

IO1/A2 – Survey report: Netherlands

Date (19. 07. 2021)

Glossary

EU	European Union
PEACOC	Personalised e-Business Coaching for Construction SMEs
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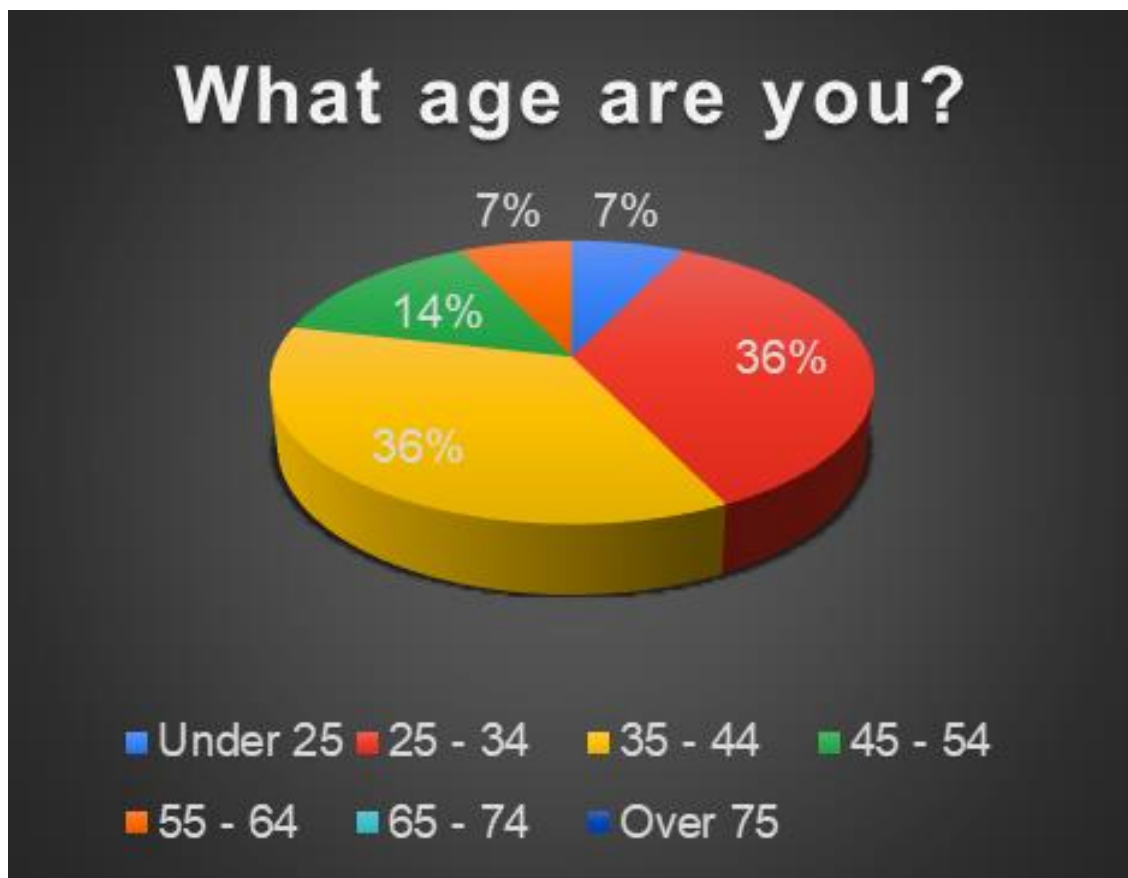
1 Methodology

This report represents IO1/A2 of the PEACOC project, which is the follow-on activity to IO1/A1. In IO1/A1, the project consortium produced a number of national reports about the state of the construction industry and e-commerce in each of their countries. This activity is attempt to validate the findings of those reports through engagements with stakeholders in these areas.

As such, partners sent out specifically-constructed surveys to stakeholders in each of their countries, and received back a number of responses. This document presents these responses for the given country as well as analysis, and draws whatever conclusions are evident from the results.

