*

*The primary purpose of this research is to analyze the usage of the internet and in European Union and Spain in terms of B2B and B2C international markets based on statistical data examining the growth in global internet economy by benchmarking EU and Spain performances.*

*The second purpose of this research is to specify the infrastructures of the e-commerce by defining B2B and B2C concepts.*

*For those reasons, this research aims to explain the current situation of B2B and B2C, its pros and cons especially in the terms of enterprises and individuals.*

*The results of this study give some suggestions about growth-trend of online purchase and turnover from e-commerce in EU and Spain. When examining statistical data, the findings show that the internet and e-commerce are going to become more widespread and internet economy is going to keep on growing rapidly in near future.*

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**Key Words:** *E-Commerce, Relationship between B2B and B2C, Differences between B2B and B2C, Internet Penetration, Sales and Order over the Internet, Benchmarking of EU and Spain Performances*

## ABSTRACT

*A finales de 1980, con la introducción del Internet, nuestras vidas han cambiado radicalmente y acarreó muchas novedades e innovaciones en un corto período de tiempo. En paralelo con los avances tecnológicos y económicos en el mundo entero, los nuevos conceptos y un gran número de nuevos mercados internacionales han surgido en Internet. Con esta nueva forma de rápido crecimiento del comercio se han alcanzado entradas económicas muy considerables y simplicidades.*

*Por lo tanto, la importancia del Internet y el comercio electrónico es un hecho innegable. Los mercados globales se volvieron significativos, como un puente entre todas las partes involucradas en las plataformas comerciales de la web donde los compradores, vendedores, distribuidores, mayoristas se juntan. Por la presente, este trabajo fin de máster fue escrito con el fin de revisar los temas de B2B y B2C.*

*El propósito principal de este trabajo es analizar el uso del Internet y en la Unión Europea y en España en términos de mercados internacionales de B2B y B2C basados en datos estadísticos junto a examinar el crecimiento de la economía global de Internet mediante la evaluación comparativa actuaciones de la UE y España.*

*El segundo propósito de este trabajo es especificar las infraestructuras del comercio electrónico definiendo los conceptos de B2B y B2C.*

*Por estas razones, esta investigación tiene como objetivo explicar la situación actual de B2B y B2C, sus pros y sus contras especialmente en los términos de las empresas y los individuales.*

*Los resultados de este trabajo dan algunas sugerencias acerca del crecimiento de la tendencia de comprar en línea y el volumen de negocios de comercio electrónico en la UE y España. Cuando se examinaron los datos estadísticos, los resultados muestran que el Internet y el comercio electrónico van a ser más amplios y la economía de Internet va a continuar creciendo rápidamente en el futuro cercano.*

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**Palabras Claves:** Comercio Electrónico, Relación entre B2B y B2C, Diferencias entre B2B y B2C, Penetración de Internet, Ventas y Pedidos a través de Internet, Evaluación Comparativa de las Actuaciones de la Unión Europea y España.

## FOREWORD

*“Any labor is not wasted.” – Anonymous*

*The completion of this thesis was made possible as a result of the support of many individuals. Thus, I would like to take this opportunity to acknowledge them. In particular, there are two individuals to whom I will be grateful all my life.*

*I would first like to express my deepest thanks to my mother for her material and moral support and showing endless patience during the writing process of this dissertation. In the second place, I would like to convey my sincere thanks to my brother for his guidance, useful suggestions and encouragement.*

*I would like to say very special thanks to my worthy professor and thesis tutor Mr. José Manuel Ortega Egea for his significant support and helpful advices in the preparation of this study and my estimable master coordinator and professor Mr. Javier Martínez del Río for his understanding and great effort during my all studies in this unique master programme.*

*Additionally, I would also like to express my gratitude to my all professors and teachers who contributed to me through all my educational life.*

*This dissertation is dedicated to my deceased father who always admonished me to keep on study during his lifetime.*

*June, 2012  
Haydar Caner AGAR*

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## 1. HISTORICAL OVERVIEW

After the 1980s, a general belief has been emerged regarding the direction of economy changes which based on the production of goods of the Industrial Revolution together with developments that gained momentum in the field of Information and Communication Technologies (ICT).

By the late 80s and early 90s, fundamental changes were occurred in the information and communication technologies (ICT) in parallel with the economic trend change in the world. In the same period, the World Wide Web (www) which is one of the milestones of internet history was born besides the emergence of new operating system Windows 3.0. Hereby, the ways to make transactions such as purchase, sales and change from another platform had been opened.

With the advent of the internet, the use of internet had been spread and this breakthrough was adopted by all section of society in a little while. In 1998, the internet was everywhere. From that point on, the unstoppable rise of internet and information and communication technologies has been already started.

From this point of view, we can refer to gain acceleration of technological alteration that it is very apparent. The truth is that, keep up with the technology and innovation is the only way to be able to adapt to world of the future. That is why; the enterprises are getting easier to leave outdated technologies nowadays.

That being the case, the humankind is depended to developments and innovations in the field of internet, software - hardware and ICT than ever before. In today's world, even the smallest changes have been being followed by the enterprises, states and individuals in order to maintain their existence.

## 2. INTRODUCTION

The world economy which began to evolve is described with some sort of concepts such as *knowledge-based economy* or *knowledge-driven economy* on the basis of Information and Communication Technologies (ICT).

Thus, a new-style modern economic structure had been revealed from old-style economy. Depending on advances in ICT, the structure of new economy took its final shape inevitably. ICT was caused a considerable transformation in many areas such as administration, production, marketing, advertising and customer policies. As a result of this transformation, the enterprises directed to be adapted to the new economy aforesaid.

Within this framework, it is possible to make mention of two different structure. In this context, the differences between old and new structured economy as can be seen in the table below.



### 3. COMPARISON OF OLD-STYLE AND NEW-STYLE ECONOMIES

*Table 1. Comparison of Old-Style and New-Style Economies*

Old-Style Economy	New-Style Economy
Static Market	Dynamic Market
Standardized	Individualized
Predominantly Agricultural and Industrial Sector	Predominantly Service Sector
Production and Competition on a National Scale	Production and Competition on a Global Scale
Hierarchical-Bureaucratic Organization	Network-Based Organization
Mass Production	Flexible Production
Essential Elements For Economic Growth: Capital and Workforce	Essential Elements For Economic Growth: Innovation and Knowledge
Main Element Driving the Technology: Mechanization	Main Element Driving the Technology: Digitization
Economies of Scale, Low Cost	Economies of Scope, Innovation and Quality
Low and Medium Level Research and Development (R&D) Activities	High Level Research and Development (R&D) Activities
Full Employment	High Real Wages and Incomes
Vocational Learning and Training	Lifelong Learning and Training
Relationship Between Employees and Management: Opponent	Relationship Between Employees and Management: Collaborative
Stable Employment	Risky Employment
Production Oriented	Customer Oriented
Non - Qualified or Specialized Labor Force in a Particular Area	Innovative and Creative Labor Force

*Source: Own Elaboration*

The world is portrayed as a global market taking a part in an active role of information and communication technologies (ICT). From the point of the enterprises, internet-based B2B (*business to business*) and B2C (*business to consumer*) e-commerce sites can show the new instrument and tool of global market.

Apart from that, business models and consumer expectations have changed in conjunction with information technology revolution considering the internet factor. In the face of this evolution, the enterprises has been channeled into ICT and turned from *bricks-and-mortar*<sup>1</sup> (physical retail stores) towards *bricks-and-clicks*<sup>2</sup> (non-physical online shopping stores) that named as “green” alternative stores.

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<sup>1</sup> *Brick-and-Mortar is defined as a model of traditional business strategy for the enterprises which exist in only physical environment and in business.*

<sup>2</sup> *Bricks-and-Clicks is defined as different of traditional business strategy. Bricks-and-Clicks is also a model that derived from ICT. The enterprises operate in both online in e-commerce, and physical environment that based on the traditional business strategy. The enterprises that selected Bricks-and-Clicks business model usually play an active role in e-commerce as online as well as physical sales point.*

## 4. DEFINITION OF THE CONCEPTS

### 4.1 Definition of E-Commerce

Widely accepted definitions of e-commerce (electronic commerce or EC) delivered by the European Commission (1997) and the OECD (1998) reflected a then prevailing view of e-commerce as buying and selling and exchanging of consumer goods, services and information over e-networks, especially the World Wide Web. In practice, this term and a newer term, e-business, are often used interchangeably.

### 4.2 Infrastructures of E-Commerce

In order to implement the e-commerce, a set of infrastructure requirements have to fulfill. Sometimes, only providing of physical infrastructure does not mean that e-commerce will be applicable. Exactly on this issue, socio-cultural, economic and legal structures are a must which required to be constructed of the infrastructure of e-commerce faultlessly.

Some of these basic requirements are as follows;

- Telephone
- Fax
- Television
- Computer
- Electronic payment and money systems
- Electronic data interchange (EDI)
- Digital Television
- Internet
- Telecommunication
- Mobile
- GSM

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

Nowadays, the infrastructure of B2B has been being provided by big companies such as IBM, Oracle, Microsoft and Ariba. The main technical infrastructure required for B2B can be summarized as follows:

- Telecommunications network and protocol (EDI, Extranet and XML)
- Service providers for database and applications
- Software which contain applications such call center, as e-procurement, tender, electronic sales
- Security for hardware and software

International companies that underlying of B2B are mentioned the following: RSA, Microsoft, Sun, AOL, IBM, Dell, Google, e-bay, Amazon etc. In addition to this, web technologies that provide technical infrastructure are include the following: HTML, ASP, FrontPage, Java, Perl etc.

### 4.3 Physical Infrastructure

- Highway, seaway and airway
- Infrastructure of satellite communication
- Telephone networks
- GSM networks
- Data lines (ADSL, GPRS, EDGE, 3G etc.)
- Harbors
- Warehouses, storehouse and storages
- Internet backbone
- Power plant

#### 4.4 Legal Infrastructure of E-Commerce

Table 2. Legal Infrastructure of E-Commerce

E-signature	E-contract	Foreign trade laws
E-noterary	E-ID card	Protection of consumers
E-money	Copyrights	Commercial legislation
E-document	Taxation	Privacy and security of personal information

Source: Own Elaboration

#### 4.5 Socio-Cultural Infrastructure

Socio-Cultural structure can be classified as 3 groups.

##### 4.5.1 Education

- Schooling and computer training (literacy rate of community, computer literacy, institutions providing IT educations, e-business, e-commerce, e-law and logistics training schools, courses and sessions)
- Written books about e-business, articles and academic studies
- Given seminars, conferences and panels about e-commerce
- E-commerce research centers
- Use of the internet by every segment of society
- Use of mobile phones and digital television by community

##### 4.5.2 Economy

- Level of national income
- Employment
- Joblessness
- Inflation rate
- Incentives, impact on pricing of e-commerce
- Enterprises that provide informatics services etc.

### 4.5.3 Culture

- Habits the society (purchase, payment, etc.)
- Attitudes and expectations of citizens on communication services
- Tangible and intangible elements (trust in customer relations, honesty and sincerity)
- Resistance to change (non-acceptance to new technology at short notice)
- Ability of using technology and its products, applications etc.
- Point of views of community and parents to professions related to e-business
- Civil society organizations which support to the internet, informatics and e-business
- Crisis management in community
- Entrepreneurial spirit

### 4.6 Electronic Data Interchange (EDI)

Electronic Data Interchange is the exchange of business data using an understood data format. It predates today's internet. EDI involves data exchange among parties that know each other well and make arrangements for one-to-one (or point-to-point) connection, usually dial-up. EDI is expected to be replaced by one or more standard XML formats, such as ebXML (electronic business xml). (*Nelson T. D., Ketel M.V., 2000*)

E-business matrix is situated below which briefly displays the parties of the e-business and the relationship between each other. As can be seen in the diagram, e-business consists of four instruments: Government, business, consumer and employee. Furthermore, these instruments have 16 different variation relations among them.

From this point of view, B2B and B2C are a form of e-commerce most well-known, most common, most developed from among these variations (*please see figure 1*).

Figure 1. E-Business Matrix

	Government	Business	Consumer	Employee
Government	G2G	G2B	G2C	G2E
Business	B2G	<b>B2B</b>	<b>B2C</b>	B2E
Consumer	C2G	C2B	C2C	C2E
Employee	E2G	E2B	E2C	E2E

Source: Own Elaboration

#### 4.7 Definition of Business-to-Business (B2B)

In general, B2B e-business model is defined as internet-based e-marketplaces range of many buyers and sellers (*multipoint-to-multipoint*) in terms of the products and services that generated by Small and Medium-Sized Enterprises (Kiyon, 2005). Furthermore, business to business (B2B) electronic commerce is a typical product of the information *age* (Travares and Araujo, 2001). In other words, B2B commerce is referred to the shape of a trade coming together by several buyer and vendor companies in order to realize purchases and sales in electronic environment. (Söylemez, 2006).

In other words, B2B e-commerce is commerce conducted between businesses over an intranet, extranet or internet (i.e. IP net-works). This trade may be conducted between a business and its supply chain as well as between a business and other businesses' customers.

Besides mentioned above definitions, some definitions are available regarding the B2B defined by other authors. Business to business markets are platforms on which B2B e-commerce may be conducted directly between buyer and seller or through a third party. (Guenes, Pardalos, Romejin, 2002, P. 34)

According to McMahon and Yeoman (*McMahon, Yeoman, 2004*); B2B is defined as the undertaking of commercial transactions between two organizations. Normally, this will take place across the internet with one organization acting as the buyer or consumer and the other being the seller or supplier.

### **4.8 Definition of Business-to-Consumer (B2C)**

Created in the basis of the electronic commerce market (B2C) plays an important role in the new economy model as a market which allows making orders and purchases almost every kind of consumer goods.

B2C electronic commerce market enables to access to any good or services by consumer through web sites as well as obtain further information about goods or services, asking for the price quotation, making comparisons with competitors, cashless transfer (in electronic environment), internet banking and insurance, consulting operations and so on.

B2C electronic markets could be defined as Internet-based electronic markets designed to allow online business to consumer communications and transactions. Another functional definition describes B2C as encompassing all e-commerce activities that address a final, individual consumer. (*Coteanu, 2005, P. 7*)

Another definition of business-to-consumer (B2C) e-commerce is based on exchange of goods and services that are transacted via computer networks and involve sales by business to individual consumers. (*Van Hoose, 2011, P. 9*)



## 5. IN-DEPTH REVIEW OF B2B AND B2C

### 5.1 Differences between B2B and B2C

The most obvious difference between B2B and B2C electronic commerce is that B2B allows do business inter-enterprises in electronic environment and B2C allows trading between enterprises and consumers.

In case we take into account the differences based on the product; basically the products of B2B are chemicals, electronics, agricultural products, engine parts, petrochemical products, paper and office supplies. These materials are constituted of the most traded product group in B2B.

B2C products can be divided into two groups.

**5.1.1 Intangible Products:** Travel, entertainment and hobbies, financial services, newspapers/magazines, e-mail, software and similar products can be mentioned as intangible products.

**5.1.2 Tangible Products:** Books, CDs, electronic goods, food and beverage, clothing materials, computers and related supplies can be mentioned as tangible products.

Table 3. Differences between B2C and B2B

	B2C	B2B
According to the method gaining the customer	Mass communication	Personal selling: direct sales force, trade shows
Barriers for competitors	Low	High
In view of the type of relationship	Catalog scanning Place an order Payment Status tracking	Providing of consumable materials Direct Supply Payment Status tracking Catalog Information Management Filling an order out Promotion management Cooperation management Cooperation in designed Cooperation in planning management
Sales	Small buyers	Major buyers
Market size	Consumer market measures in millions	B2B enterprises measure in thousands

Source: Kaplan S.N., 2000. *Business to business e-commerce: Overview, Taxonomy, Appraisal, Working Paper, Graduate School of Business, University of Chicago, Chicago, IL.*

### 5.1.3 Four Key Points in the Table

- Size of the market: The size of the market is clearly a differentiator as in B2C the number of potential customers is ranging from hundred thousands to millions, whereas in B2B a company can survive on just a few customers to a few hundred customers,
- Cost of sales: In B2B, the cost of a sale is much higher than in B2C.
- Sale value: The value of a sale in B2B is much higher than in B2C.
- Contracts: In B2C, people just buy and hardly negotiate. In B2B nearly every sale requires signing of a contract or at least a purchase order after a long pricing negotiation.

