



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

IJRSET

International Journal of Innovative Research in
SCIENCE | ENGINEERING | TECHNOLOGY

INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 12, Issue 12, December 2023

ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 8.423

9940 572 462

6381 907 438

ijirset@gmail.com

www.ijirset.com

An Empirical Study on Setting up Parameters for an e-commerce Platform in Ireland

Sannu, Aryan, Kiran, Pavan, Mallikarjun

Department of Management, AIMS IBS Business School, Bengaluru, India

ABSTRACT: E-commerce in Ireland has experienced significant growth, encompassing a wide range of sectors. The scope and extent of e-commerce in the country include online retail, digital services, and business-to-business transactions. With a tech-savvy population, increasing internet penetration, and convenient payment options, consumers in Ireland frequently engage in online shopping.

Major players in the Irish e-commerce landscape span various industries, from fashion and electronics to food and services. The extent of e-commerce is evident in the diverse array of platforms, including both global giants and local businesses leveraging digital channels to reach consumers.

I. INTRODUCTION

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.

E-commerce in Ireland has experienced significant growth, encompassing a wide range of sectors. The scope and extent of e-commerce in the country include online retail, digital services, and business-to-business transactions. With a tech-savvy population, increasing internet penetration, and convenient payment options, consumers in Ireland frequently engage in online shopping.

Major players in the Irish e-commerce landscape span various industries, from fashion and electronics to food and services. The extent of e-commerce is evident in the diverse array of platforms, including both global giants and local businesses leveraging digital channels to reach consumers.

Furthermore, the COVID-19 pandemic has accelerated the adoption of e-commerce in Ireland, with businesses adapting to online models to meet consumer behaviors and preferences in a changing world. The Government of Ireland has taken great steps to promote e-commerce

As the use of mobile devices for online shopping has increased, the use of Ireland ecommerce has increased. This reflects a shift towards a mobile-first approach. Mobile apps and responsive websites play a crucial role in facilitating seamless transactions and enhancing the overall online shopping experience.

Cross-border e-commerce is another noteworthy aspect, with Irish consumers frequently purchasing from international websites. This trend highlights the global connectivity of e-commerce and the accessibility of products and services beyond national borders.

The regulatory environment supports the development of e-commerce in Ireland, providing a framework for secure transactions and consumer protection. Additionally, the presence of trusted payment gateways and digital payment options contributes to the convenience and security of e-commerce transactions.

Online streaming, e-learning and various subscription-based models extend to digital services, including the reach of e-commerce in Ireland. This diversification reflects the evolving nature of e-commerce beyond traditional retail to include a wider range of digital goods and services.

As technology advances and consumer preferences evolve, the use of e-commerce in Ireland is likely to expand further, offering new opportunities for businesses and shaping the future of online commerce in the country.



In summary, the scope and extent of e-commerce in Ireland encompass a broad range of industries, with a growing number of consumers and businesses actively participating in online transactions.

II. HISTORY ABOUT THE E-COMMERCE IN IRELAND

The history of e-commerce in Ireland can be traced back to the late 20th century when the internet began to be widely adopted. In the 1990s, Ireland, like many other countries, witnessed the emergence of the online market. However, the early stages were characterized by limited internet connectivity and a cautious approach to online transactions.

The early 2000s marked a turning point as Internet infrastructure improved and businesses began establishing their online presence. As e-commerce platforms began to offer a variety of goods and services, Irish consumers gradually embraced the convenience of online shopping.

The mid-to-late 2000s saw a surge in e-commerce activity, driven by advances in technology, increased Internet access, and changing consumer preferences. Irish businesses both large and small are beginning to recognize the potential of online sales channels.

The economic downturn of the late 2000s and early 2010s prompted businesses to explore cost-effective ways to reach consumers, leading to a further boost in e-commerce. Additionally, the use of mobile devices and the advent of smartphones contributed to the growth of mobile commerce, allowing consumers to shop on the go.

The past decade has witnessed a significant acceleration in e-commerce adoption, with the COVID-19 pandemic acting as a catalyst. Lockdowns and social distancing measures led to a surge in online shopping, prompting businesses to accelerate their digital strategies.

Throughout this evolution, the Irish Government has played a role in supporting the growth of e-commerce through digitization, regulatory frameworks and initiatives aimed at promoting an enabling environment for online businesses.

In summary, the history of e-commerce in Ireland reflects a gradual progression from tentative beginnings to widespread adoption, with technology, changing consumer behaviors and external events shaping the trajectory of online commerce in the country.

