

INDONESIA → E-COMMERCE MAPPING 2018

9.9 Super Shopping Day
→



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RESEARCH METHODOLOGY

We conducted our independent research methodology, as below:



Survey



34 Provinces in Indonesia

20K users, including buyer and seller

16+ years old

Both female and male participants were participated in this survey

Data Scrapping Period



Before , on, and after **9.9 Super Shopping day**

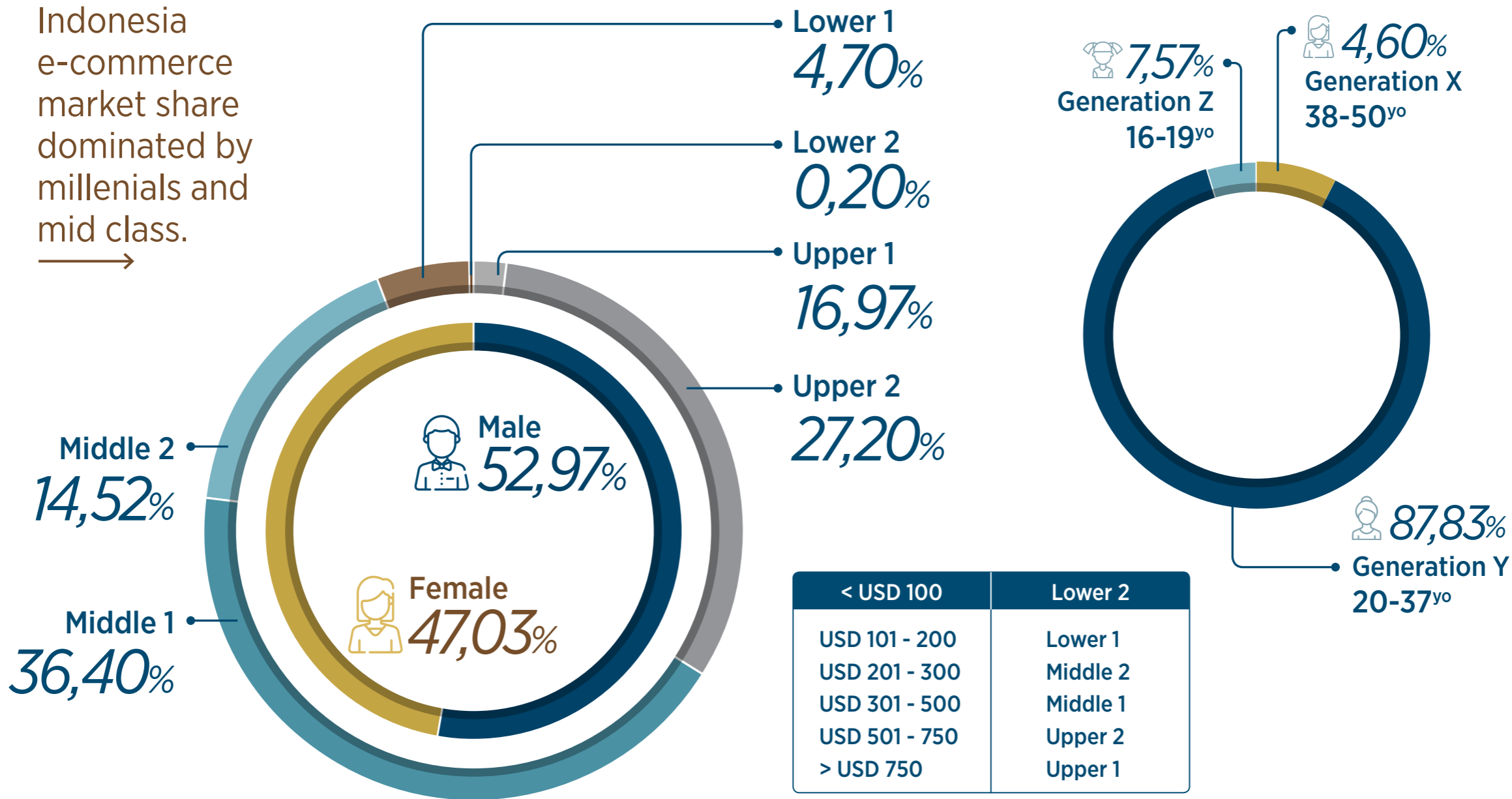
In-depth Interview



In-depth interview with seller and buyer with more than **2 years of successful transaction experience**