B2C e-commerce is spreading rapidly but still this expansion remains relatively low as we all know especially when compared to traditional retail and B2B e-commerce. The table prepared by Stanley Morgan exposes the differences between in both trade form in detail (*please see table 3*).

#### 5.1.4 Differences between B2B Orders and B2C Orders

Table 4. Differences between B2B Orders and B2C Orders

	B2B Orders	B2C Orders
<b>Order Size</b>	Average \$75K	Average \$75
<b>Participants</b>	Multiple companies and employees	Consumer direct to merchant
<b>Pricing</b>	Negotiated, long term contracts, auctions and catalog purchases	Mainly catalog, fixed price
<b>Decision maker</b>	Approvals needed; business rules govern	Single consumer
<b>Procurement catalyst</b>	Demand chain driven for direct procurement; replenishment for indirect	Impulse/casual purchase; ads; word of the mouth
<b>Selection of e-market or portal</b>	Value, partnership or equity driven	Brand driven, word of the mouth, price or advertisement
<b>Fulfillment perspective</b>	Availability and fulfillment details more important	Lenient on fulfillment; more likely to wait for backorder product
<b>Credit</b>	Initially credit cards but more complex payments system on the way that tap bank credit lines	All consumer credit cards
<b>Infrastructure</b>	Local, customized catalog; workflow rules	Browser with internet access

Source: Morgan Stanley Dean Witter Internet Research, *The B2B Internet Report*, P. 24.<sup>3</sup>

<sup>3</sup> [www.morganstanley.com/institutional/techresearch/pdfs/b2bp1a.pdf](http://www.morganstanley.com/institutional/techresearch/pdfs/b2bp1a.pdf)

*Table 5. Key Differences between B2C and B2B Marketing*

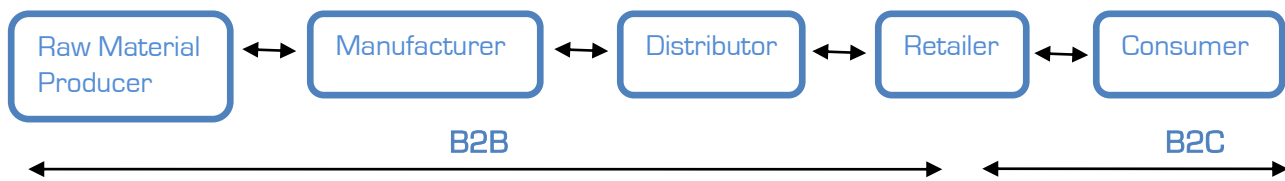
Key Differences	B2B Marketing	B2C Marketing
Number of people involved in purchasing decision	High	Low
Professionalism of those involved in the purchasing decision	More Rational	More Emotive
Time taken to negotiate from decision to buy to actual purchase	Lengthy	Short
Importance of individual consumer to supplier	High	Low
Relationship development	Joint Negotiation	Unilateral

*Source: Acceptance of Remote Services: Perception, Adoption, and Continued Usage in Organizational Settings, Nancy Wunderlich, 2009*

## 5.2 Relationship between B2B and B2C

Understanding the nature of the market's requirements is critical for creating the underlying e-business infrastructure. The relation between B2B and B2C models is clearly shown in table 5. B2B covers business transactions along the various interactions existing in the value chain from producers of raw materials to retailers and consumers including manufactures and distributors. On the contrary, B2C reflects only the interactions between a customer and a retailer. Basically, B2C transactions include the following steps: (i) account acquisition, (ii) product discovery through search and browse, (iii) price negotiation, (iv) payment and (v) product delivery. In some cases, dispute resolution and customer services may also exist.

Figure 2. Relation Between B2B and B2C Models



Source: *E-Commerce: An Indian Perspective* (Joseph, 2006: P.43)

Additionally, in order to facilitate this shift the B2B companies need to embrace the following five B2B e-commerce trends:

- 1 Serve large number of smaller customers (long tail) with self-service options
- 2 Become the Amazon.com for your industry by adopting B2C/Retail best practices
- 3 Improve account penetration with buyer-centric online marketing
- 4 Innovate business model to open new channels and markets
- 5 Participate in social networks to build a community around your brand

Source: *Srini Rangaswamy, Wordpress.com*<sup>4</sup>, April 20, 2010

<sup>4</sup> <http://b2bsellside.wordpress.com/2010/04/20/2010-b2b-e-commerce-trends>

### 5.3 Advantages of the B2B

Several articles and publications written on the benefits of B2B e-commerce can be summarized as follows:

- In this environment buyers and sellers can easily reach each other without being any physical limitation.
- One of the most important advantages is that enables saving time by transforming the standard and frequently repeated commercial transactions to electronic environment automatically.
- Another important advantage is that it makes possible easy tracking of retroactively transactions and error-free in reporting instantly.
- To provide 7 x 24 uninterrupted service and environment for the users.
- These kinds of systems when established by independent organizations constitute a more competitive environment by attracting more buyers and sellers. Thus, the market keeps more liquidity.
- It makes possible to reach the buyers and the sellers who will not reach under normal circumstances.
- The enterprises reduce the costs and saves time and workforce by integrating to this environment their ancillary services such as shipping, insurance, financing etc.
- It significantly reduces administrative costs and office supplies costs (paper, toner, envelope and so on). It forces to be environmentally friendly characterized by preventing unnecessary use of materials like paper, toner etc.
- It reduces the stock level and its costs.
- It Increases the opportunities to collaborate.
- It noticeably cuts communication costs.
- It allows entering to supply chain of major corporations easily.
- It facilitates launching the product to the market easily.

*Source: Teo T,S,H,, Ranganathan C.,2004, Adaptors and Non-Adaptors of Business-to-Business Electronic Commerce in Singapore, Journal of Information Management, P. 89-102.*

### 5.4 Advantages of the B2C

The same way, it is possible mention about various advantages of B2C as well as in B2B. Here are a few of advantages of B2C.

- Doing business around the globe 7 days a week 24 hours a day.
- Gaining additional knowledge about potential customers.
- Improved customer involvement.
- Improved customer service.
- Improved relationship with suppliers.
- Improved relationship with the financial community.
- Increased flexibility and ease of shopping.
- Increased number of customers.
- Increased return on capital and investment, since no inventory is needed.
- Personalized service
- Product and service customization

*Source: Bidgoli, H. (2002), Electronic Commerce, Principles and Practice, Academic Press*

### 5.5 Encountered Problems and Challenges in B2B

Teo and Ranganathan (2004) defined encountered problems in B2B as follows:

- Benefits provided by B2B cannot be measured from time to time
- Fear and anxiety arising from the extension of company to new suppliers and customers
- Not having enough time in order to develop in B2B e-commerce
- Web applications cannot be applied for all customer and suppliers
- Difficulties encountered in changing of the current company culture
- Difficulties encountered in integrating to web of the current system and applications
- Limitations in the current database infrastructure
- Poor communication between members of the organization
- Lack of laws and enough understanding of the legislation
- Insufficient staff/personnel
- Insufficient infrastructure for protect data
- Poor strategic vision in B2B e-commerce
- Not supporting enough of B2B e-commerce by senior management



## 6. INTERNET STATISTICS

### 6.1 Statistical Research Concerning B2B and B2C

As this is accepted by everybody that the use of internet has become obviously widespread in evaluation of the years among 2000-2011. With respect to this, we clearly see that the first rank has been taken by Asia and the 2<sup>nd</sup> rank has being followed by Europe (*please see users % of table*).

Since the year 2000, 528.1 percent the growth has been clearly attained throughout the world. Regarding this topic, more comprehensive review and interpretations are presented below.

### 6.2 World Internet Usage Statistics and Population Stats

In this chapter, we comment the use of the internet in the worldscale according to statistical information that presented in the table. For this purpose, here it is a statistic is listed below regarding the current state of the internet as globally (*please see table 5*).

Table 6. World Internet Users and Population Stats

WORLD INTERNET USAGE AND POPULATION STATISTICS						
DECEMBER 31, 2011						
World Regions	Population (2011 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Pop.)	Growth 2000-11	Users % of Table
North America	347,394,870	108,096,800	273,067,546	78.6 %	152.6 %	12.0 %
Oceania & Australia	35,426,995	7,620,480	23,927,457	67.5 %	214.0 %	1.1 %
Europe	816,426,346	105,096,093	500,723,686	61.3 %	376.4 %	22.1 %
Latin America & Caribbean	597,283,165	18,068,919	235,819,740	39.5 %	1,205.1 %	10.4 %
Middle East	216,258,843	3,284,800	77,020,995	35.6 %	2,244.8 %	3.4 %
Asia	3,879,740,877	114,304,000	1,016,799,076	26.2 %	789.6 %	44.8 %
Africa	1,037,524,058	4,514,400	139,875,242	13.5 %	2,988.4 %	6.2 %
<b>World Total</b>	<b>6,930,055,154</b>	<b>360,985,492</b>	<b>2,267,233,742</b>	<b>32.7 %</b>	<b>528.1 %</b>	<b>100.0 %</b>

Source: The source for many of the statistics used by internetworldstats.com is the International Telecommunication Union (ITU). See the WiserEarth resource "[ITU statistics](#)."

Note: The figures given belong to 31 Dec 2011 and are updated.

### 6.3 The Language of the Statistics

32.7% of the world's population is involved with the internet. Notwithstanding that, this proportion will further increase and undoubtedly that is predicted by everybody. From this perspective, that means 67.3% of the world's population is currently never met with the internet or never taken an active role in use of the internet.

In case we take into account to non-internet users who will reach to internet further on, this is going to contribute to the information technology and correspondingly the global internet economy as "*surplus values*" (are listed below).

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

Here are some surplus values:

- the growth in global internet economy
- horizontal and vertical growth in internet economy and in the branches of its sub-sector in direct proportion to use of internet,
- the facility of online shopping over the internet,
- easy access to the information,
- easy adaptation to technology and accordingly all developments and innovations,
- socialization,
- awareness in society,
- self-improvement,
- everyday more click and so on...

When examining the level of development between regions, respectively North America, Oceania & Australia and Europe continents are ranked as the continents which the most involved in internet. In addition to this, the African continent is a continent which has the least internet users in the world with 13.5 percent.

By contrast, the biggest percentage growth in internet has been respectively in the African continent and in the Middle East countries. Based on this, in total this growth has been realized as 2988.4 % in Africa and the Middle East comes as second-biggest growth with 2244.8 % during the years 2000-2011.

Nevertheless, when we look at the big picture, internet usage in Africa is far more behind of the world average. On the other side, the exact opposite of Africa, the internet usage in the North America continent is far above of the world average with 78.6 % as it can be seen on the chart. In addition to this information, respectively Oceania & Australia region 67.5 %

and Europe 61.3 % are being followed to the North America with much higher internet usage proportion.

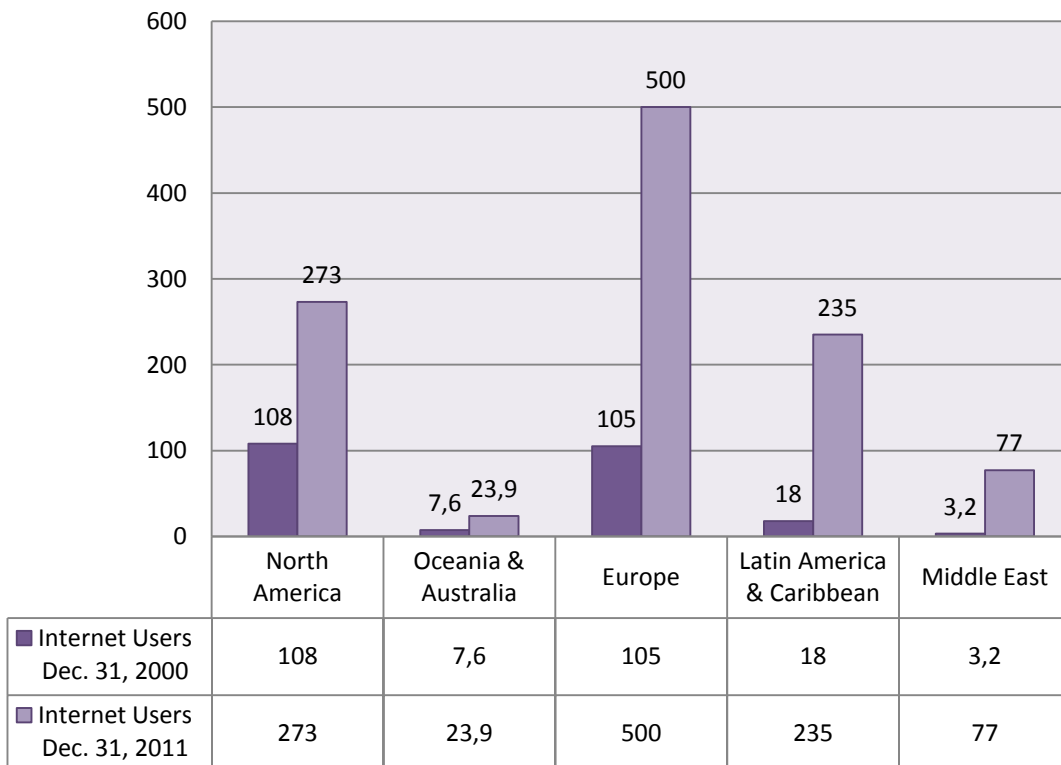
*Note: More specifically, if needed to explain these stats with another chart as visual (please see table 6).*

## 6.4 Statistical Progress in Internet Users

### 6.4.1 Regions above the World Average

In this graphic, the common characteristic of the regions handled earlier is above the world average of the usage of the internet. The numbers given below are expressed in million users. We can very clearly observe the significant growth in terms of the numbers of internet users of each region the dates between 31<sup>st</sup> December 2000 and 31<sup>st</sup> December 2011.

Figure 3. Regions above the World Average



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

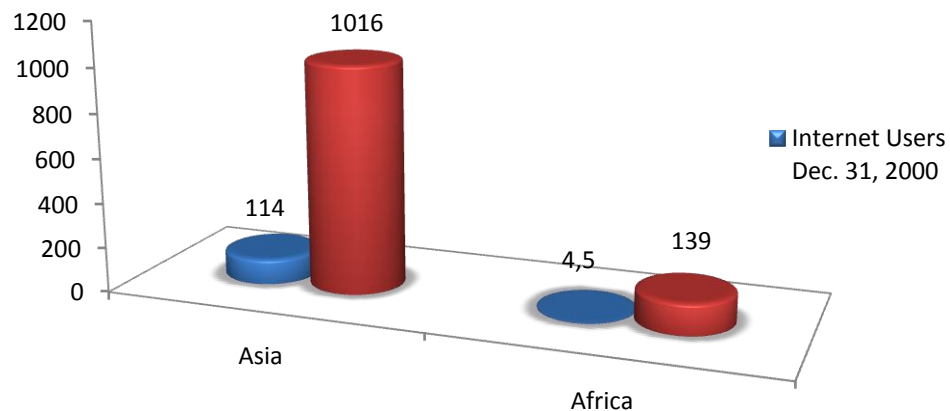
#### 6.4.2 Regions below the World Average

In this figure, the number of internet users in Africa and Asia are presented which below the world average. As it has been mentioned before, Asia and Africa are the continents which remain below the world average rate in internet usage.

In this figure, we are going to review the growth of these both continents which below the world average between 2000 and 2011. The striking thing here is that the number of significant internet users in Asia except for growth rates in both continents.