Present players in the market :-

Here are a few notable e-commerce players in Ireland:

1: Amazon Ireland: Amazon is a global e-commerce giant with a significant presence in Ireland, offering a wide range of products and services.

Contact information:-Common UK and Ireland carriers

An Post

Phone: +353 (0) 170 576 00, Amazon Locker Amazon Customer Service, Amazon Amazon Customer Service, Amazon (heavy bulky products) Amazon Customer Service, Aramex=Phone: +44 (0) 1753 210563, Arrow XL =Phone: +44 (0) 333 212 1708, 7am - 7pm Monday to Friday, ASM, ASM = <https://www.gls-spain.es/en/contact/> = Phone: +44 (0) 333 212 1708 ,7am - 7pm Monday to Friday, DHL = Phone: +44 (0) 2476 937 770, Monday to Friday 7am - 8pm and on Saturday 8am - 6pm, DPD = Phone: 0121 275 0500, EVRi = (for orders sold and fulfilled by Amazon only). = Live chat is available at [https://www.evri.com/help-and-support/help-centre#/#/](https://www.evri.com/help-and-support/help-centre#/). = i-Parcel , i-Parcel Contact Us Form

i-Parcel Contact Us Form: <https://tracking.i-parcel.com/ContactUs>.

Jersey Post = Phone: (01534) 616616 , Royal Mail = Phone: +44 (0) 3457 740 740, UPS = Phone: +44 (0) 3457 877 877, Monday to Friday 8am - 8pm, Saturday 8am - 2pm

Employee strenght :-Amazon employs abpit 5,000 people in Ireland, with the majority of those in its Amazon Web Services (AWS) unit.

Recruitment process:-For some roles you may be invited for a video interview, potentially followed by a short online assessment and a request for more information so we can do a background check. These steps are only to give you further visibility on the role, ensure that we're a good match, and to offer all employees a safe workplace.

Revenue situation:-New accounts show that despite Amazon data services Ireland Ltd's revenues increasing by 32% from 3.68bn euro to 4.85bn euro, the company recorded an 8% drop in pre-tax profit to 61.5m euro. The firm operates several data hub facilities here and employed 1753 at the end of 2022.

2: ASOS: ASOS is an online fashion retailer that operates in Ireland, providing a diverse selection of clothing, accessories, and beauty products.

Contact information:-Headquarter contact number = +442077561000

ASOS website = www.asos.com

Corporate office address = ASOS.com limited, Greater London House, Hampstead Road London, England NW1 7FB, United kingdom.

Number of employees in the ASOS = 3259 employees are there as per the data provided in year 2022

Recruitment process = The recruitment process typically begins with the a job posting, followed by an online application. Candidates who pass the initial screening are invited to complete an online assessment and video interview. Successful candidates may then be invited to attend a face-to-face interview and assessment centre. Candidates are also required to complete a telephone interview and a pre-employment screening. After the final interview, successful applicants are offered a job and may be required to provide references.

Revenue situation:- According to the ASOS's latest financial reports the company's current revenue (TTM) in 2023 is \$4.51B. In 2023 the company made a revenue of \$4.51B a decrease over the year 2022 revenue that were of \$4.58B.

3: Zalando: Zalando is a popular online fashion platform that serves the Irish market, offering a variety of clothing, footwear, and accessories.

Contact information = partner@zalando.ie

Telefax = +49(0)3027594693, e-mail = legalnotice@zalando.ie

Employee strength = They have around 16000 employees is our most valuable asset-because our company is what everyone of us makes of it. To provide an environment where everyone is heard and able to participate in shaping Zalando's future is our top priority.

Recruitment process:- The hiring process at Zalando takes an average of 37.67 days when considering 84 user submitted interviews across all job titles. Candidates applying for lead analyst had the quickest hiring process(on average 3 days), whereas software developer roles had the slowest hiring process (on average 90 days).

Revenue situation :- In 2022 Zalando generated over 10 billion euros. In the first half of 2023, the Berlin-based fashion company generated around 4.8 billion euros.

4: Boohoo: Boohoo is an online fashion retailer with a presence in Ireland, known for its trendy and affordable clothing.

Contact information :- The easiest way to do this is to contact us by email at – customerservices@boohoo.com or by post at boohoo, PO Box 553, Burnley, BB19GD.