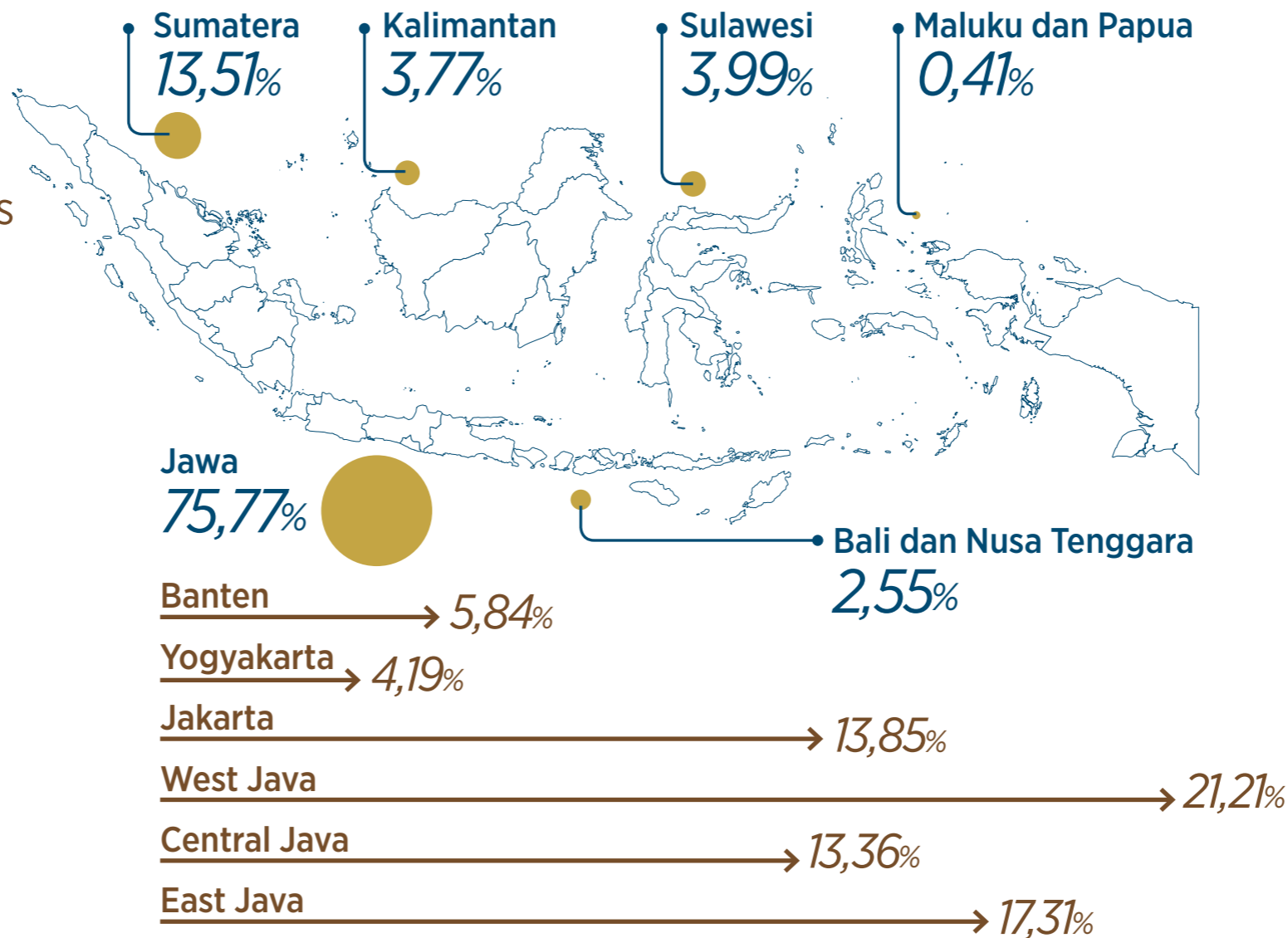
E-COMMERCE USER DEMOGRAPHICS

Indonesia e-commerce market share dominated by millennials and mid class.



ECOMMERCE PENETRATION IN INDONESIA

Though e-commerce access extended through all regions Indonesia, 75.77% concentrated in Java Island.