By reviewing the table, we see that there were approximately 114 million internet users in 2000, in Asia. However, somehow this number has reached 1016 million people in 2011 by increasing approximately 900 million users. In other words, this figure expresses almost half of total internet users in the world with 44.8 percent.

Figure 4. Regions below the World Average



	Asia	Africa
Internet Users Dec. 31, 2000	114	4,5
Internet Users Dec. 31, 2011	1016	139

Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

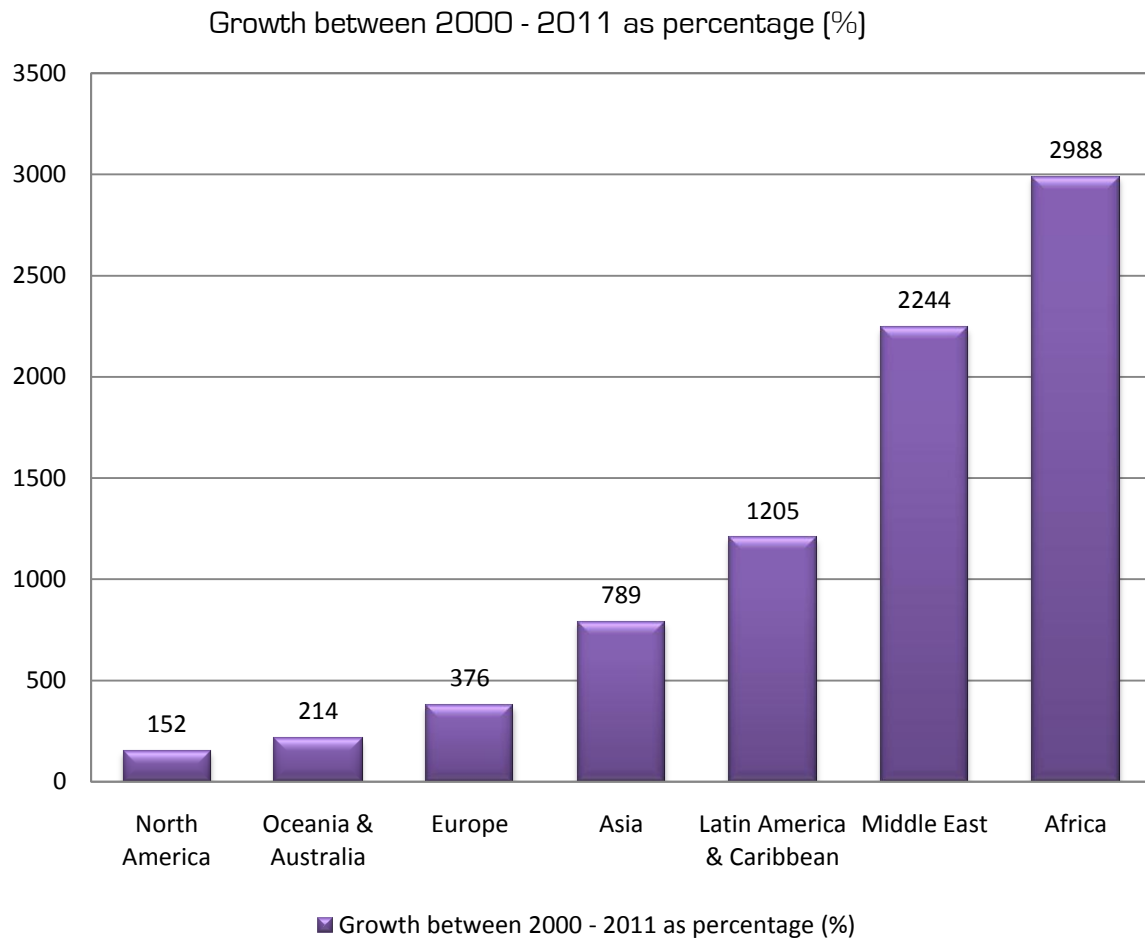
Note: The figures have been given approximately and it is meant as million people.

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

Among 2000 and 2011 years the percentage increase of the number of internet users in seven regions which earlier mentioned has been graphitized as follows:

As can be seen, the highest percentage increases respectively have been in Africa with 2988 % and in the Middle East countries with 2244 % (*please see figure 5*).

*Figure 5. Increase of Internet Users in Seven Regions*



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

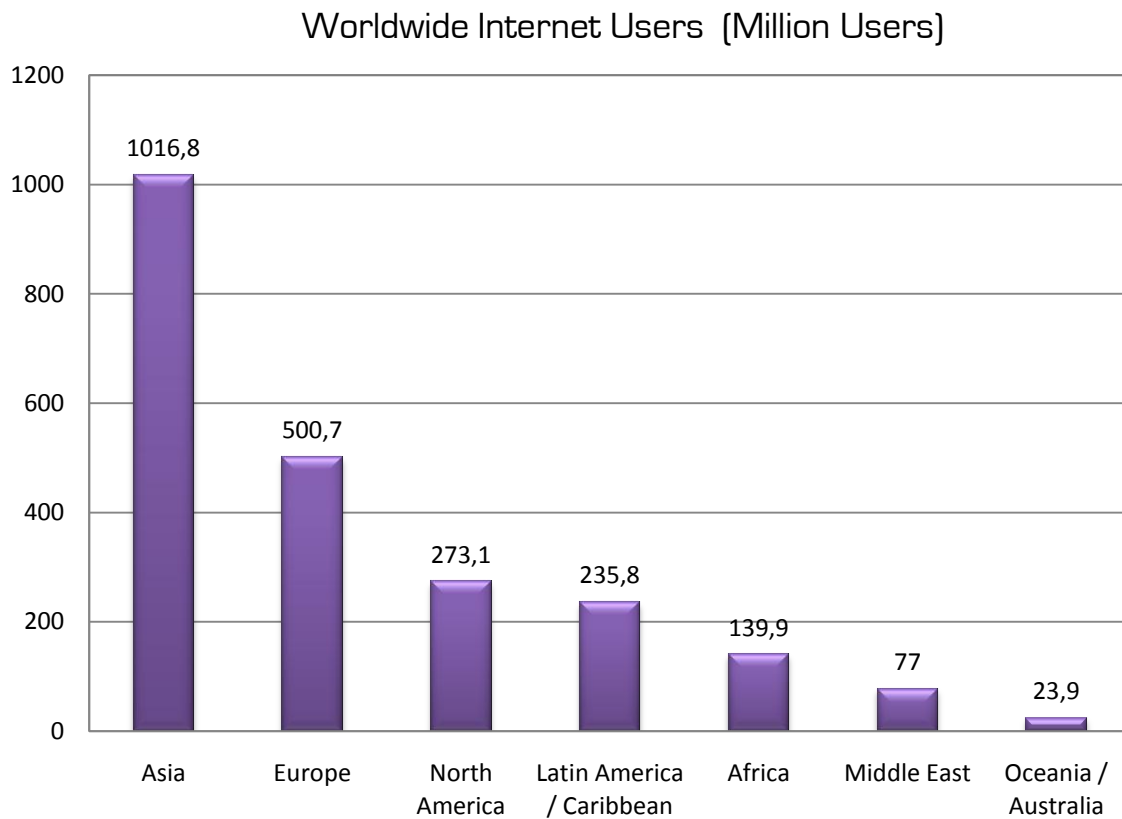
*Note: The figures have been given approximately and the reminder of the number has been removed in order to present the graphic clearly.*

### 6.5 Worldwide Internet Users

As it can be seen in the figure below, Asia is ranked first with more than 1 billion internet user. In the meantime, Europe comes behind of Asia with more than 500 million internet users.

*A short reminder: Estimated internet users are in the world : 2.267.223.742*

*Figure 6. The Number of Worldwide Internet Users by Geographic Region*



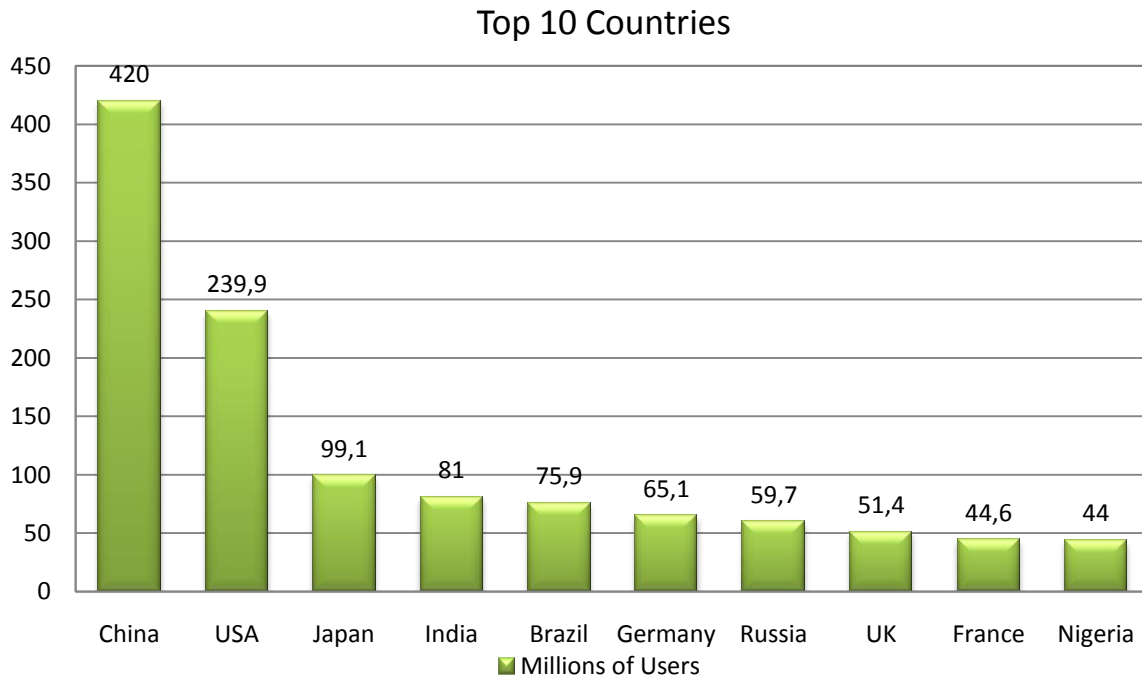
Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

*Estimated internet users are 2.267.223.742 on December 31, 2011*

### 6.5.1 Top 10 Countries in the World

When we consider all countries in the entire world the top 10 countries is listed as follows if reckon without the continents to the continents.

Figure 7. Top Ten Countries in the Number of the Internet User



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

Note: The figures have been given approximately and the remainder of the number has been removed in order to present the graphic clearly.

#### 6.5.1.1 Interpretation of the Chart

When we take a glance at the chart, the first thing that catch your eyes is China is ranked first into top 10 list that the most populous country of the world.

Even though China is a country that has the most internet users in the world with as estimated 420 million internet users but yet it is below the world average in using the internet by reason of being located in the Asian Continent.

*A short reminder: The world average is 32.7 % and Asian average is 26.2 %.*



The USA, located in the North America, ranks second after China which has the broadest internet use with 78 percent of the population.

More surprisingly, five Asian countries have taken place into top 10. Besides, another interesting point is that Nigeria which is an African country ranks tenth into top ten list.<sup>5</sup>

### 6.5.2 Internet Penetration Rate in Around the World

Some of the countries are listed below as follows which/that has the highest internet penetration ratio. Iceland has ranked first in the list with 97.8 % internet penetration rate. This percentage is admitted as the highest percentage in all over the world.

As we see clearly from the chart (*please see figure 8*) Spain falls far behind these countries even though Spain has higher ratio above the world average.

Figure 8. Internet Penetration Rate in Around the World

Countries	Population	Internet Users	Internet Penetration Rate
Iceland	311.058	304.129	97.8 %
Norway	4.691.849	4.560.572	97.2 %
Sweden	9.088.728	8.441.718	92.9 %
Luxembourg	503.302	459.833	91.4 %
Greenland <sup>6</sup>	57.600	52.000	90.3 % <sup>7</sup>
Australia	21.766.711	19.554.832	89.8 %
Netherlands	16.847.007	15.071.191	89.5 %
Denmark	5.529.888	4.923.824	89.0 %
Finland	5.259.250	4.661.265	88.6 %
New Zealand	4.290.347	3.625.553	84.5 %
Spain	46.754.784	30.654.678	65.6 %
<b>World</b>	<b>6.930.055.154</b>	<b>2.267.233.742</b>	<b>32.7 %</b>

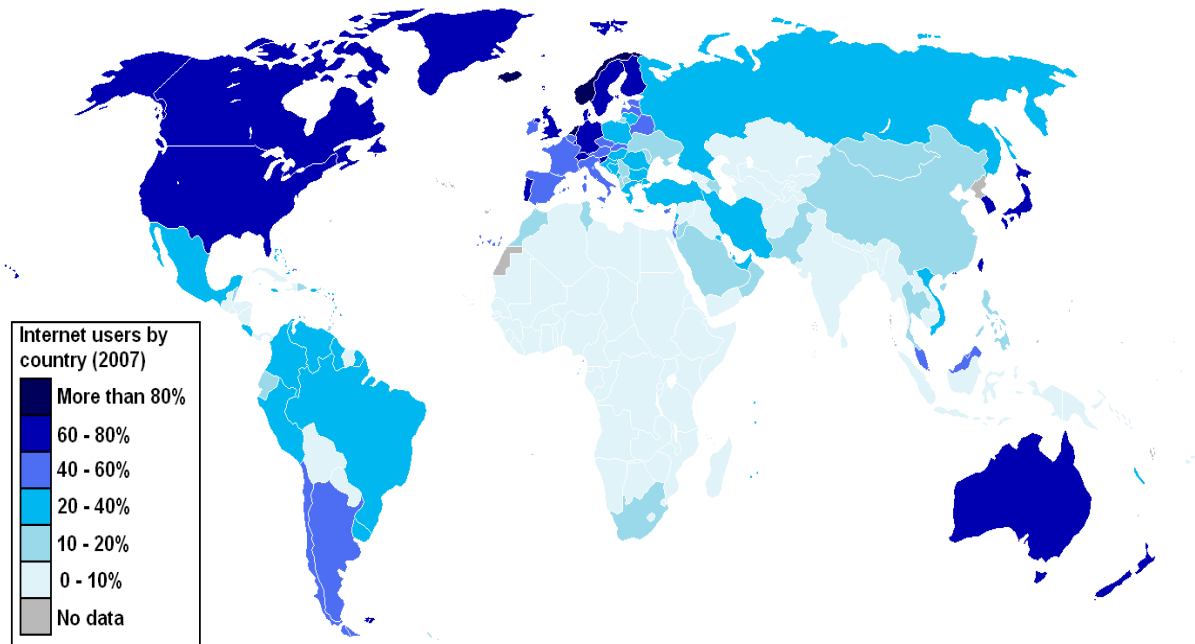
Source: Internet World Stats - [www.internetworldstats.com](http://www.internetworldstats.com)

<sup>5</sup> Source: Internet World Stats – Visit Day: 07/06/2012 [www.internetworldstats.com/top20.htm](http://www.internetworldstats.com/top20.htm)

<sup>6</sup> Greenland is the world's largest island. Formerly a province of Denmark, it gained the status of an autonomous Danish dependent territory with limited self-government as well as its own parliament in 1979. Source: Greenland Profile, British Broadcasting Corporation (BBC News), Visit Day: 07/06/2012

<sup>7</sup> Data of 2009

Figure 9. Map of the World Internet Penetration



Source: Digital Penetration – Digital Frontiers – Visit day: 07/06/2012

## 6.6 Internet Use in Europe

As you may remember, we had handled the use of internet in the world and regions in the previous section. After reviewing the use of internet throughout the world, in this chapter we are going to research into the status of internet usage in Europe as more specifically. Herein below, the statistic of internet usage in Europe is presented as following.

This statistical research involves essentially 53 countries in Europe including 27 EU member states. According to statistical data which obtained from source, total population of Europe is estimated 816 million people and currently there are also more than 500 million currently internet users in Europe. This information shows 61.3 percent of the total population can reach to the internet. Thereby, this percentage is substantially over the world average.