Employee strength :- During the year ending 28 february 2022 the group had an average of 5350 employees each month. Boohoo.com Plc. Is an online fashion retail group which owns the brands boohoo and BoohooMAN in the UK.

Recruitment process :- Your first step in joining the boohoo family is to complete your online application form. We'll ask for contact details so we can get in touch, and you may be asked for you CV or portfolio, depending on which role you've chosen.

Revenue situation :- Boohoo made adjusted earning before interest, tax, depreciation and amortization (EBITDA), its key profit measure, of 63.3 million pounds (\$79.9 million) in the year to feb. 28, slightly ahead of analysts consensus but down from the 125.1 million pounds made in 2021-22. Revenue fell 11% to 1.77 billion pounds.

5: Tesco Ireland Online: Tesco, a major grocery and retail chain, provides online shopping services in Ireland for groceries and various household items.

Contact number = Visit tesco.ie or call on 1800248123, 1850744844 from Ireland or 0080000225533 from outside Ireland. Email- customer.service@tesco.ie .

Employee strength :- Tesco is one of the biggest private sector employees In Ireland employing 13000 colleagues across the country.

Recruitment process:-Application are made online for managerial positions. The chosen applicants have an interview followed by attendance at an assessment centre for the final stage of the selection process. People interested in store-based jobs with tesco can approach stores with their CV or register though Jobcentre Plus.

Revenue strength = By publishing its statutory accounts for the first time for its irish operations, tesco Ireland saw after tax profit fall to 85.53 euros in 2023, down from 104.95 euros in the previous year. The group's retail sales turnover reached 2.98BN euros in the 12 months ending in February 2023, up 4.8% on the previous period.

6: Booking.com: While primarily known for hotel bookings, Booking.com operates in Ireland, allowing users to book accommodations, flights, and car rentals online.

Contact number = 0008000016075, official website = bookingholdings.com .

Employees strength = As per the reports of 2022 the company has a 21,600 employees .

Recruitment process = There carrer site is designed to support there candidates to find the best suitable opportunity they have available at any given time. They rely on AI to analyse you CV and enrich it with market data to get a well-rounded skill set overview. After submitting you CV, you will get job results that best match your profile ranked in the order of match strength. There recruiters will review the application and will discuss your motivation with you later in the process.

Revenue situation:- In 2022, the company's revenue amounted to nearly 17.1 billion U.S. dollars, rising by over six billion U.S. dollars from 2021 and surpassing pre-pandemic levels. Overall the net income of the company worldwide totaled over 3 billion U.S. dollars in 2022.

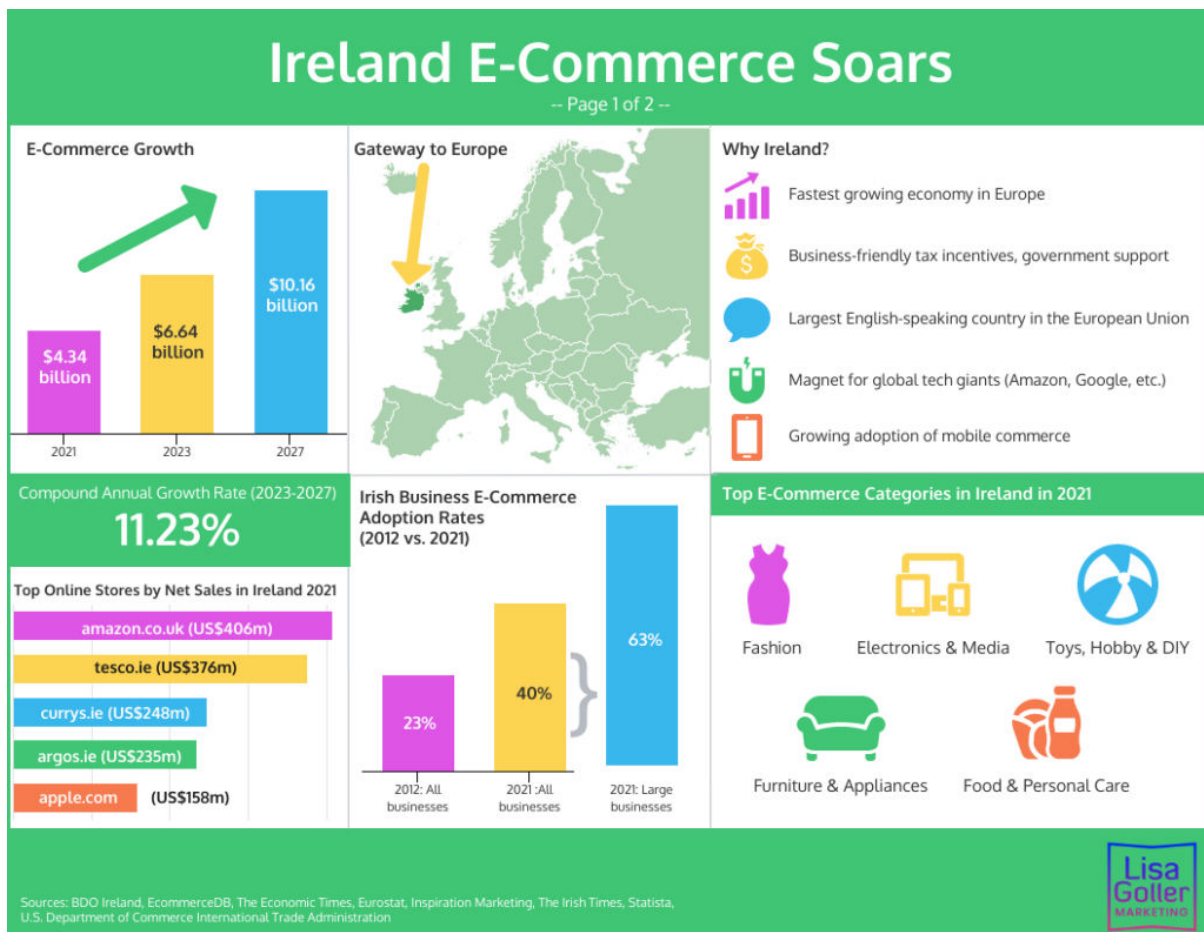
7: Ryanair: Although known as an airline, Ryanair sells flight tickets and travel-related services online, serving customers in Ireland and beyond.