ECOMMERCE DEVICE ACCESS

Smartphone is Indonesian favourable device to access e-commerce.
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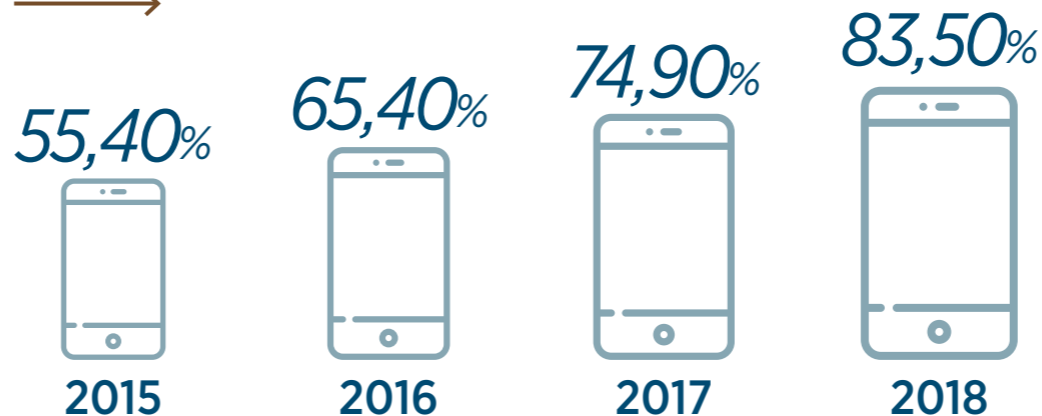
Smartphone



Laptop/Desktop

Smartphone Penetration in Indonesia

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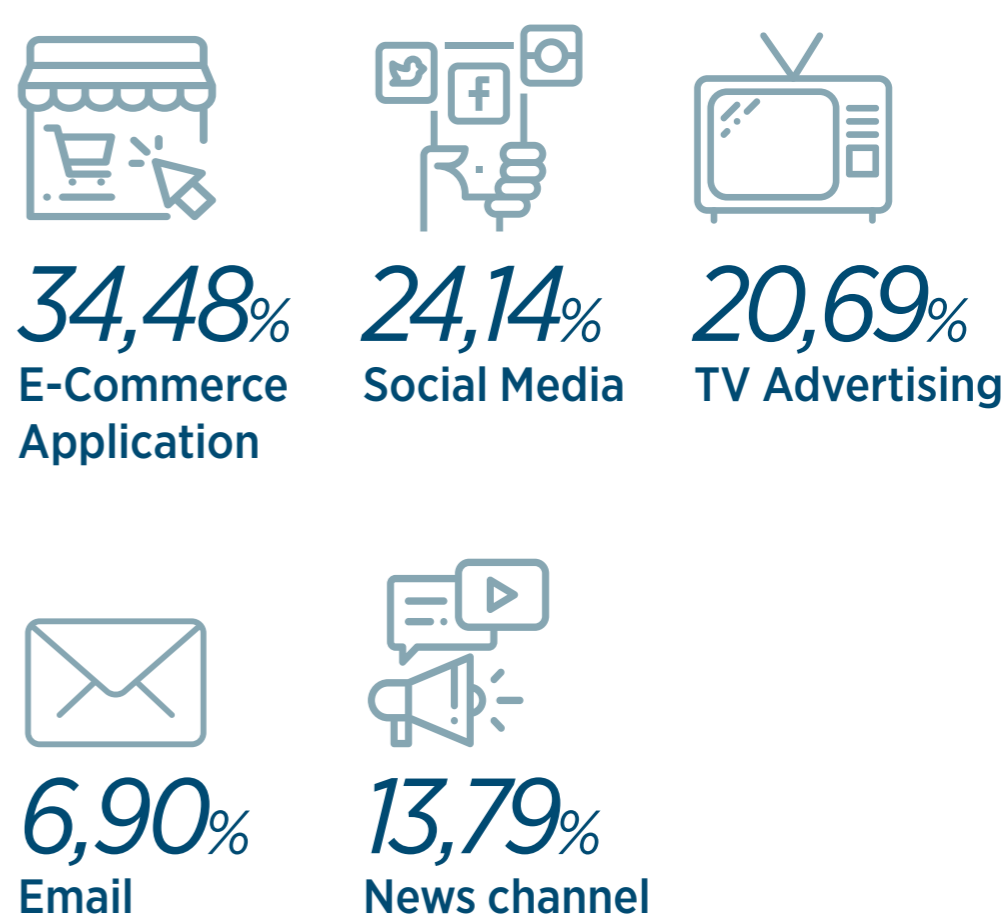


MOMENTUM 9.9 SUPER SHOPPING DAY

Seller reasons to have Promo.