By the way, here an important point attracts attention. According to the figure (*please see figure 8*), Iceland is a country which has the highest internet penetration rate in Europe and in the World with 97.8 percent. On the contrary, Kosovo is a country which has the lowest internet usage rate in Europe with 20.7 percent.

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

Statistical data of the countries in Europe are presented below in detail.

*Table 7. Statistical Data of the Countries in Europe*

EUROPE	Population 2011 Est.	Internet Users, 31-Dec-11	Penetration (% Population)	Users % in Europe
Albania	2,994,667	1,441,928	48.1 %	0.3 %
Andorra	84,825	68,740	81.0 %	0.0 %
Austria	8,217,280	6,143,600	74.8 %	1.3 %
Belarus	9,577,552	4,436,800	46.3 %	0.9 %
Belgium	10,431,477	8,489,901	81.4 %	1.7 %
Bosnia-Herzegovina	4,622,163	1,955,277	42.3 %	0.4 %
Bulgaria	7,093,635	3,464,287	48.8 %	0.7 %
Croatia	4,483,804	2,656,089	59.2 %	0.5 %
Cyprus	1,120,489	584,863	52.2%	0.1 %
Czech Republic	10,190,213	7,220,732	70.9 %	1.4 %
Denmark	5,529,888	4,923,824	89.0 %	1.0 %
Estonia	1,282,963	993,785	77.5 %	0.2 %
Faroe Islands	49,267	37,500	76.1 %	0.0 %
Finland	5,259,250	4,661,265	88.6 %	0.9 %
France	65,102,719	50,290,226	77.2 %	10.0 %
Germany	81,471,834	67,364,898	82.7 %	13.5 %
Gibraltar	28,956	20,200	69.8 %	0.0 %
Greece	10,760,136	5,043,550	46.9 %	1.0 %
Guernsey & Alderney	65,068	48,300	74.2 %	0.0 %
Hungary	9,976,062	6,516,627	65.3 %	1.3 %
Iceland	311,058	304,129	97.8 %	0.1 %
Ireland	4,670,976	3,122,358	66.8 %	0.6 %
Italy	61,016,804	35,800,000	58.7 %	7.1 %
Jersey	94,161	45,800	48.6 %	0.0 %
Kosovo	1,825,632	377,000	20.7 %	0.1 %
Latvia	2,204,708	1,540,859	69.9 %	0.3 %

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

Liechtenstein	35,236	28,826	81.8 %	0.0 %
Lithuania	3,535,547	2,103,471	59.5 %	0.4 %
Luxembourg	503,302	459,833	91.4 %	0.1 %
Macedonia	2,077,328	1,069,432	51.5 %	0.2 %
Malta	408,333	262,404	64.3 %	0.1 %
Man, Isle of	84,655	35,600	42.1 %	0.0 %
Moldova	4,314,377	1,429,154	33.1 %	0.3 %
Monaco	30,539	23,000	75.3 %	0.0 %
Montenegro	661,807	328,375	49.6 %	0.1 %
Netherlands	16,847,007	15,071,191	89.5 %	3.0 %
Norway	4,691,849	4,560,572	97.2 %	0.9 %
Poland	38,441,588	23,852,486	62.0 %	4.8 %
Portugal	10,760,305	5,455,217	50.7 %	1.1 %
Romania	21,904,551	8,578,484	39.2 %	1.7 %
Russia	138,739,892	61,472,011	44.3 %	12.3 %
San Marino	31,817	17,000	53.4 %	0.0 %
Serbia	7,310,555	4,107,000	56.2 %	0.8 %
Slovakia	5,477,038	4,337,868	79.2 %	0.9 %
Slovenia	2,000,092	1,420,776	71.0 %	0.3 %
Spain	46,754,784	30,654,678	65.6 %	6.1 %
Svalbard & Jan Mayen	2,019	n/a	n/a	n/a
Sweden	9,088,728	8,441,718	92.9 %	1.7 %
Switzerland	7,639,961	6,430,363	84.2 %	1.3 %
Turkey	78,785,548	35,000,000	44.4 %	7.3 %
Ukraine	45,134,707	15,300,000	33.9 %	3.1 %
United Kingdom	62,698,362	52,731,209	84.1 %	10.5 %
Vatican City State	832	480	57.7 %	0.0 %
<b>TOTAL EUROPE</b>	<b>816,426,346</b>	<b>500,723,686</b>	<b>61.3 %</b>	<b>100.0 %</b>

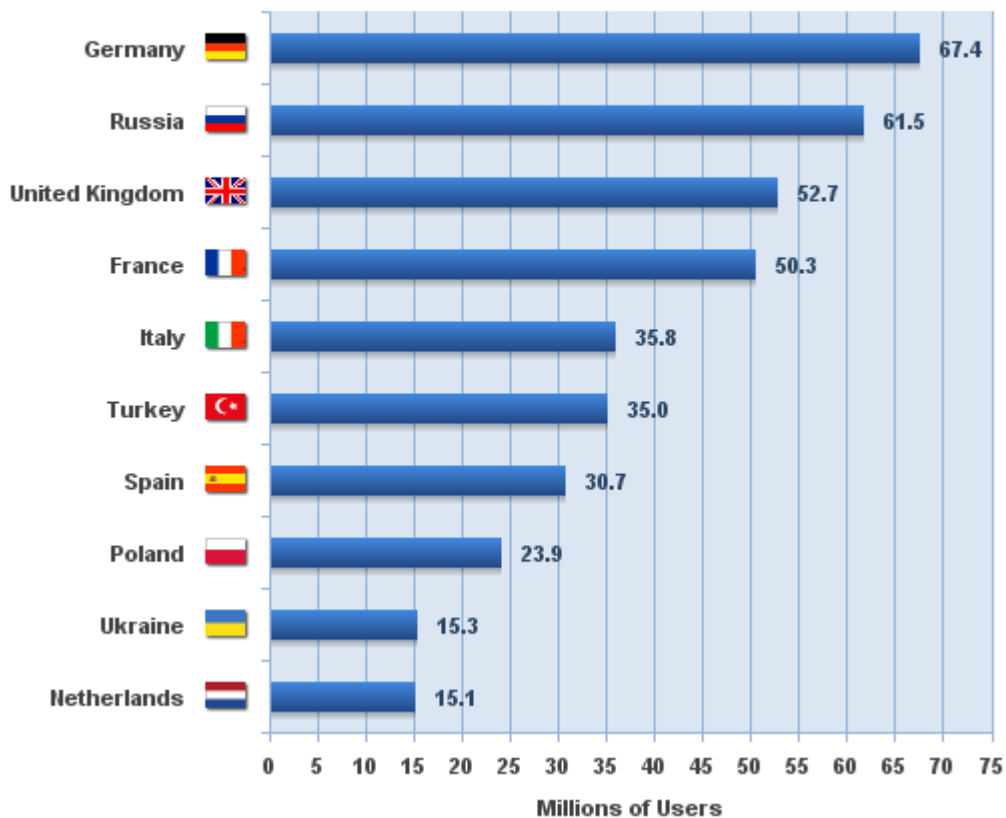
Source: Internet World Stats - [www.internetworldstats.com](http://www.internetworldstats.com)

### 6.6.1 Top 10 Countries in Europe

Based on all these significant statistical data, if we make a superficial analysis in accordance with above mentioned information, we may assume that top 10 European Countries are ranked as follows according to percentage of internet users.

Figure 10. Top 10 Internet Countries In Europe

### Top 10 Internet Countries in Europe December 31, 2011



Source: Internet World Stats - [www.internetworldstats.com/stats4.htm](http://www.internetworldstats.com/stats4.htm)

## 7. OVERVIEW OF SPAIN

	
7.1 COUNTRY INFO	
Population	46.754.784 (2011)
Country Area	504.842 sq km
Population Density	77 person per sq km
Capital City	Madrid
The Biggest Cities	Madrid, Barcelona, Valencia, Sevilla, Zaragoza, Malaga
Borders	Andorra 63.7 km, France 623 km, Gibraltar 1.2 km, Portugal 1,214 km, Morocco (Ceuta) 6.3 km, Morocco (Melilla) 9.6 km
Languages	Castilian Spanish (official) 74 %, Catalan 17 %, Galician 7 % and Basque 2 %. (Note: Catalan is official in Catalonia, the Balearic Islands and the Valencian Community (where it is known as Valencian); in the northwest corner of Catalonia (Vall d'Aran), Aranese is official along with Catalan; Galician is official in Galicia; Basque is official in the Basque Country. <sup>8</sup>
The Largest Firms	Banco Santander (Major Bank), Telefónica (Telecommunications services), BBVA – Banco Bilbao Vizcaya (Major Banks), Repsol YPF (Oil & Gas Operations), Iberdrola (Electric Utilities), Gas Natural Group (Natural Gas Utilities), Criteria Caixa (Investment Services) <sup>9</sup>
Main Industries	Metals and metal manufactures, chemicals, shipbuilding, automobiles, machine tools, tourism, textile and apparel (including footwear), food and beverages.
International Reserves	US \$37.222 billion <sup>10</sup>
Inflation - CPI <sup>11</sup>	The inflation rate in Spain was recorded at 2.10 percent in April of 2012. <sup>12</sup>

<sup>8</sup> Source: Wikipedia

<sup>9</sup> Source: Forbes, Global 2011 [www.forbes.com/global2000](http://www.forbes.com/global2000)

<sup>10</sup> Source: IMF, Data updated: November 2011

<sup>11</sup> Consumer price index

Table 8. Gross Domestic Product of Spain

GDP <sup>13</sup> – PPP <sup>14</sup>	2011 Estimate	GDP (nominal) – PPP	2011 Estimate
Total	\$1.413 trillion	Total	\$1.495 trillion
Per Capita	\$30.625	Per Capita	\$32.360

Source: IMF, Retrieved 21 April 2012

## 7.2 Spain's Unemployment Rate

The unemployment rate in Spain was last reported at 24.4 percent in the first quarter of 2012. Spain's forecast unemployment rates for future periods are given in the figure below. As far as is known that, Spain has the highest unemployment rate of EU.

In particular, Spain's unemployment rate was 11.3 percent in 2008 and currently, this ratio has been raised to 24.2 percent. According to anticipations of the futurist authorities, this ratio is not expected to be significantly reduced in the near future.

Figure 11. Spain's Unemployment Rate



Source: IMF, World Economic Outlook Database, April 2012

Note: The figures have been given approximately.

<sup>12</sup> Source: National Statistic Institute [www.ine.es](http://www.ine.es)

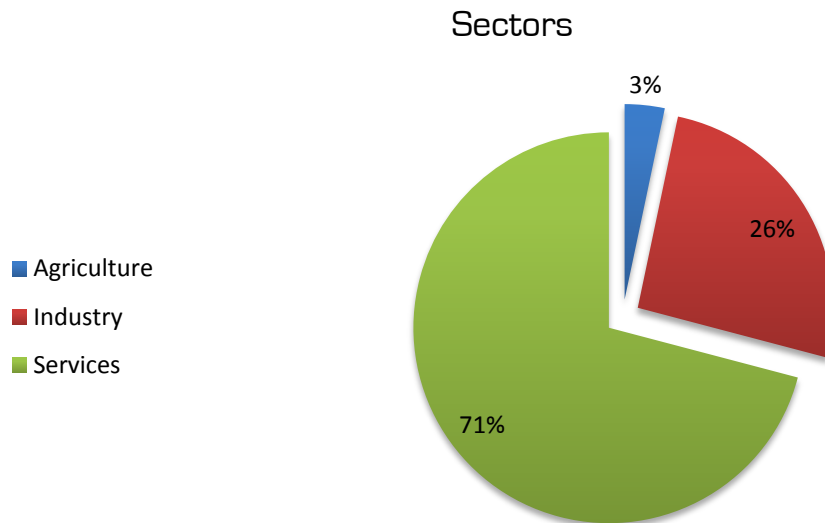
<sup>13</sup> Gross Domestic Product

<sup>14</sup> Purchasing Power Parity

### 7.3 Sectoral Groups in Spain

In this graphic, the percentages of three principal sectors in Spain are given below. As seen from the graphic, at least percentage of pie is agriculture sector with 3.3 percent. Furthermore the industrial sector is constituted from almost a quarter of pie and lastly the biggest share of the pie consists of the service sector with 70.9 percent.

Figure 12. Sectoral Groups in Spain



Source: CIA – World FactBook (Data released on February 2012)

Note: The figures have been given approximately.

### 7.4 Spain's Exports and Imports

#### 7.4.1 Export

Table 9. Export Figures

Year	Amount
2011 estimated	\$330.6 billion
2010 estimated	\$253 billion

Source: Central Intelligence Agency (CIA) – World FactBook

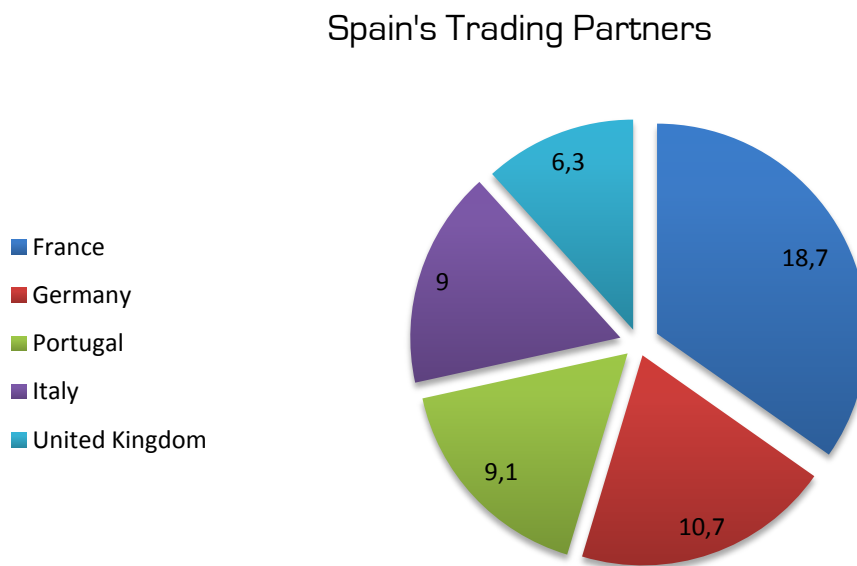


## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

Spain major exports are machinery, motor vehicles, fuels, chemicals and semi-finished goods and foodstuffs, Apart from that, Spain is also the third largest wine exporter in the world. The EU accounts for 70 percent of Spain's exports, the most important trading partners being respectively France with 18.7 %, Germany with 10.7 %, Portugal with 9.1 %, Italy with 9 % and UK with 6.3 %.

If needed to display with another chart as visual:

*Figure 13. Spain's Trading Partners*



*Source: Central Intelligence Agency (CIA) – World FactBook (2010)*

#### 7.4.2 Import

Table 10. Import Figures

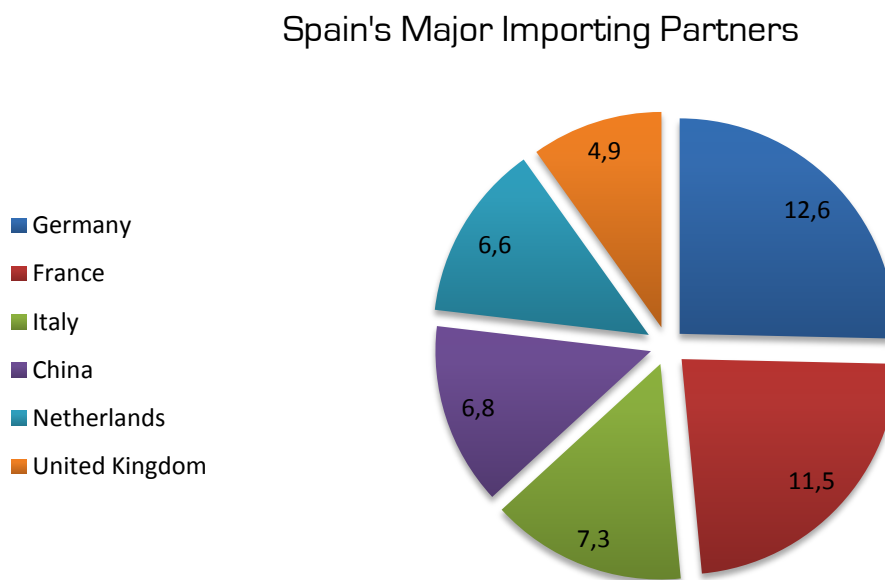
Years	Amount
2011 estimated	\$384.6 billion
2010 estimated	\$315.3 billion

Source: Central Intelligence Agency (CIA) – World FactBook (2010)

Spain major imports are machinery and equipment, fuels, chemicals, semi-finished goods, foodstuffs, consumer goods, measuring and medical control instruments. The most important importing partners of Spain are respectively Germany with 12.6 %, France with 11.5 %, Italy with 7.3 %, China with 6.8 %, Netherlands with 6.6 % and UK with 4.9 %.