Contact information:- +35312555212, +18506040015, +441138684151

Employees strength = Ryanair oldling total number of employees in 2022 was 19,116 a 27.3% increase from 2021. Ryanair holding total number of employees in 2021 was 15016, a 13.04% decline from 2022.

Recruitment process: - You'll be asked to share details of your education and previous employment so recruiters can determine how much experience you have. You'll also be asked whether you believe you match the character requirements for cabin crew.

Revenue situation:- Total H1 FY24 revenue therefore rose 30% to 8.6bn euros. Total operating costs increased 24% to 6.2bn euros, primarily dur to much higher fuel costs (+29% to 2.8bn euros) higher staff costs (reflecting pay restoration, pre-agreed pay increases and higher crewing ratios as invested



UNIQUE SELLING POINT (USP) OF IRELAND E-COMMERCE MARKET:-

Ireland's e-commerce market offers a unique selling point through its strategic location as a gateway to both the European Union and the English-speaking world. This positions businesses to access a diverse consumer base and benefit from Ireland's strong infrastructure and tech-savvy population, making it an attractive hub for e-commerce operations. Additionally, Ireland boasts a business-friendly environment, English as the primary language, and a young, educated workforce. Its favorable tax policies and membership in the EU provide businesses with a stable and supportive economic framework. This combination of factors makes Ireland an appealing destination for e-commerce ventures seeking a foothold in the European market. Furthermore, Ireland's commitment to innovation and technology is reflected in its thriving startup ecosystem and investment in research and development. The country's emphasis on digital infrastructure, coupled with a high level of internet penetration, creates a conducive environment for e-commerce growth. The Irish consumer's increasing comfort with online shopping also presents opportunities for businesses to tap into a market that is progressively embracing digital transactions. Certainly, let's delve into more details:

Strategic Geographic Location:, Business-Friendly Environment:, English Language Advantage:, Young, Educated Workforce:, Tax Incentives and Stability:, Innovation and Technology Focus:, Digital Infrastructure:, Consumer Adoption of Online Shopping:

In summary, the unique selling points for Ireland's e-commerce market lie in its strategic location, business-friendly policies, English language advantage, educated workforce, tax incentives, innovation focus, robust digital infrastructure, and a consumer base increasingly inclined towards online shopping.