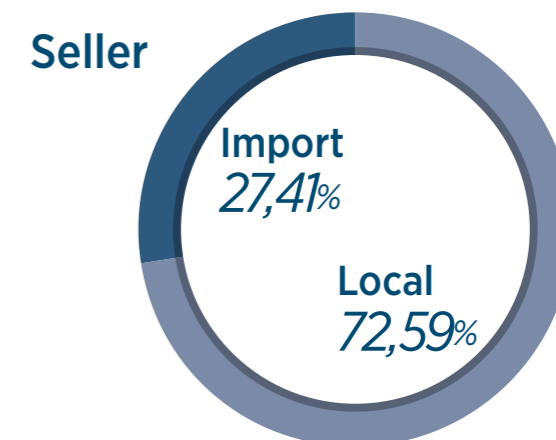
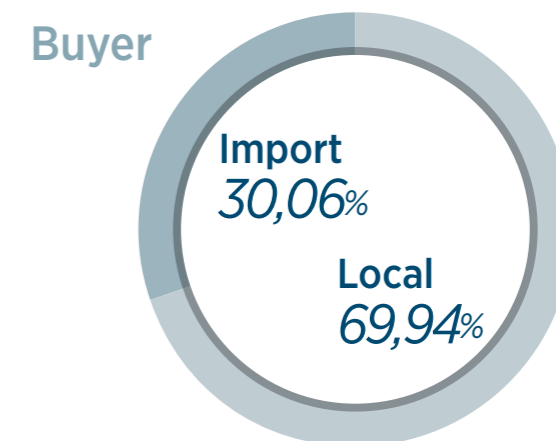
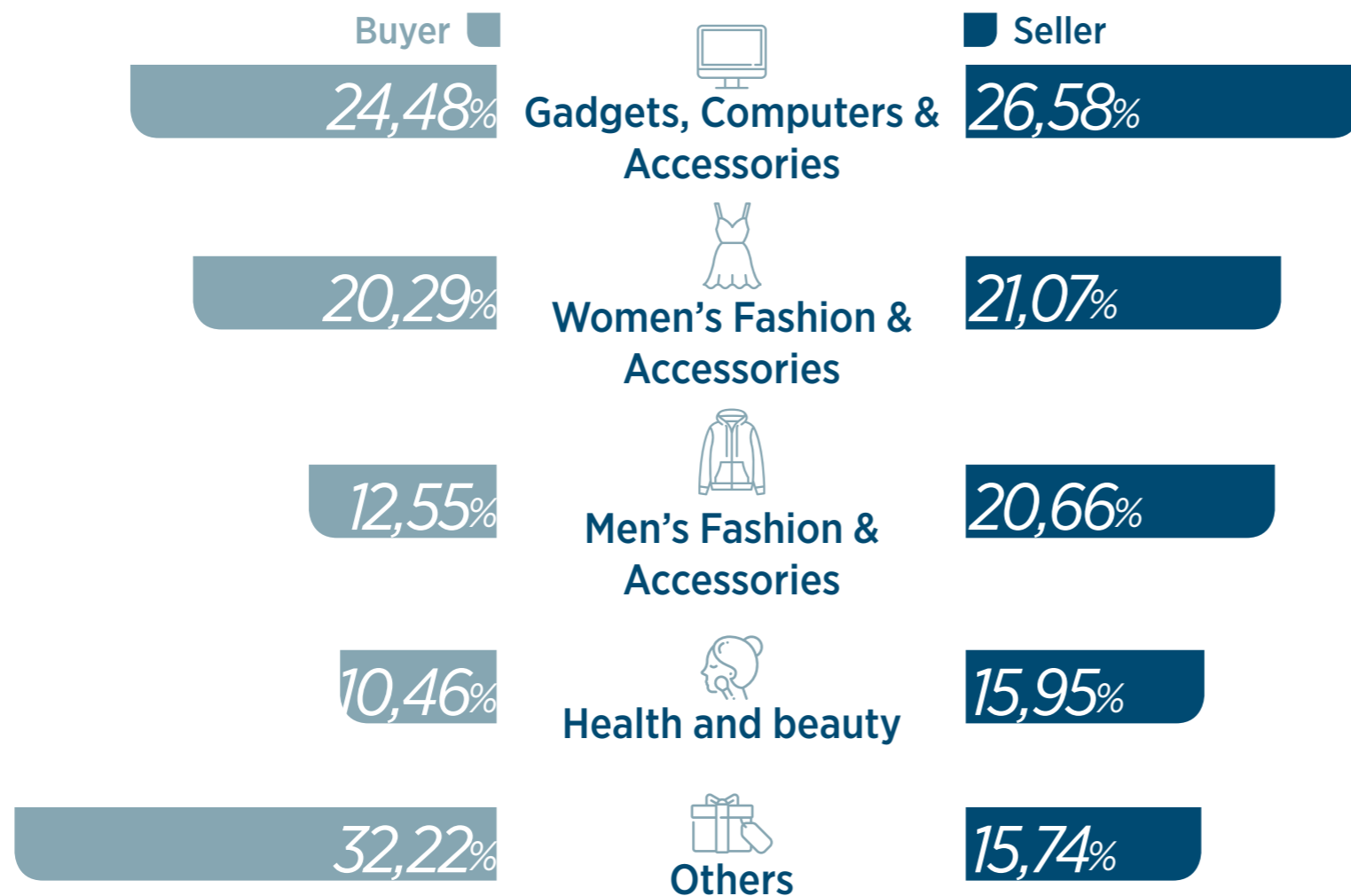