If needed to display with another chart as visual:

Figure 14. Spain's Major Importing Partners

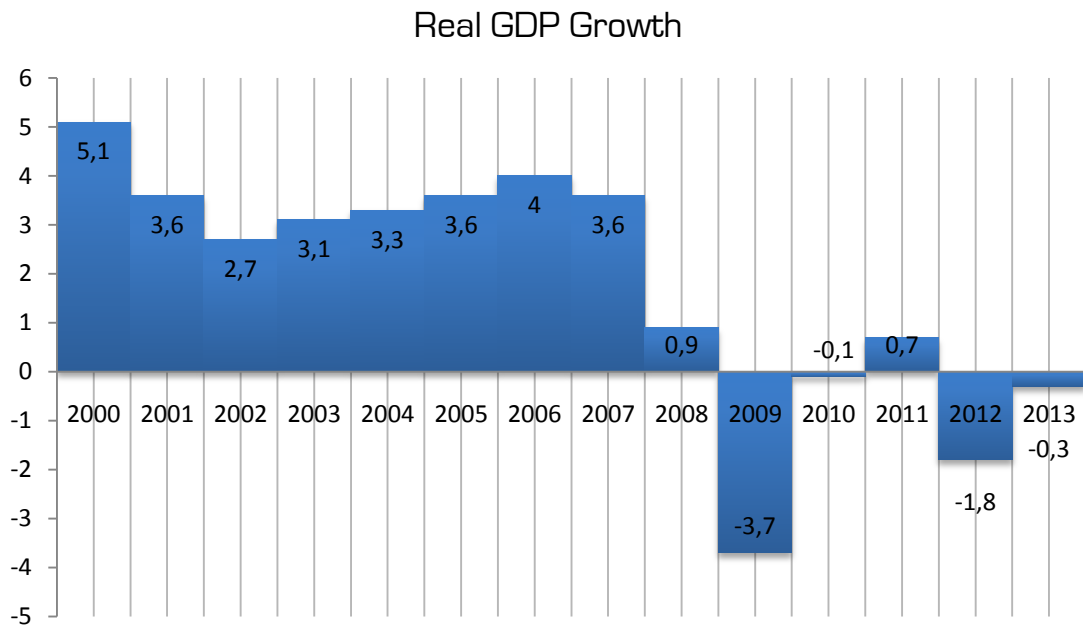


Source: Central Intelligence Agency (CIA) – World FactBook (2010)

### 7.5 Economic Growth in Spain

In this section, when we examine the growth figures of Spain concerning last 13 years, as shown in the chart, the steady growth has been occurred in Spain's economy until 2007. The following year, this upward tendency has ended and shown a falling tendency in 2008. Spain's economy has shrunk -3.7 percent and economic growth has been dropped sharply in 2009 in conjunction with the impacts of the global financial crisis that emerged in the world. The economic recession and instability continued in subsequent years.

Figure 15. GDP Growth in Spain



Source: IMF, World Economic Outlook Database (2010)





### 7.6 Tourism in Spain and Ranking

The world tourism rankings are compiled by the World Development Indicators (WDI) & Global Development Finance (GDF) as part of their World dataBank publication, which is released each year periodically.




## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

The numbers of International Tourist Arrivals are as follows with respect to 2008, 2009 and 2010.




*Table 11. The Top Four International Destinations in 2010*

Rank	Country	International tourist arrivals
1	 France	77.1 million
2	 United States	59.7 million
3	 China	55.6 million
4	 Spain	52.6 million

*Table 12. The Top Four International Destinations in 2009*

Rank	Country	International tourist arrivals
1	 France	76.7 million
2	 United States	54.9 million
3	 Spain	52.1 million

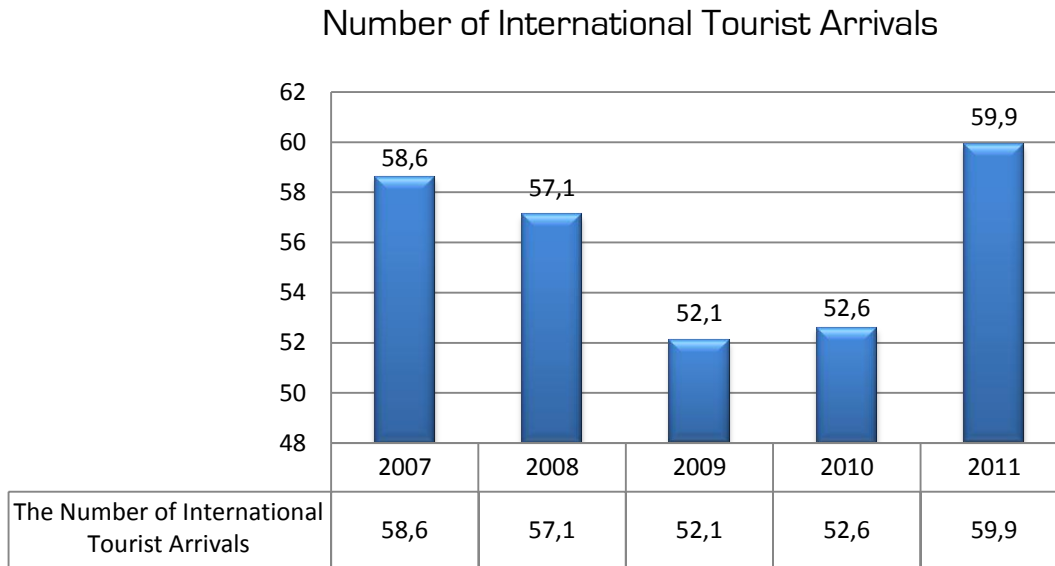
*Table 13. The Top Four International Destinations in 2008*

Rank	Country	International tourist arrivals
1	 France	79.2 million
2	 United States	57.9 million
3	 Spain	57.1 million

*Source: World dataBank, World Development Indicators (WDI) & Global Development Finance (GDF), 2010*

International tourist arrivals graphic of Spain last five-year (from 2007 to 2011) is presented below.

Figure 16. International Tourist Arrivals



Source: World dataBank, World Development Indicators (WDI) & Global Development Finance (GDF)

Note: The figures have been given approximately and the remainder of the number is meant as million people.

### 7.7 A Brief Commentary on the Growth of the Internet

In this chapter, we are going to examine more specifically the statistical datas (the growth rates and the number of internet users by comparing Europe and Spain) which specified below by keeping to Spain in the foreground.

- In year 2000, whilst there were 105.096.093 internet users in Europe, at the same period this figure was 5.387.000 internet users in Spain.
- In the same manner, on 31 December 2011, the number of internet users in Europe has become 500.723.686 and the growth on internet has noticeably increased with 376.4 percent.

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

- As for Spain, the number of internet users has been risen to 30.654.678 people at the same period.
- In 2000, 13.2 % of total population of Spain while using the internet, this percentage has been increased 65.6 % at the present time.

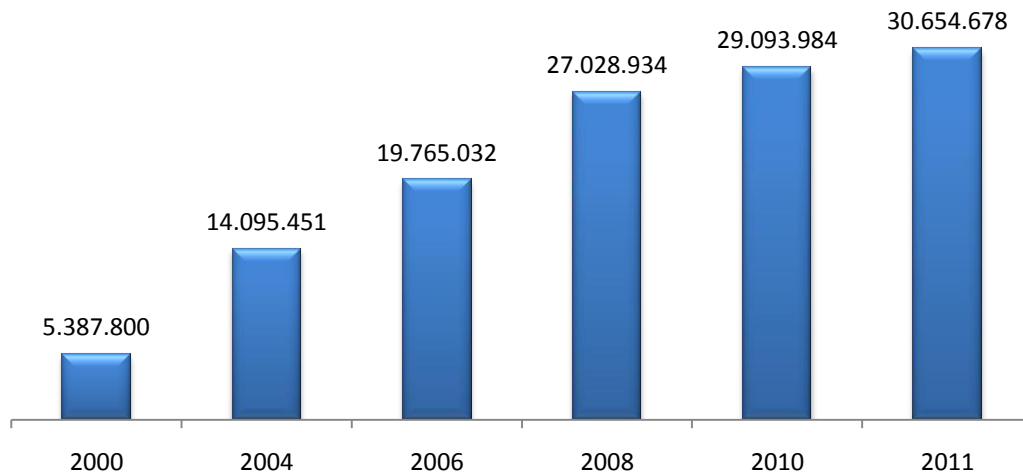
*Table 14. The Growth of Internet in Spain*

Year	Users	Population	% Pop.	Usage Source
2000	5,387,800	40,827,300	13.2 %	<a href="#">ITU</a>
2004	14,095,451	43,435,136	32.5 %	<a href="#">Nielsen - NetRatings</a>
2006	19,765,032	45,003,663	43.9 %	<a href="#">Nielsen - NetRatings</a>
2008	27,028,934	40,491,051	66.8 %	<a href="#">Nielsen Online</a>
2010	29,093,984	46,505,963	62.6 %	<a href="#">Nielsen Online</a>
2011	30,654,678	46,754,784	65.6 %	<a href="#">Nielsen Online</a>

Source: *Internet World Stats* – [www.internetworldstats.com/eu/es.htm](http://www.internetworldstats.com/eu/es.htm)

If needed to display with another chart as visual:

*Figure 17. Numbers of Internet Users in Spain*



Source: *Internet World Stats*

## 8. BENCHMARKING OF EU AND SPAIN PERFORMANCES

### 8.1 Enterprises Selling Online

Valuation criteria

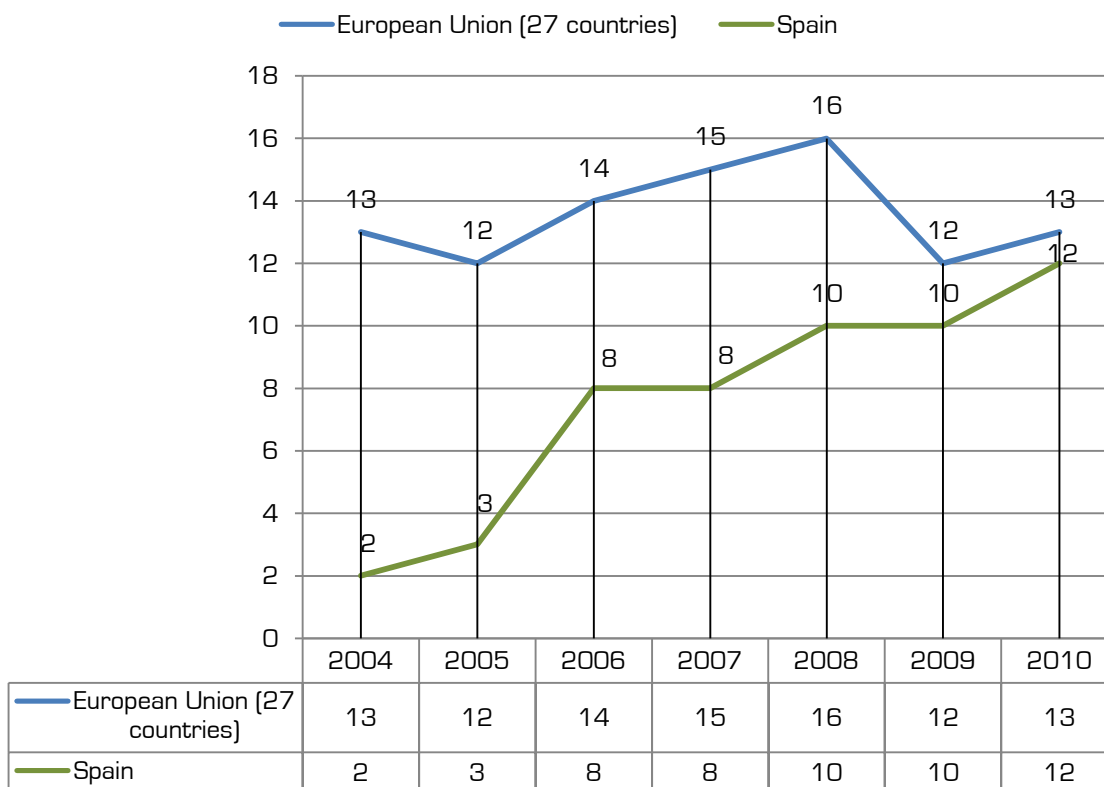
Enterprises selling via Internet and/or networks other than Internet

Enterprises selling online (at least 1% of turnover)

Percentage of enterprises

All, without financial sector (10 employed persons or more)

Figure 18. Enterprises Selling Online (at least 1% of turnover)



Source: Eurostat - Last Update 07/06/2012 - <http://ec.europa.eu/eurostat>

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

The figure above demonstrates yearly percentage distribution of enterprises selling online in 27 members of EU and Spain. Participating enterprises employ more than 10 employees and generate at least 1% of their total income from online selling. It is possible to evaluate this figure as indicators of both B2B and B2C performances of enterprises in EU and Spain because of buyer types, which involves both individuals and industrial customers.

As seen from the figure, there are fluctuations in B2B and B2C performances of enterprises in EU. Although there are increases/decreases occurred in the period of time between 2004 and 2010, the percentage rate in 2010 is nearly similar with the percentage rate in 2004. On the other hand, when B2B and B2C performance of enterprises located in Spain is taken into consideration, it is seen that percentage rate of enterprises selling online in Spain was risen from 2% to 12% with a regular tendency in the period of time between 2004 and 2010. Additionally it is possible to assert although the online performance rate of enterprises in Spain in 2010 dramatically comes close to EU, this performance is still under the EU's online selling performances.