2 Introduction

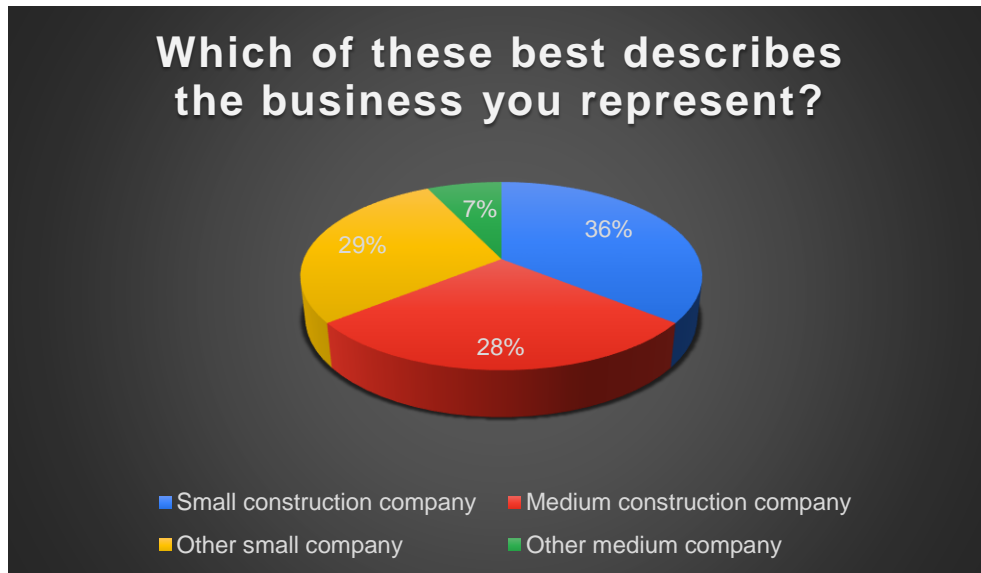
ATERMON received 14 responses from the list of stakeholders in Netherlands. Around 70% of the respondents belonged to the 25-34 and 35-44 age groups, while a 14% were 45-54 years old.



Graph 1: Age diversity among respondents

3 Which of these best describes the business you represent?

There was an equal representation (at 28.6% each) of respondents representing medium construction companies and other small companies, where as people working in small construction companies outnumbered them all (36% of all respondents).



Graph 2: Type of business according to respondents' answers

4 Does your company do much business internationally?

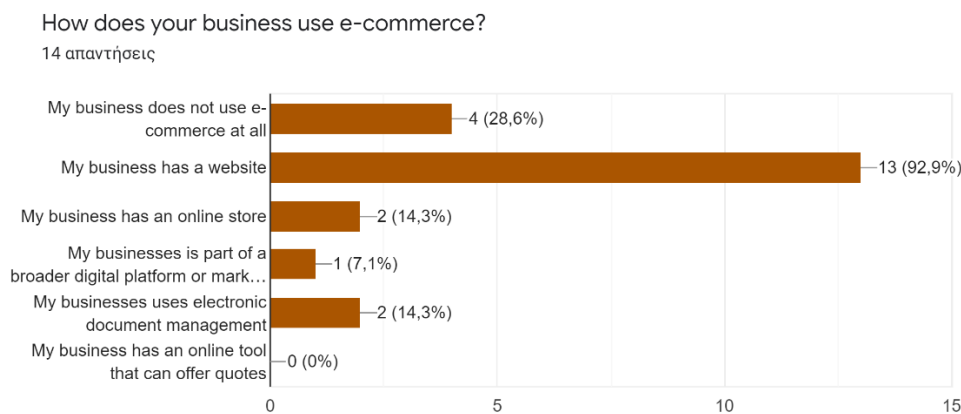
The companies of almost 60% of the respondents do a little business internationally, while another third of the respondents stated that their company does a lot.



Graph 3: International business of the respondents' companies

5 How does your business use e-commerce?

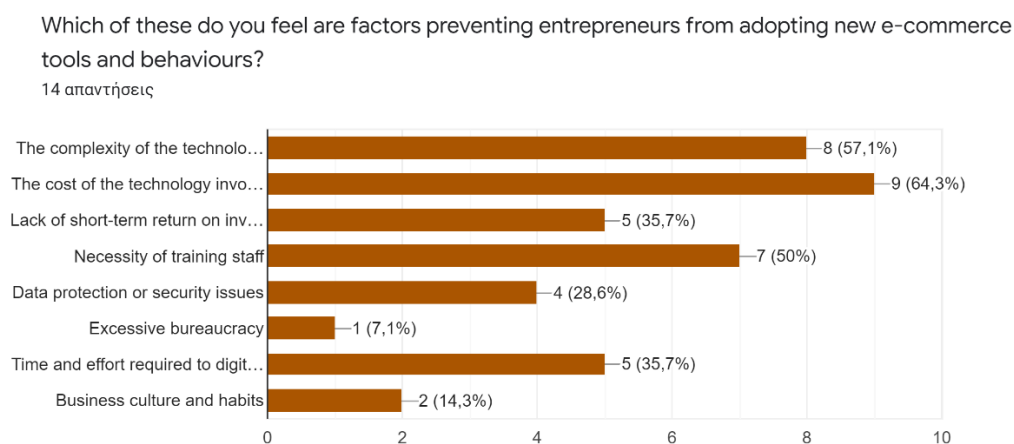
When asked about the type of e-commerce they use in their companies, the respondents identified the use of a website to a massive percentage (13 out of 14 companies). The second most popular e-commerce solution Dutch companies have is 'online store' and 'electronic document management'. Nevertheless, it must be a malfunction of the questionnaire that allowed to respondents to select both the option 'My business does not use e-commerce at all' and any other response, i.e. 'My business has a website'.