9.9 Super Shopping Day Information.



MOST POPULAR PRODUCT

Highest percentage of products sold and purchased
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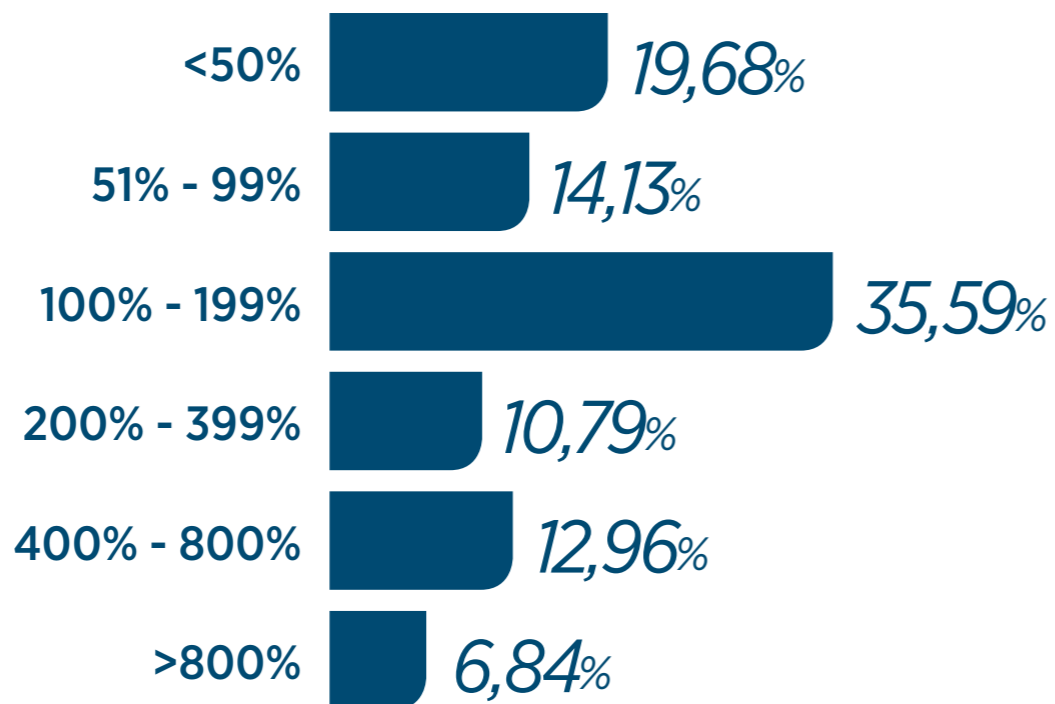