### 8.2 Enterprises' Total Turnover from E-Commerce

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Valuation criteria

Enterprises selling via Internet and/or networks other than Internet

Enterprises' total turnover from e-commerce

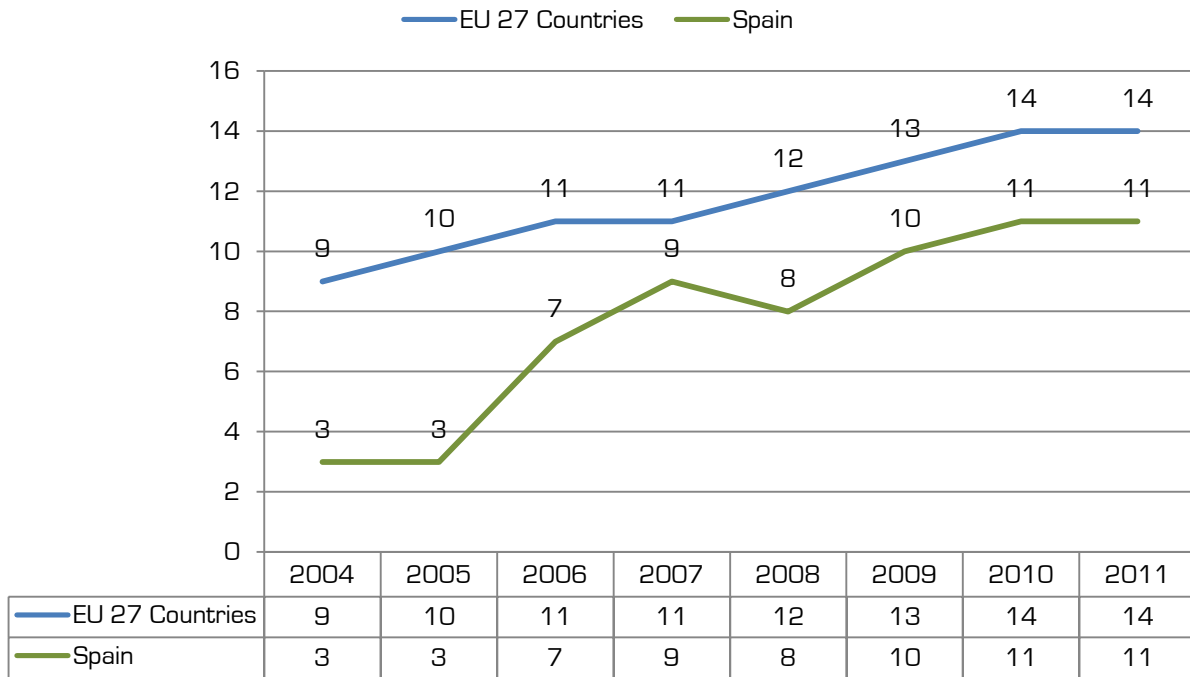
Percentage of enterprises

All, without financial sector (10 employed persons or more)

---



Figure 19. Enterprises' Total Turnover from E-Commerce



Source: Eurostat - Last Update 07/06/2012 - <http://ec.europa.eu/eurostat>

The figure above demonstrates yearly percentage e-commerce incomes in total turnover of enterprises in 27 members of EU and Spain. Participating enterprises employ more than 10 employees. It is possible to evaluate this figure as indicators of both B2B and B2C performances of enterprises in EU and Spain because of buyer types, which involves both individuals and industrial customers. On the other side, the distinctive characteristic of this statistic is its capability to show yearly changes in the ratio of incomes from B2B and B2C in total turnovers.

As seen from the figure, B2B and B2C performances of enterprises both located in Spain EU are consistent. The percentage rate of incomes from e-commerce in total turnovers of enterprises operating in EU is confronted with a temporary recession only in years between 2006 and 2007. On the other hand, the percentage rate of incomes from e-commerce in total turnovers of enterprises operating in Spain is confronted with temporary recession in years between 2004 and 2004, and confronted with temporary depression in years between 2007 and 2008. Additionally, when the B2B and B2C performances of enterprises are

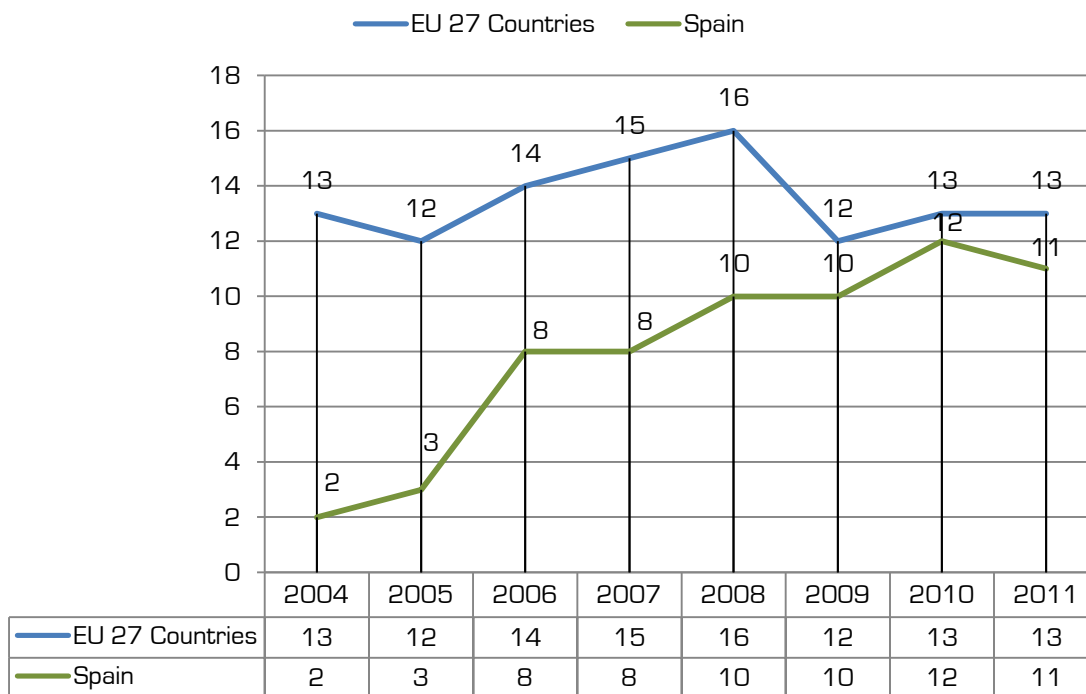
compared, income rate of e-commerce in total turnover is increased at the rate of 6% in EU (from 9% in 2004 to 14% in 2011), while 8% in Spain (from 3% in 2004 to 11% in 2011). Thus, it is meaningful to specify the increase trend of Spain is higher than EU.

### 8.3 Enterprises Having Received Orders On-line

Short Description:

This indicator covers on-line selling via Internet and EDI or other networks within the previous year. Only enterprises selling more than 1% on-line are included. Enterprises with 10 or more full-time employees are covered.

Figure 20. Enterprises Having Received Orders On-line



Source: Eurostat - Last Update 07/06/2012 - <http://ec.europa.eu/eurostat>

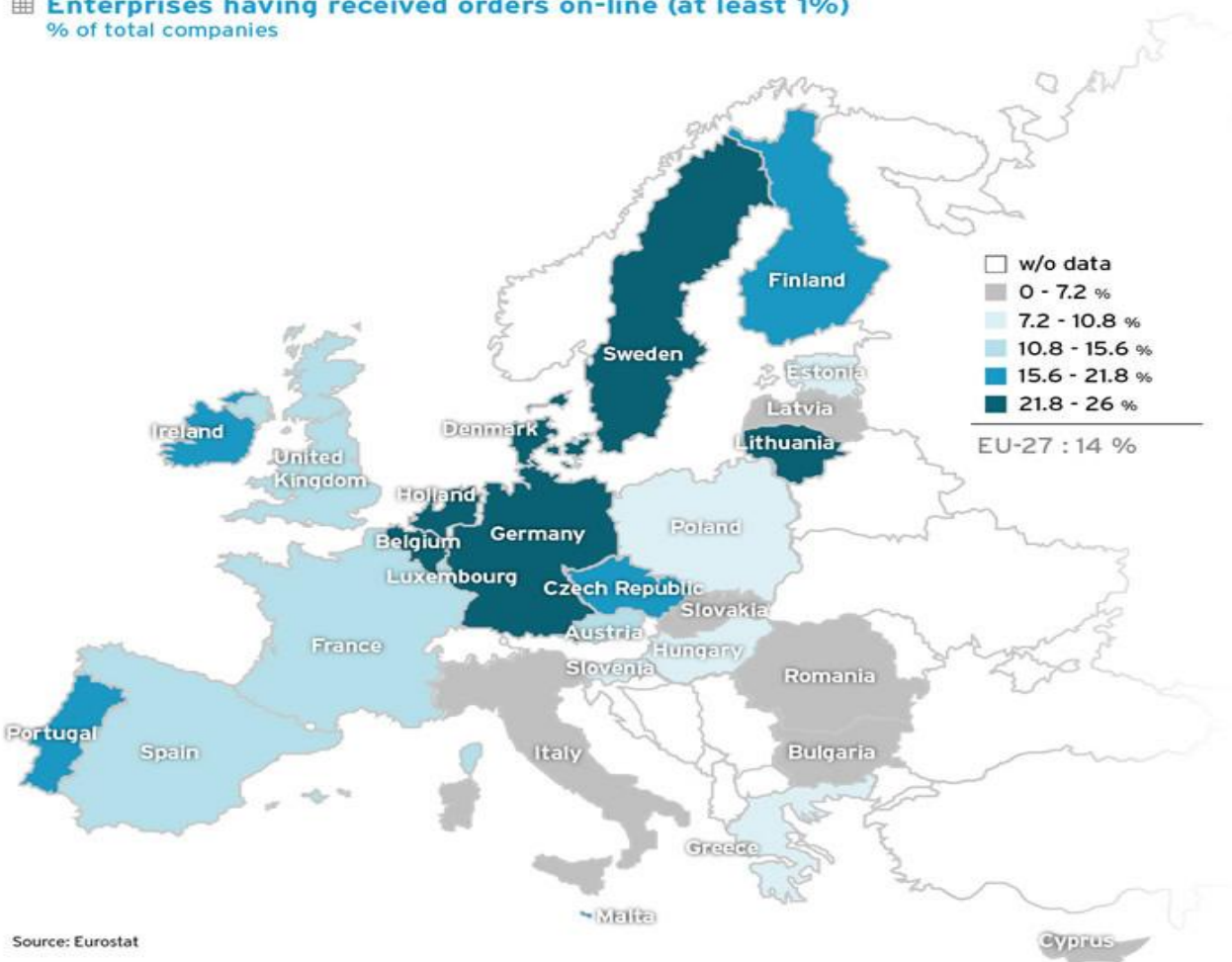
The figure above demonstrates yearly percentage distribution of enterprises having received orders on-line in 27 members of EU and Spain. Participating enterprises employ more than 10 employees and generate at least 1% of their total income from online selling. It is possible to evaluate this figure as indicators of both B2B and B2C demand performances of

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

enterprises in EU and Spain because of buyer types, which involves both individuals and industrial customers.

As seen from the figure, there are fluctuations in B2B and B2C demand performances of enterprises in EU. Although there are increases/decreases occurred in the period of time between 2004 and 2011, the percentage rate in 2011 is same with the percentage rate in 2004. On the other hand, when B2B and B2C demand performance of enterprises located in Spain is taken into consideration, it is seen that percentage rate of enterprises selling online in Spain was risen from 2% to 11% with a regular tendency (except 2011) in the period of time between 2004 and 2011. Additionally it is possible to assert although the online having received orders performance rate of enterprises in Spain in 2011 dramatically comes close to EU, this performance is still under the EU's online having received orders performances.

**Enterprises having received orders on-line (at least 1%)**  
% of total companies



### 8.4 Last Online Purchase in the 12 Months

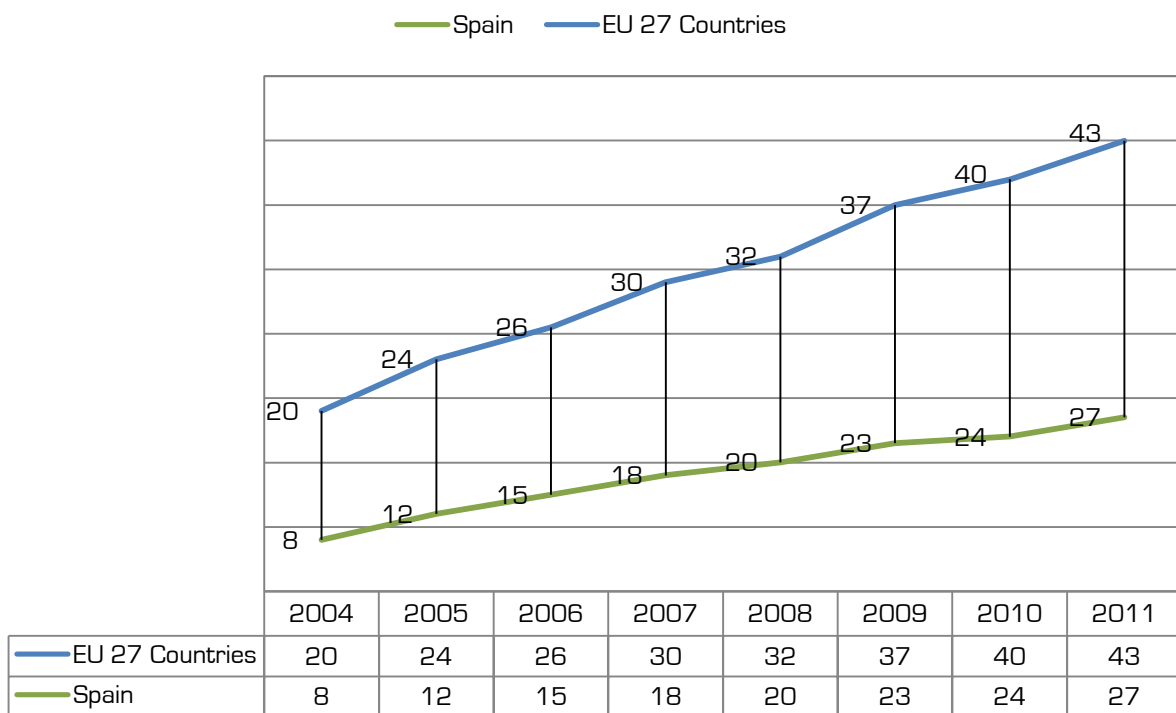
Valuation criteria

Enterprises selling via Internet and/or networks other than Internet

Last online purchase: in the 12 months

Percentage of enterprises

Figure 21. Last Online Purchase in the 12 Months



Source: Eurostat - Last Update 07/06/2012 - <http://ec.europa.eu/eurostat>

The figure above demonstrates monthly (last 12 months) percentage distribution of individuals, who purchase from enterprises selling via Internet and/or networks other than Internet online in 27 members of EU and Spain. It is possible to evaluate this figure as indicators of B2C demand performances of enterprises in EU and Spain because of buyer type, which involves only individuals.

As seen from the figure, B2C demand performances of enterprises both located in Spain and EU are consistent with regular tendency. The percentage rate of individuals, who

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

purchase from enterprises selling via Internet and/or networks other than Internet online, is 20% in 2004 and 43% in 2011. In other words, when considering EU population approximately 500 million, while only 100 million individuals of EU were purchased final products by online in 2004, this number achieved to 215 million in 2011. On the other hand, while only 8% of individuals, who lives in Spain, were purchased final products in 2004; this ratio is achieved to 27% in 2011. In other words, when considering Spain population approximately 47 million, while only 3 million 760 thousand individuals of Spain were purchased final products by online in 2004, this number achieved to 12 million 690 thousand in 2011. Additionally, when the B2C demand performances of enterprises are compared, percentage rate of individuals is increased at the rate of 23% in EU (from 20% in 2004 to 43% in 2011), while 19% in Spain (from 8% in 2004 to 27% in 2011). Thus, it is meaningful to specify the increase trend of Spain is higher than EU.

