

Field of Study Social Sciences, Business and Administration			
Degree Programme Degree Programme in International Business			
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Title of Thesis Italy as a target market for cross-border e-commerce			
Date	26.05.2015	Pages/Appendices	66/4
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Client Organisation/Partners			
<p>Abstract</p> <p>The objective of this work was to assess the attractiveness of the Italian e-commerce market from the perspective of a small foreign e-seller. E-commerce is booming all over Europe; particularly, in the south, where growth rates are very promising. The phenomenon, however, continues to be mostly domestic and concentrated in the hands of large, international e-sellers. Consumers and particularly small businesses are still hesitant about engaging in cross-border e-commerce due to lack of information, lack of trust or negative perceptions. In light of these facts, and given the fundamental lack of previous research on the specific topic, small-scale cross-border e-commerce and Italy (in the role of target market) were chosen to be the focus of this study.</p> <p>To achieve the objective, mostly qualitative research was conducted using available business literature (secondary sources) and relying on expert interviews (primary sources). The research focused on four main topic areas: market trends; consumer attitudes & preferences; law, bureaucracy & taxation; and delivery. According to the results, Italy appears to be quite an attractive market for small foreign e-sellers to target. The underlying market potential is significant and new opportunities are constantly being created for newcomers to exploit. More mature e-commerce markets tend to be overcrowded, saturated and characterized by slow growth; Italy, instead, is still in transition to become a digital economy. Despite the existing challenges, the attitudes of consumers and businesses are gradually changing and the whole economic environment is adapting (legally, logistically and marketwise), allowing both domestic and cross-border e-commerce to flourish. Plenty of future research could be conducted to investigate further the reality of cross-border e-commerce in Italy and the related implications for small foreign e-sellers.</p>			
<p>Keywords E-commerce, cross-border e-commerce, Internet, e-seller, e-merchant, e-consumer, e-shopper, online shopping, e-shopping</p>			