THE INCREASING AMOUNT OF 9.9 SUPER SHOPPING DAY TURNOVER AND BUYER TRAFFIC

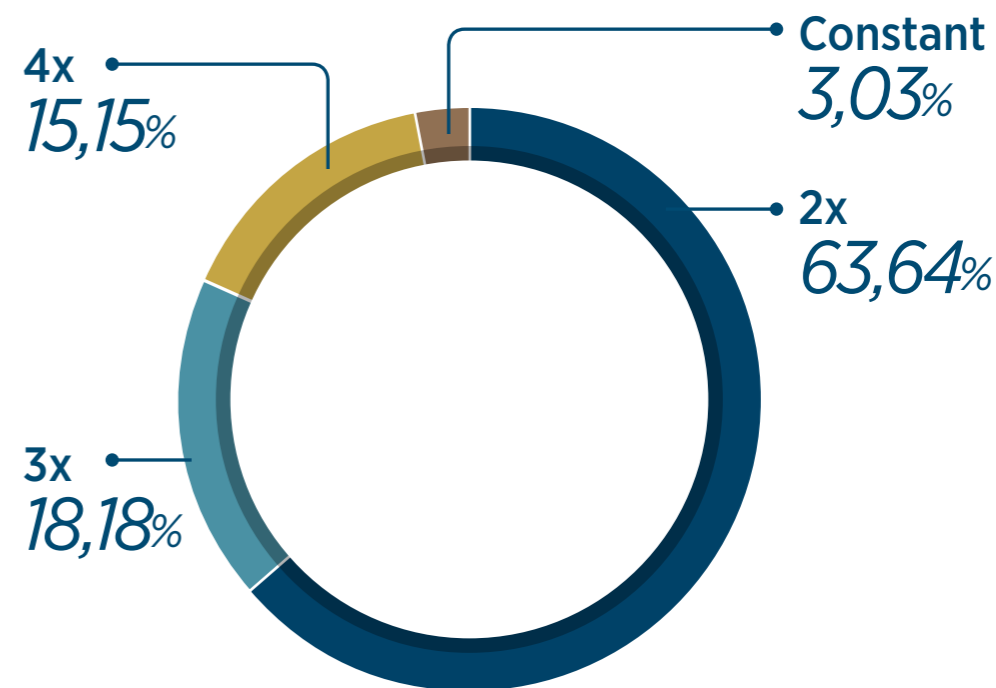
The increasing amount of seller turnover achieves 800% and number of buyers increased up to four times.