### 8.5 Individuals Using the Internet for Ordering Goods or Services

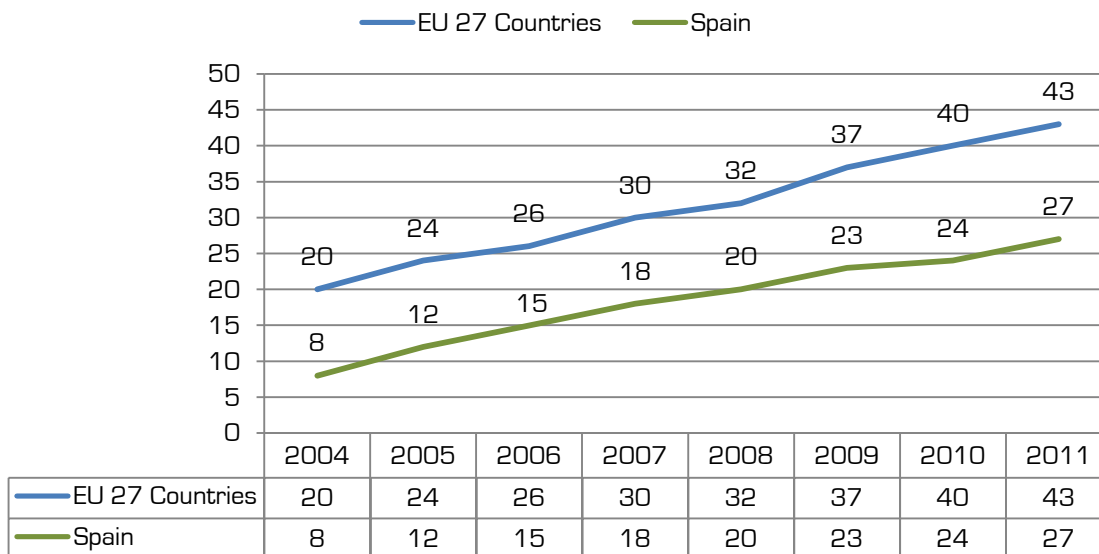
Valuation criteria

Buy or order over the internet for private use

Within the last twelve months before the survey

Percentage of individuals aged 16 to 74

Figure 22. Individuals Using the Internet for Ordering Goods or Services



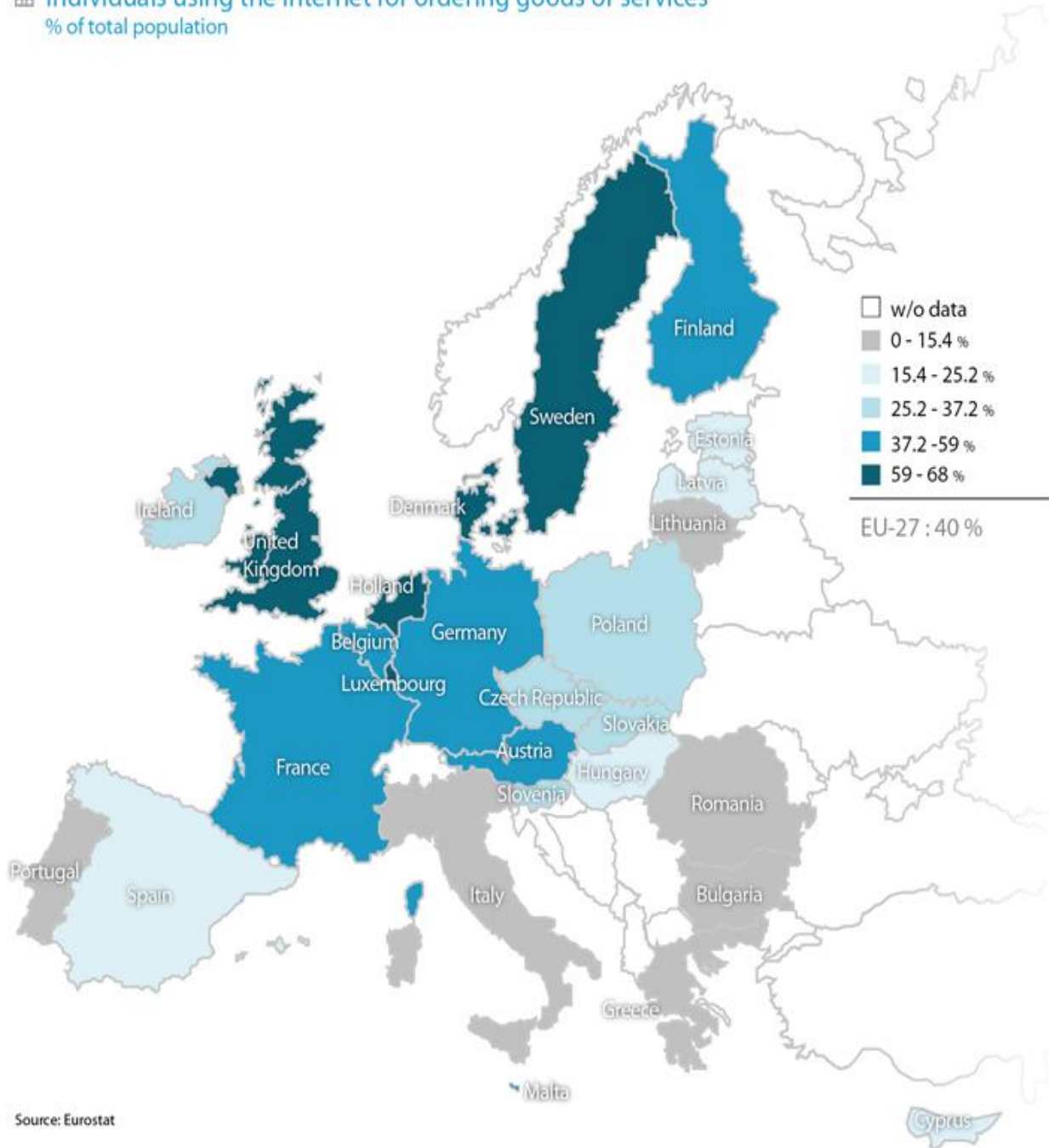
Source: Eurostat - Last Update 07/06/2012 - <http://ec.europa.eu/eurostat>

The figure above demonstrates yearly percentage distribution of individuals using the Internet for ordering goods or services in 27 members of EU and Spain. Participating individuals are in between 16 - 74 years old. Because of characteristics of buyers (individuals), it is possible to evaluate this figure as indicators of B2C demand performance of individuals.

As seen from the figure, while only 20% of individuals, who lives in EU, were used the internet for ordering goods or services in 2004; this ratio is achieved to 43% in 2011. In other words, when considering EU population approximately 500 million, while only 100 million individuals of EU were used the internet for ordering goods or services in 2004, this number achieved to 215 million in 2011. On the other hand, while only 8% of individuals, who lives in Spain, were used the internet for ordering goods or services in 2004; this ratio is achieved to 27% in 2011. In other words, when considering Spain population approximately 47 million, while only 3 million 760 thousand individuals of Spain were used the internet for ordering goods or services in 2004, this number achieved to 12 million 690 thousand in 2011. In spite of that substantial growth, B2C demand performance of individuals in Spain still considerably far from B2C demand performance individuals in EU in the context of usage of the internet for ordering goods or services.

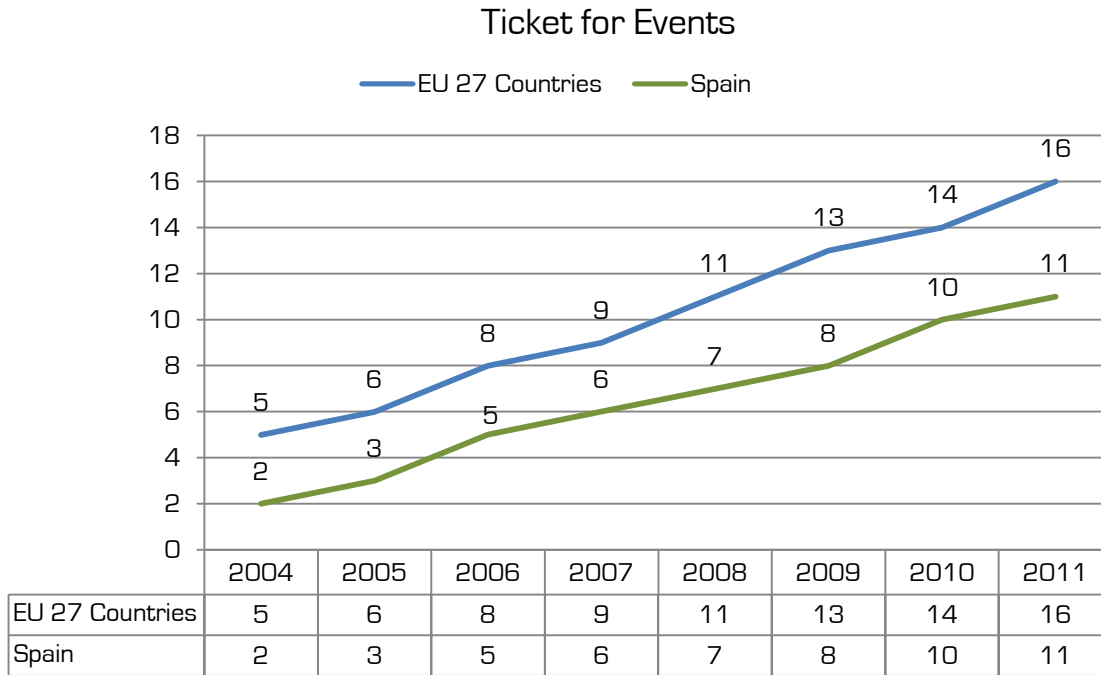
# Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

## Individuals using the Internet for ordering goods or services % of total population



### 8.6 Ticket for Events

Figure 23. Online Purchases: Ticket for Events



Source: Eurostat - Last Update 07/06/2012 - <http://ec.europa.eu/eurostat>

The figure above demonstrates yearly percentage distribution of individuals purchasing tickets for events by using internet in 27 members of EU and Spain. Because of characteristics of products (final products), it is possible to evaluate this figure as indicators of B2C demand performance of enterprises.

As seen from the figure, while only 5% of individuals, who lives in EU, were purchased tickets for events in 2004; this ratio is achieved to 16% in 2011. In other words, when considering EU population approximately 500 million, while only 25 million individuals of EU were purchased tickets for events by online in 2004, this number achieved to 80 million in 2011. On the other hand, while only 2% of individuals, who lives in Spain, were purchased tickets for events in 2004; this ratio is achieved to 11% in 2011. In other words, when considering Spain population approximately 47 million, while only 940 thousand individuals of Spain were purchased tickets for events by online in 2004, this number achieved to 5 million 170 thousand in 2011. In spite of that substantial growth, B2C demand performance of



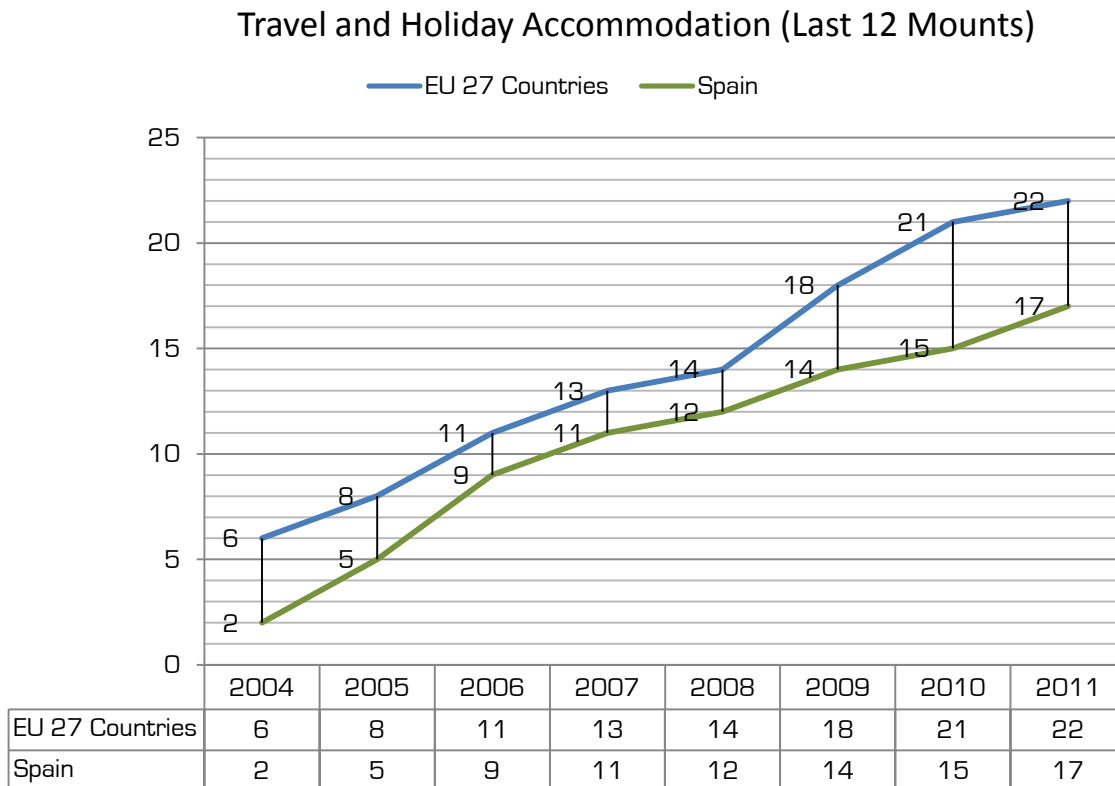
individuals in Spain still considerably far from B2C demand performance individuals in EU in the context of tickets for events purchasing.

### 8.7 Travel and Holiday Accommodation

Short Description:

This benchmarking involves the individuals who booked travel and holiday accommodation over the internet in the last 12 months.

Figure 24. Travel and Holiday Accommodation over the Internet



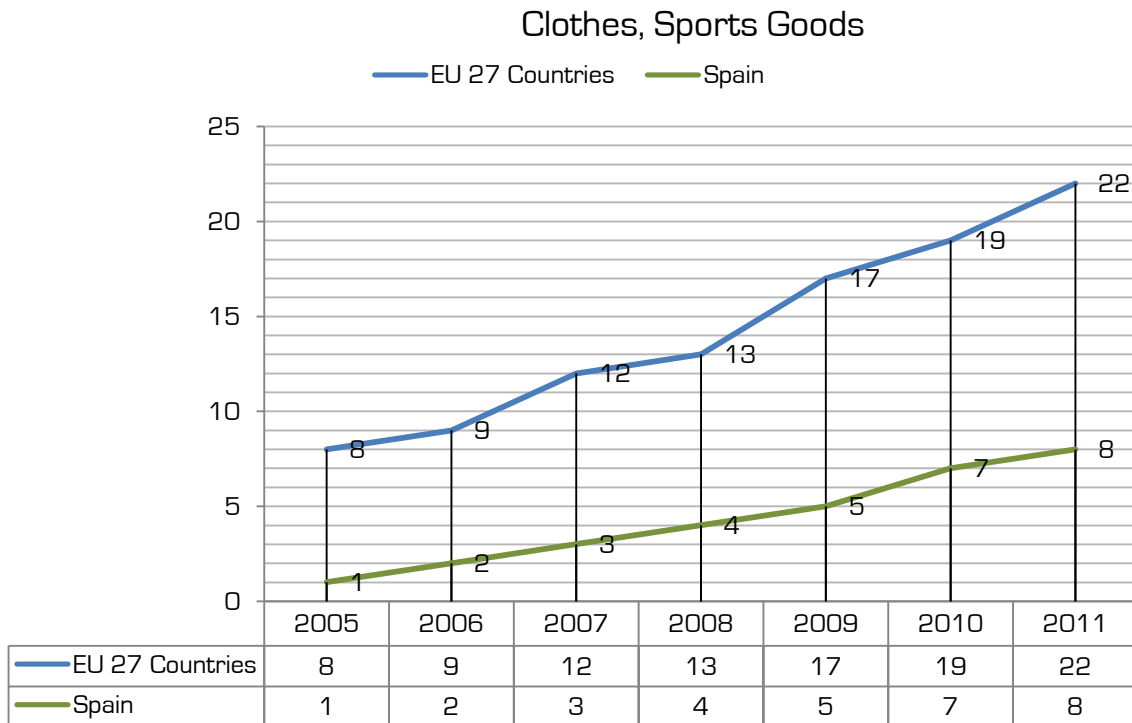
Source: Eurostat - Last Update 07/06/2012 - <http://ec.europa.eu/eurostat>

The figure above demonstrates yearly percentage distribution of individuals who booked travel and holiday accommodation over the internet in 27 members of EU and Spain. Because of characteristics of products (final products) and buyers (individuals), it is possible to evaluate this figure as indicators of B2C demand performance of enterprises.