LAST 3 YEAR TREND OF IRELAND E-COMMERCE MARKET:-

Rising Adoption of Card Payments and M-commerce

- Market players in the region are optimizing their sites for mobile devices and offer seamless card payments owing to the increase in m-commerce. Consumers in the region are more likely to close a transaction on the go, and card payment is the most popular choice for completing the payment.
- The government's support for card payments drives the region's payment acceptance. The Irish government has implemented a debit card interchange fee cap of 0.1%, a 50% reduction on the standard EU cap of 0.2 percent. The interchange fee cap on credit cards was maintained at the EU level of 0.3%.
- Other payment methods for online shopping, such as bank transfers and cash, are set to shrink in use. Ireland looks set to become a significant e-commerce market driven by rapid growth in card payments, with digital wallets also growing in line with rising m-commerce and smartphone use.
- Mobile commerce is becoming increasingly faster to access and use. 5G mobile access speeds are slowly being rolled out across Ireland, starting in cities and major venues before reaching rural areas. Along with growing smartphone penetration and ease of use, the m-commerce market in the region is expected to grow.
- As per the Central Bank of Ireland, total in-store spending amounted to EUR 3.6 billion in March 2022, 15% higher than February 2022, and represented an increase of 34%, or EUR 905 million, compared to March 2021. Total online expenditure increased by 11% compared to February 2022 to EUR 3.1 billion and 9% compared to March last year. Moreover, Online spending accounted for 47% of overall PoS spending in March, a decrease of 1% compared to February.



The Fashion and Apparel Segment Accounted for Largest Market Share Ireland's fashion industry is expanding yearly with the increasing number of fashion bloggers, stylists, and influencers. Social media or social commerce greatly affects sales growth, recognition, brand recognition, and wealth. Moreover, the rising internet and smartphone penetration also boost the e-commerce market in the region.

According to the Central Statistics Office, Ireland, the turnover percentage generated by online retail sales of clothing, footwear, and textile was 8.1% in September 2021, and it increased to 14.1% in January 2022. More consumers flock to e-commerce companies that sell cheap fashionable clothes, referred to as disposable clothes.

ANALYSIS OF THE IRELAND MARKET:-

Ireland E-commerce Market Analysis

The Ireland e-commerce market is expected to register a CAGR of 8.2% from 2022 to 2027. The primary factor driving the growth of the e-commerce market in the region are strong household internet access, high cross-border spending, and rising smartphone usage, among others.