Increase in Turnover

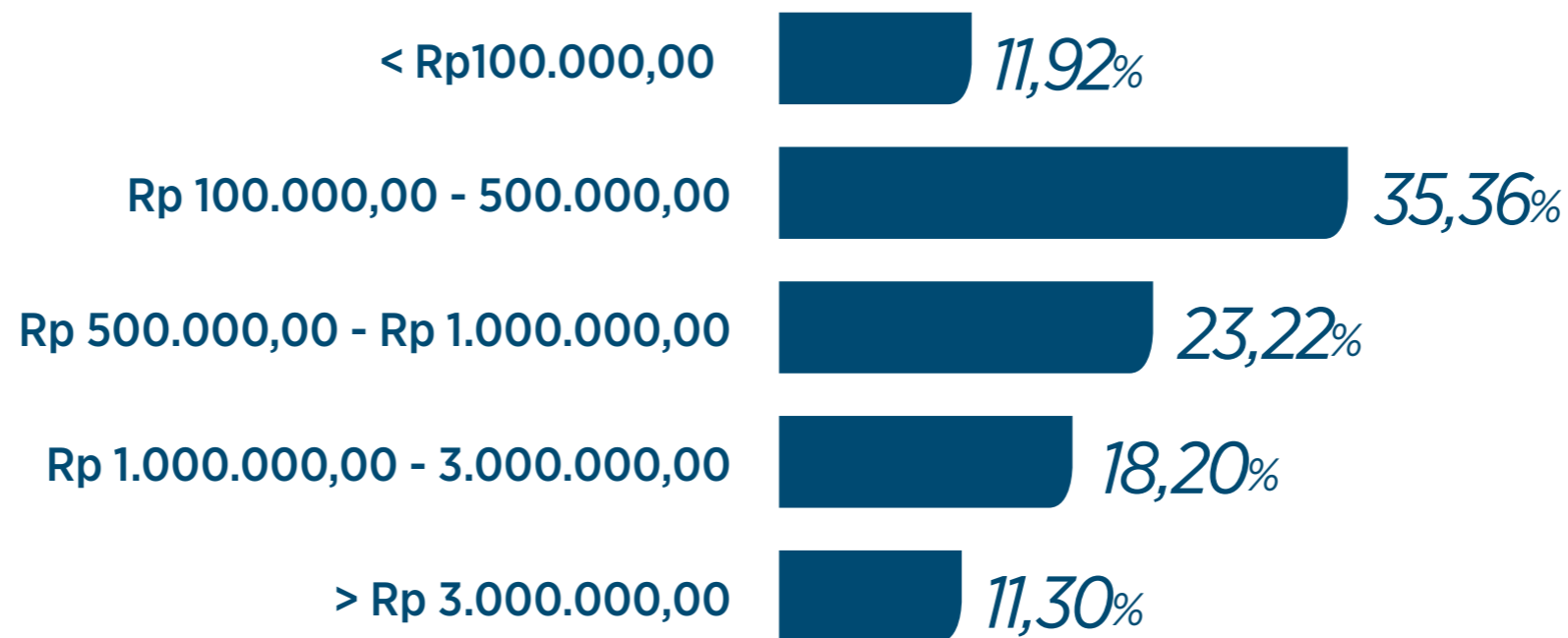


Increase in Buyer Traffic



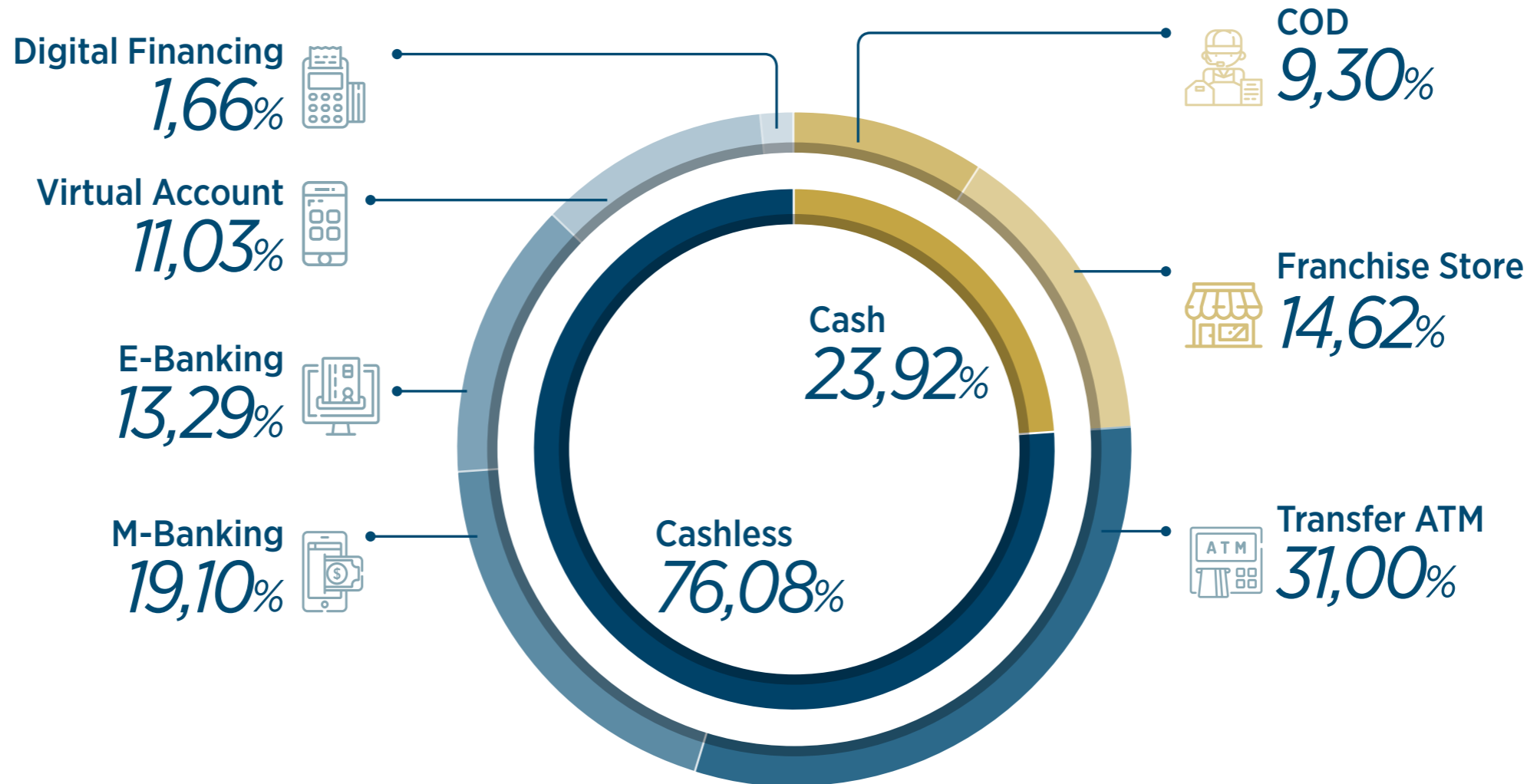
MONTHLY TRANSACTION

Average Purchase
Transaction per month.
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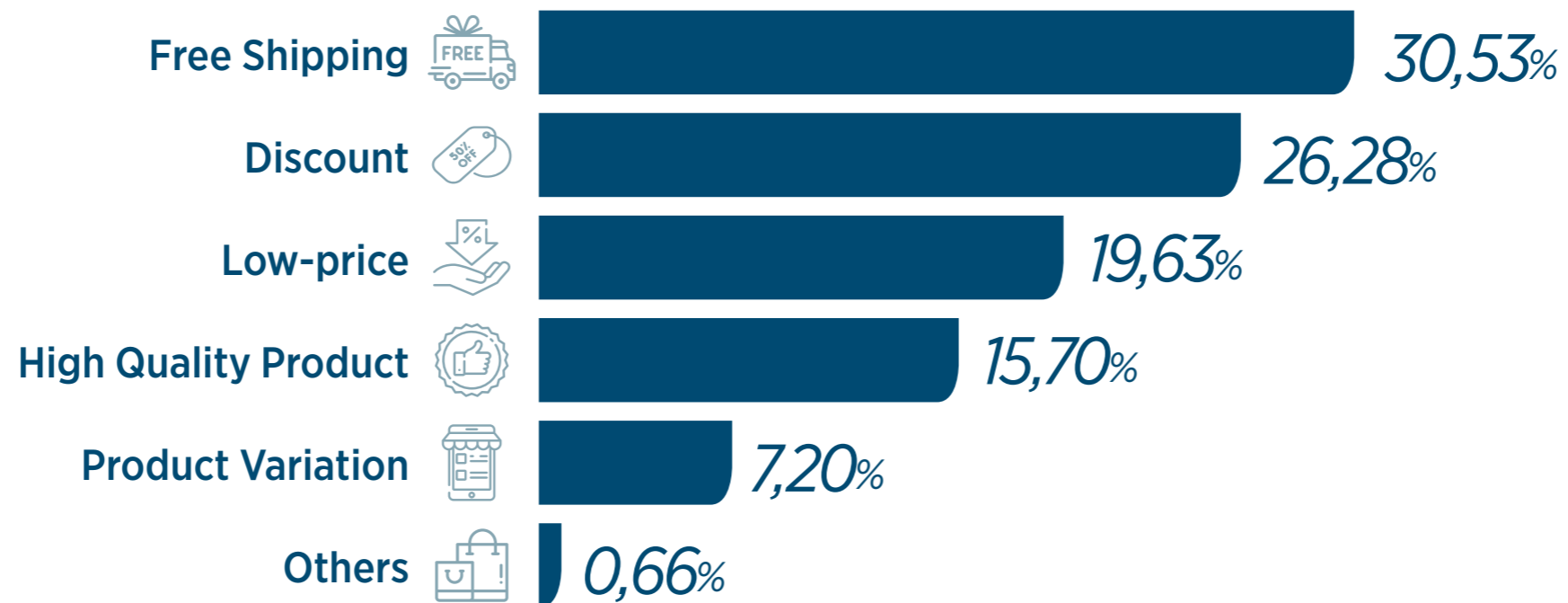


PAYMENT METHODS

Classified into cash and cashless method.
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MAIN DRIVE OF ONLINE SHOPPING



KATADATA INSIGHT CENTER

PROFILE

Interpreting Data to Your Benefit

We are a part of Katadata, specialized in research and data analytic, providing in-depth insight to assist you in understanding your own business for a better decision making.

Whether you are a small-medium business or a global-level enterprise, the research is exclusively designed to fit your specific needs.

