

INTERNET MALLS IN JAPANCompiled by **Kyoko Fujimoto**

Internet research and services company Vagabond carried out the third e-commerce market survey project during the week of September 10, 1999. Vagabond prepared 30 questions related to 76 Internet malls, and 2,324 people responded to the questionnaire. See www.vagabond.co.jp.

Internet malls owned by ISPs

Most ISPs host their own Internet mall and, according to Vagabond's results, the recognition rate seems to be proportional to the number of Internet service customers they each have.

Rank

	Name of Mall	Respondents who: recognized mall name	had visited mall	made a purchase
1	AOL Shopping	53.2%	10.9%	0.2%
2	Hi-Ho Shopping Avenue	52.8%	25.5%	0.8%
3	Nifty Hyper Shopping	45.1%	18.9%	12.4%
4	Plala Paradise	36.6%	13.0%	0.8%
5	JustNet Shopping Mall	32.1%	0.8%	1.5%

Internet malls owned by large corporations

Malls owned by large corporate conglomerates are not doing so well, since many new, unique malls with good services keep entering the market.

Rank

	Name of Mall	Respondents who: recognized mall name	had visited mall	made a purchase
1	Machiko (NTT Data)	53.7%	31.1%	1.2%
2	ARCS (ASCII)	35.7%	13.6%	2.5%
3	C-mall Cyber Wing Club (Toshiba Information Systems)	15.7%	5.8%	0.1%
4	Cyber Publishing Japan (Toppan Printing)	10.8%	3.7%	0.1%
5	EC Galaxy (Dai Nippon Printing)	9.9%	2.8%	0.1%

Internet Malls owned by new ventures

Malls started by venture companies are doing better than others. Some are even doing quite well by continually devising new ideas to attract shop owners and customers. Using e-mail to connect with potential shoppers, for example (which is now very common), was started by Rakuten Ichiba, Japan's biggest online shopping mall. Branding also seems to be attracting new users, perhaps explaining the high recognition rate for newcomer Yahoo! Shopping.

Rank

	Name of Mall	Respondents who: recognized mall name	had visited mall	made a purchase
1	Rakuten Ichiba	88.1%	75.9%	18.8%
2	Yahoo! Shopping	52.9%	21.8%	0.6%
3	Bargain America	33.3%	22.5%	1.9%
4	O-Kini-City	25.9%	16.8%	0.9%
5	Umaimono Kai	22.6%	11.8%	0.4%

Bookstore malls

Kinokuniya, the well-known Japanese book retailer, has a very detailed book search system and is the most well-known bookstore on the Web (although competitor Kuroneko-Yamato's Book Service has a better purchase rate). Book search engines are now very common, so online book malls will have to come up with extra value to differentiate themselves and attract new customers.

Rank

	Name of Mall	Respondents who: recognized mall name	had visited mall	made a purchase
1	Kinokuniya BookWeb	70.9%	39.8%	4.5%
2	Kuroneko-Yamato's Book Service	50.3%	23.9%	5.9%
3	Yaesu Book Center	47.2%	20.7%	0.9%
4	Aoyama Book Center	41.5%	14.3%	0.5%
5	Maruzen Internet Shopping	39.8%	18.4%	1.3%

➔ Subscribers can access a complete listing of URLs for Internet malls mentioned above at www.japaninc.net.

Source: Vagabond Co. (www.vagabond.co.jp/)