

Shy guys avoid shops when buying risqué gifts this christmas

Survey Indicates that the Key to Sales of Sexy Lingerie this Christmas is not Dutch Courage but a Strong Performing Website.

LONDON - 31st November, 2004 - 94% of men are planning to shop online this Christmas, with risqué gifts such as lingerie topping the list of presents they would prefer to purchase online rather than having to visit the shops, according to a survey undertaken by Hostway, a global provider of hosting services. The survey also indicated that men are very impatient when it comes to shopping online, 87% of respondents said they would go to a different website if the one they were on was running slowly, compared to 56% of women.

The research, which surveyed a cross section of the UK population on their buying habits at Christmas, revealed that 60% of men and 32% of women planned to purchase between 20% and 40% of their presents online. However, whilst this is good news for companies with an e-commerce presence, it is worrying that 71% of males and 62% of females had experienced problems with website purchases during the past year, a factor which has led many to visit different sites. The importance of a fully-functional website cannot be underestimated, British shoppers are forecast to spend £3bn online on presents this Christmas, up 44% on last year according to research by Deloitte & Touche. With economists predicting that high-street takings will be lower than previous years, retailers that want bumper Christmas sales need to do all they can to incite shoppers to spend money with them online.

Rob Lovell, CEO of Hostway UK, commented, "Over the past few years it has been items like books and CDs that have traditionally been the most popular Christmas purchases. However, this survey indicates that attitudes are shifting this year and it is more intimate items that are making a big impact. Whether it is due to time constraints, greater choice online or perhaps embarrassment, it seems males would rather buy their loved ones presents over the Internet than walk into a store and ask for them. Online retailers - whatever they're selling - need to ensure their websites are functioning effectively. If an ecommerce site is down, running slowly or just badly constructed, they will lose customers to competitor sites."

The survey also highlighted differences in buying habits, 81% of men said they planned to buy intimate gifts online, followed by electrical goods (71%) and entertainment (63%) such as videos and CDs. For women, cosmetics and jewellery (57%) topped the list, followed by entertainment (47%). Unlike their male counterparts, the survey indicated that only 17% would prefer to buy underwear online and are happy to buy Calvin Kleins instore.

Hostway Worldwide

Hostway Corporation provides award-winning web hosting services with ten international operation centres in the US, Canada, the UK, the Netherlands, Germany, Korea, and Australia. Serving customers both small and large, Hostway provides best of breed hosting infrastructure with innovative online tools to help customers broaden their reach and grow their businesses online. Hostway offers a wide range of managed hosting services ranging from simple shared hosting plans to complete dedicated server and VPS solutions to now over 350,000 customers worldwide.

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