As seen from the figure, while only 6% of individuals, who lives in EU, were booked travel and holiday accommodation over the internet in 2004; this ratio is achieved to 22% in 2011. In other words, when considering EU population approximately 500 million, while only 30 million individuals of EU were booked travel and holiday accommodation over the internet in 2004, this number achieved to 110 million in 2011. On the other hand, while only 2% of individuals, who lives in Spain, were purchased tickets for events in 2004; this ratio is achieved to 17% in 2011. In other words, when considering Spain population approximately 47 million, while only 940 thousand individuals of Spain were purchased tickets for events by online in 2004, this number achieved to 7 million 990 thousand in 2011. In spite of that substantial growth, B2C demand performance of individuals in Spain still considerably far from B2C demand performance individuals in EU in the context of booking of travel and holiday accommodation over the internet.

### 8.8 Clothes, Sports Goods

Figure 25. Online Purchases: Clothes, Sports Goods



Source: Eurostat - Last Update 07/06/2012 - <http://ec.europa.eu/eurostat>

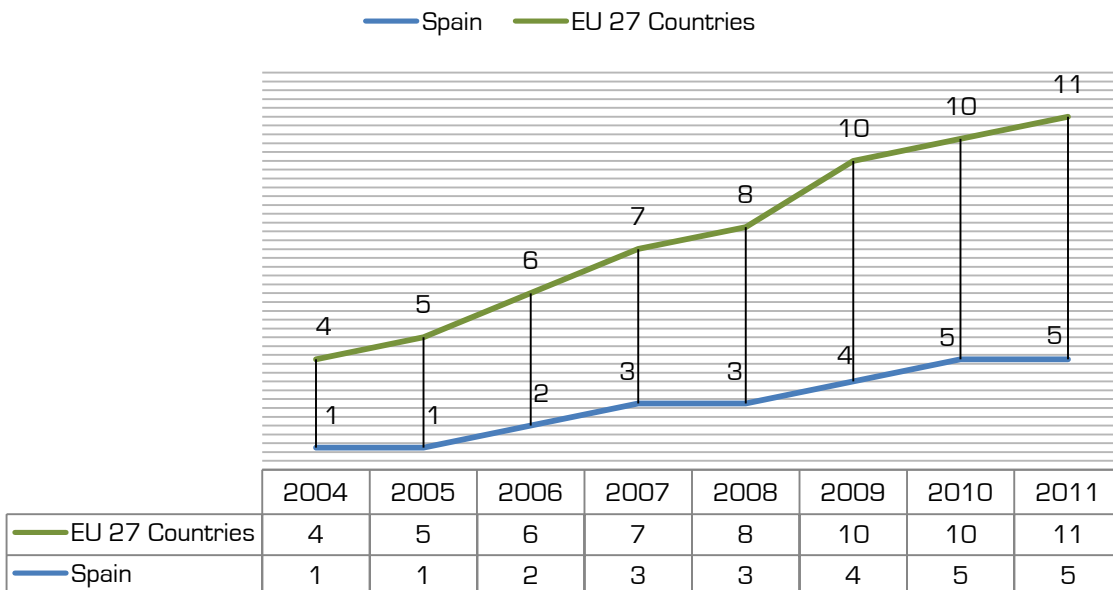
## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

The figure above demonstrates yearly percentage distribution of individuals purchasing clothes, sports goods by using internet in 27 members of EU and Spain. Because of characteristics of products (final products), it is possible to evaluate this figure as indicators of B2C demand performance of enterprises.

As seen from the figure, while only 8% of individuals, who lives in EU, were purchased clothes, sports goods in 2004; this ratio is achieved to 22% in 2011. In other words, when considering EU population approximately 500 million, while only 40 million individuals of EU were purchased clothes, sports goods by online in 2004, this number achieved to 110 million in 2011. On the other hand, while only 1% of individuals, who lives in Spain, were purchased clothes, sports goods in 2004; this ratio is achieved to 8% in 2011. In other words, when considering Spain population approximately 47 million, while only 470 thousand individuals of Spain were purchased clothes, sports goods by online in 2004, this number achieved to 3 million 760 thousand in 2011. In spite of that substantial growth, B2C demand performance of individuals in Spain still considerably far from B2C demand performance individuals in EU in the context of clothes, sports goods purchasing.

### 8.9 Electronic Equipment

Figure 26. Online Purchases: Electronic Equipment



Source: Eurostat - Last Update 07/06/2012 - <http://ec.europa.eu/eurostat>

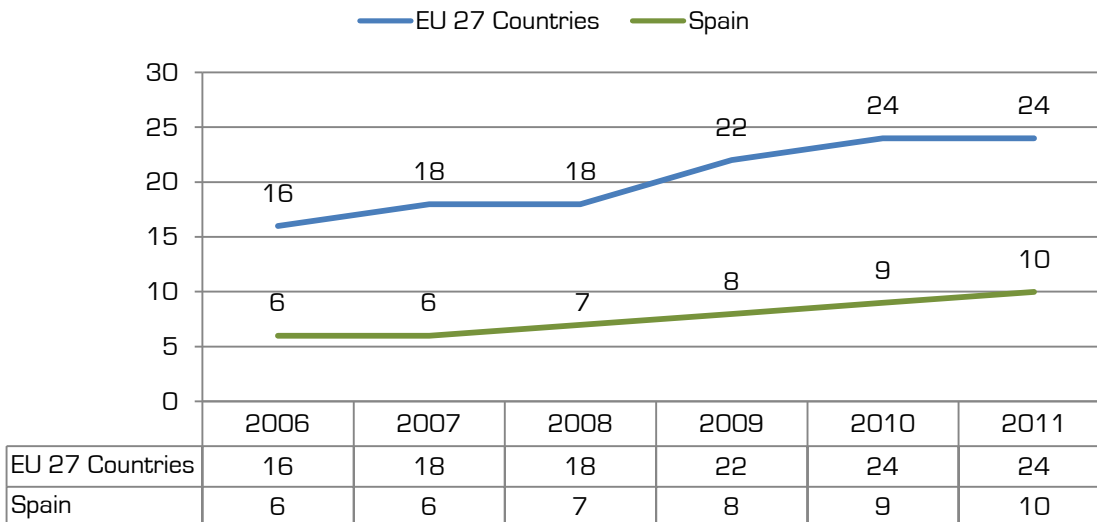
## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

The figure above demonstrates yearly percentage distribution of individuals purchasing electronic equipment by using internet in 27 members of EU and Spain. Because of characteristics of products (final products), it is possible to evaluate this figure as indicators of B2C demand performance of enterprises.

As seen from the figure, while only 4% of individuals, who lives in EU, were purchased electronic equipment in 2004; this ratio is achieved to 11% in 2011. In other words, when considering EU population approximately 500 million, while only 20 million individuals of EU were purchased electronic equipment by online in 2004, this number achieved to 55 million in 2011. On the other hand, while only 1% of individuals, who lives in Spain, were purchased electronic equipment in 2004; this ratio is achieved to 5% in 2011. In other words, when considering Spain population approximately 47 million, while only 470 thousand individuals of Spain were purchased electronic equipment by online in 2004, this number achieved to 2 million 350 thousand in 2011. In spite of that substantial growth, B2C demand performance of individuals in Spain still considerably far from B2C demand performance individuals in EU in the context of electronic equipment purchasing.

### 8.10 Films, Music, Books, Magazines, E-Learning Material or Computer Software

Figure 27. Online Purchases: Films, Music, Books, Magazines, E-Learning Material or Computer Software



Source: Eurostat - Last Update 07/06/2012 - <http://ec.europa.eu/eurostat>

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

The figure above demonstrates yearly percentage distribution of individuals purchasing films, music or books, magazines, e-learning material or computer software by using internet in 27 members of EU and Spain. Because of characteristics of products (final products), it is possible to evaluate this figure as indicators of B2C demand performance of enterprises.

As seen from the figure, while only 16% of individuals, who lives in EU, were purchased electronic equipment in 2004; this ratio is achieved to 24% in 2011. In other words, when considering EU population approximately 500 million, while only 80 million individuals of EU were purchased films, music or books, magazines, e-learning material or computer software by online in 2004, this number achieved to 120 million in 2011. On the other hand, while only 6% of individuals, who lives in Spain, were purchased films, music or books, magazines, e-learning material or computer software in 2004; this ratio is achieved to 10% in 2011. In other words, when considering Spain population approximately 47 million, while only 2 million 820 thousand individuals of Spain were purchased films, music or books, magazines, e-learning material or computer software by online in 2004, this number achieved to 4 million 700 thousand in 2011. In spite of that substantial growth, B2C demand performance of individuals in Spain still considerably far from B2C demand performance individuals in EU in the context of films, music or books, magazines, e-learning material or computer software purchasing.

## 9. CONCLUSIONS

In the previous chapter, e-commerce, usage of the internet and related to statistical data has been examined. In consequence, various graphs were noted with all aspects connected with B2B and B2C. In the concluding chapter, in the light of the all research carried out, the current situation of the e-commerce in Spain based on B2B and B2C and its outcomes were evaluated. The detected results and outcomes are presented below in order to eliminate hitches and deficiencies.

### **Outcomes in terms of enterprises and individuals:**

Internet and B2B/B2C markets are innovative and growing. They create its own innovative target group who were named as early adopters (in particular young and middle-aged individuals 15-40 aged). Contrary to this, there are also conservatives (non-adopters) who cannot adapt to this innovation. The conservatives generally do not prefer to take shortcut instead of taking advantage of the internet.

In order to explain differences between early adopters and non-adopters the following examples can be given:

- Adopters buy over the internet, non-adopters avoid purchasing on the internet.
- Adopters request home delivery of their purchases. Contrary to this, the conservatives keep traditional shopping habits and this custom is being continued by non-adopters.
- Adopters carry out their banking transactions/operations (less than one minute as average) on the internet. Contrary to this, non-adopters prefer to wait in the queue even to carry out a very simple a banking operation.
- Early adopters closely follow all kinds of innovations that benefit them but non-adopters are unaware of these opportunities or ignore these.

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

- Adopters avoid carrying money in their pocket and but non-adopters feel safer when they keep their money away from the internet.

In brief, for early adopters so many things are accepted as advantages of the internet and for non-adopters the same things are seen as disadvantages of the internet.

The factors stated below are being brought together by numerous individuals and enterprises with e-commerce on a daily basis. Here are some of the fundamental advantages of the internet.

- Simplicity in business life and daily life
- Facilitation in any process of the e-commerce
- Saving time
- Easy accessibility (internet access is possible available everywhere like Wi-Fi Zones and Wi-Fi hotspots, GPRS, 3G etc.)
- Simplicity in transferring of moveable values (stocks, bonds, funds, money, currency etc.)
- Saving communication and mailing costs
- Saving paper and supplies
- Instant access to information
- International borders are removed with the positive impact of e-commerce
- Buyers, sellers, retailers, wholesalers meet in marketplaces and trading platforms on the internet

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

The factors which stated below are preventing coming together of numerous individuals and enterprises with e-commerce on daily basis. Here are some of the fundamental barriers and disadvantages of the internet.

- Take a dim view of using the internet for on-line purchase or trading
- Being unaccustomed to using the internet for instruments of e-commerce
- Incapability and insufficiency in use of computer, smart mobile, tablet etc.
- Lack of technology and deficient hardware
- Financial insufficiency
- Inaccessibility of the internet from countryside or suburbs
- High cost of internet access
- Deficiencies in infrastructure
- Technical failures
- Insecure environment on the web
- To be unaware of the advantages and opportunities
- Cybercrime and theft of information
- Insufficiency of audit
- Copyright infringement
- Prohibition and limitation of the internet
- Internet service provider, official inspector, government, hackers and so on.



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Outcomes in terms of statistical data and graphics:

We examined the charts related to tourism (table 11, 12, 13 and figure 16), we can clearly see that Spain receives more than 50 million tourists each year and when we take into account Spain's total population (46.754.784) is reached approximately 100 million people with non-residents. This figure constitutes a significant economic input in particular when taking into account on-line purchases (orders, tickets for events and travel, purchases for holiday and accommodation etc.) that have done by more than 50 million tourists. Therefore, the contribution of tourism to the B2B and B2C markets is undeniable.

As a result of the researches, the findings obtained from statistics and charts are presented below:

- In last 10 years, the number of internet users has been greatly increased in the world and Europe. Spain also has been showing growing tendency on e-commerce and use of internet. This trend will be kept on.
- Although the downsizing and recession in Spanish economy, on-line sales of enterprises have showed a significant increase (*please check the figure 18 and 21*). Increase of the use of internet in terms of on-line purchase and internet penetration rate is expected.
- In recent years, total turnover from e-commerce has been increased in Spain but still this ratio is below the European average. In the near future, Spain can make up the difference emerging new firms (based on B2B and B2C) and the encouragement of government.
- In recent years, on-line buying figures in terms of buying ticket for events, holiday accommodation and travel purchases have been significantly increased in parallel with EU. In the near future, reduction of the difference with EU average is expected. (*please check the figure 23 and 24*) even so Spanish firms and individual buyers will have to make a significant effort in order to reduce the difference.

## Research of B2C and B2B International Markets in the Context of Benchmarking of European Union and Spain Performances

- On-line purchases in terms of electronic equipments, film, book, music, magazine and software have been remained below the European average (*please check the figure 26 and 27*). Even if the tendency of continuous improvement, dramatic increase in sales is not expected in the near future.

In addition, it is possible to mention the following forecasts based on information provided:

- Day by day, the number of enterprises that never met with B2B and B2C activities is being decreased. The firms are no longer looking for a new vision and mission in the framework of innovation that come with e-commerce. Thus, the firms are going to adopt themselves to this new global perspective in order to be take place in global marketplaces and continue their existence according to today's trading conditions. E-commerce is also a way for rapid growing of the firms.
- This study shows that the enterprises which selling and buying over the internet are continuous growth trend when examining all kinds of graph associated with e-commerce. In this respect, we observe that these firms maintain to grow despite economic crisis in the country.
- We can say that the firms which operating in the field of B2B and B2C are up and coming in the coming years. We can also add that the growth of existing B2B and B2C markets are expected. The stats clearly show us that these firms have very big potential for growing but still duty and responsibility of the government is to guide the firms in order to develop to e-trade sector with any kind of support, help, encouragement etc.
- Providing opportunities to the firms that operating in a similar manner for bringing them close together in the global e-trading platforms.
- Self-renewal of the new conceptions in the course of time such as virtual organization that emerged with the e-commerce.

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- *Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)*
  
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[http://search.worldbank.org/quickview?name=%3Cem%3EInternational%3C%2Fem%3E+tourism%2C+%3Cem%3Enumber%3C%2Fem%3E+of+%3Cem%3Earrivals%3C%2Fem%3E&id=ST.INT.ARVL&type=Indicators&cube\\_no=2&qterm=international+number+of+arrivals](http://search.worldbank.org/quickview?name=%3Cem%3EInternational%3C%2Fem%3E+tourism%2C+%3Cem%3Enumber%3C%2Fem%3E+of+%3Cem%3Earrivals%3C%2Fem%3E&id=ST.INT.ARVL&type=Indicators&cube_no=2&qterm=international+number+of+arrivals)

### Institutions and Webpages

- [www.oecd.org](http://www.oecd.org) – Organisation for Economic Co-operation and Development
- [www.coe.int](http://www.coe.int) – Council of Europe
- [www.worldbank.org](http://www.worldbank.org) – The World Bank
- [www.imf.org](http://www.imf.org) – International Monetary Fund
- [www.weforum.org](http://www.weforum.org) – World Economic Forum
- <http://www2.unwto.org/en> - World Tourism Organization UNWTO
- [www.wto.org](http://www.wto.org) – World Trade Organization
- [www.businessweek.com](http://www.businessweek.com) – Businessweek
- [www.bloomberg.com](http://www.bloomberg.com) – Bloomberg
- [www.forbes.com](http://www.forbes.com) – Forbes
- [www.economist.com](http://www.economist.com) – The Economist
- <http://elpais.com> – El Pais
- [www.wikipedia.org](http://www.wikipedia.org)

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