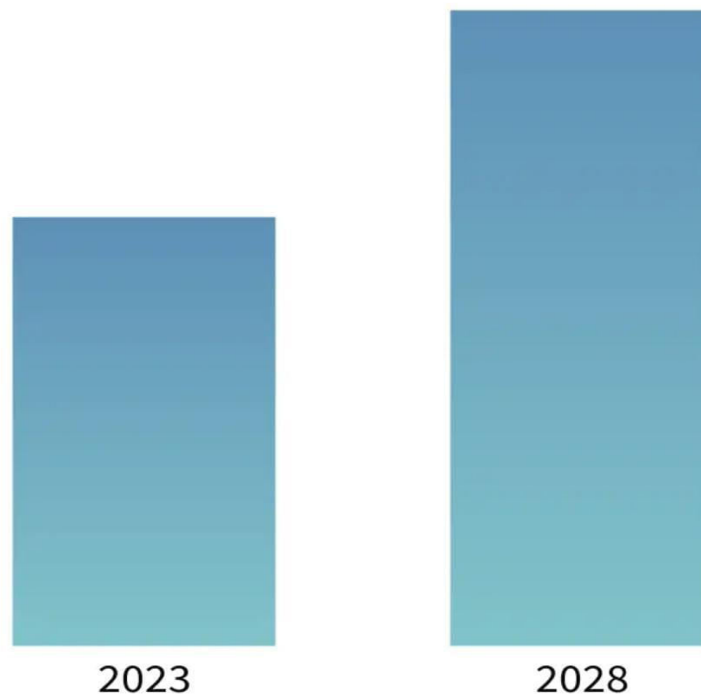


- The key factors influencing the growth of e-commerce in Ireland include the ease, convenience, and security of the payment methods and online retailers investing in making their websites more appealing and user-friendly. The significant growth of alternate payment methods is also boosting the growth of the e-commerce market in the region. Bank transfers and digital wallets are Irish customers' two most used payment methods for online sales. Moreover, increasing smartphone penetration and the arrival of advanced digital wallet solution is further expected to grow the e-commerce market in the region.
- Furthermore, as per Central Statistics Office, Ireland, the proportion of retail sales generated online for All Retail Businesses was 6.5% in December 2021 and 6.0% in November 2021, compared to 5.8% in December 2020. Moreover, in December 2019, the proportion of retail sales transacted online for All Retail Businesses was 4.1%. The share of online generated sales continued to grow at 3.2% in January 2020, 3.5% in February 2020, and 4.5% in March 2020. the share of online sales in November 2020 was 12.4%, 11.0% in January 2021, and 11.8% in February 2021.
- Furthermore, the region's e-commerce market continues to expand faster, with mobile internet retailing becoming especially significant. Retailers in the region are launching dedicated mobile apps while store-based retailers rapidly utilize multi-channel options. Click and collect services have become more widely available, allowing retailers to maximize retail potential without incurring delivery fees. In contrast, the consumer can easily access purchases without planning for deliveries.
- Any security doubt or risk in the minds of consumers while shopping online can negatively affect consumers and their motives to purchase products or services online. Their main concern is the stealing of their credit card information. This factor can negatively impact the e-commerce market in the region.

Ireland E-commerce Market

Market Size

CAGR 8.20%



- The pandemic accelerated the move to digital for Irish consumers. The pandemic has increased the scope of e-commerce and the range of services in Ireland despite the deteriorating economic and social situation.

RECOMMENDATIONS:-

1: Enhance Website User Experience: Invest in user-friendly website design, easy navigation, and a streamlined checkout process to improve the overall shopping experience for customers.

2: Mobile Optimization: Ensure that the e-commerce platform is optimized for mobile devices, as a significant number of users shop through smartphones. Responsive design is crucial for a seamless mobile experience.

3: Payment Options: Provide diverse payment options, including popular local methods, to accommodate various customer preferences and increase conversion rates.

4: Localized Content and Marketing: Tailor product descriptions, marketing campaigns, and promotions to resonate with the local Irish audience. Understanding cultural nuances can strengthen the connection with customers.

5: Fast and Reliable Shipping: Implement efficient shipping solutions, possibly with free or discounted shipping options, to attract more customers. Quick and reliable deliveries contribute to customer satisfaction.

6: Customer Service: Offer responsive customer support to address queries and concerns promptly. Good customer service can build trust and loyalty, encouraging repeat business.

7: Security Measures: Prioritize and communicate robust security measures to build trust in online transactions. Customers need assurance that their personal and financial information is safe.

8: Social Media Engagement: Leverage social media platforms for marketing and customer engagement. Create a strong online presence and utilize platforms like Instagram and Facebook for advertising and promotions.

9: Personalization: Implement personalization features on the website, such as recommended products based on past purchases or browsing history. This enhances the shopping experience and encourages additional sales.

10: Data Analytics: Use analytics tools to gather insights into customer behavior, preferences, and trends. Data-driven decisions can help optimize marketing strategies and inventory management.

11: Collaborate with Local Influencers: Partner with local influencers or bloggers to promote products. Authentic endorsements can have a significant impact on consumer trust and purchasing decisions.

12: Green Initiatives: Consider eco-friendly practices in packaging and shipping. Highlighting sustainability efforts can attract environmentally conscious consumers and enhance the brand's image.

13: Cross-Border Expansion: Explore opportunities for international shipping to attract customers beyond Ireland. Adapting the platform to cater to global audiences can open up new revenue streams.

14: Regular Updates and Innovation: Stay updated on industry trends and technology. Regularly update the website and incorporate innovative features to stay competitive in the dynamic e-commerce landscape.

15: Collaboration with Local Businesses: Forge partnerships with local businesses to create exclusive products or joint promotions. This can strengthen ties with the local community and provide a unique selling proposition.

By focusing on these aspects, the Ireland e-commerce market can enhance its competitiveness and offer an improved experience for both existing and potential customers.



III. CONCLUSION

In conclusion, the study on the publication of the Ireland e-commerce market highlights various key factors crucial for its growth and enhancement. Addressing aspects such as website user experience, mobile optimization, diverse payment options, and localized marketing strategies are imperative to meet the evolving needs of Irish consumers. Moreover, a commitment to customer service, security measures, and sustainable practices contributes to building trust and fostering long-term relationships. Embracing data analytics, social media engagement, and continuous innovation ensures adaptability to market trends. Collaboration with local influencers and businesses, as well as exploring international opportunities, can further expand the market's reach. By incorporating these recommendations, the Ireland e-commerce market is poised to thrive in a competitive digital landscape and deliver an enriched online shopping experience for its diverse consumer base.



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