Graph 4: Type of e-commerce for respondents' companies

6 Which of these do you feel are factors preventing entrepreneurs from adopting new e-commerce tools and behaviours?

'The cost of the technology involved', 'The complexity of the technology involved', and 'Necessity of training staff' scored high as limiting factors to adopt e-commerce tools.



Graph 5: Factors limiting the adoption of e-commerce tools and solutions by construction companies

7 Do you feel that there is good training and support on e-commerce in construction in your country?

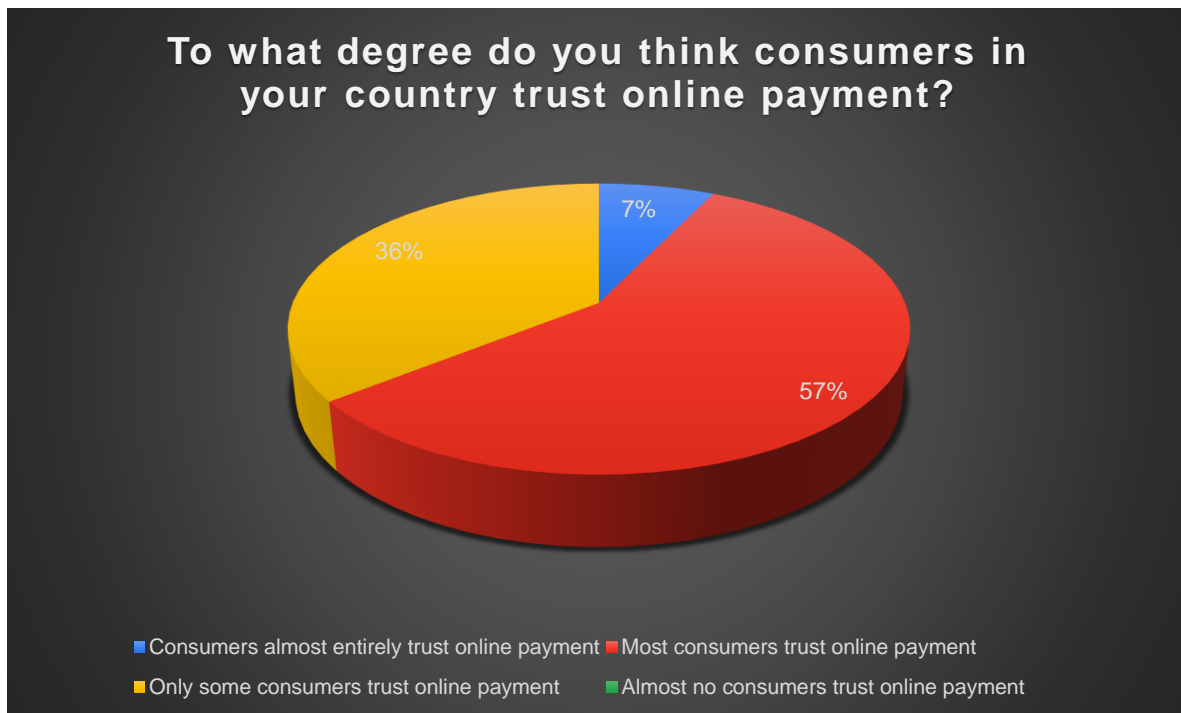
Half of all respondents believe that 'There are courses and support on e-commerce and digitalisation , but not for construction specifically'. Only 1 in 14 respondents believes that there are good courses and support on e-commerces in construction.



Graph 6: Respondents' perception on the availability of good training and support on e-commerce

8 To what degree do you think consumers in your country trust online payment?

Almost 60% of all respondents believe that most consumers trust online payment however a considerable percentage (36%) believe that only some consumers trust online payment. No respondent stated that consumers do not trust online payment.



9 Conclusions

The truth is that the sample is not statistically significant.

Nevertheless most respondents in Netherlands are young at age (25-44 years old) and represent medium construction companies or other small companies. 12 out of 14 represent a company that has international business activities but in the field of e-commerce their main tool is their website, Very few stated they are using other e-commerce tools. The cost of the required technology, its complexity and the lack of properly trained staff are among the biggest bottlenecks for construction companies to adopt e-commerce tools and solutions. The vast majority of the respondents (93%) believe that there is not enough available on training and support as regards e-commerce for the construction companies. Most respondents believe that consumers trust more or less online payment.