RESEARCH METHODOLOGY

We conducted our independent research methodology, as below:

Survey

34 Provinces in Indonesia
16+ years old
20K users, including buyer and seller

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.
Though e-commerce access extended through all regions Indonesia, 75.77% concentrated in Java Island.
Smartphone is Indonesian favourable device to access e-commerce.

Smartphone Penetration in Indonesia

- **2015**: 55.40%
- **2016**: 65.40%
- **2017**: 74.90%
- **2018**: 83.50%
MOMENTUM
9.9 SUPER SHOPPING DAY

Seller reasons to have Promo.

- Increase the Sales: 59.38%
- Free Shipping: 15.63%
- Interesting Event: 9.38%
- Finishing Off the Products: 6.25%
- Store Branding: 3.13%
- Following the Trends: 3.13%
- Willing to Give Promo Discount: 3.13%

9.9 Super Shopping Day Information.

- E-Commerce Application: 34.48%
- Social Media: 24.14%
- TV Advertising: 20.69%
- Email: 6.90%
- News channel: 13.79%
### Most Popular Product

Highest percentage of products sold and purchased

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Buyer</th>
<th>Seller</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gadgets, Computers &amp; Accessories</td>
<td>24.48%</td>
<td>26.58%</td>
</tr>
<tr>
<td>Women’s Fashion &amp; Accessories</td>
<td>20.29%</td>
<td>21.07%</td>
</tr>
<tr>
<td>Men’s Fashion &amp; Accessories</td>
<td>12.55%</td>
<td>20.66%</td>
</tr>
<tr>
<td>Health and beauty</td>
<td>10.46%</td>
<td>15.95%</td>
</tr>
<tr>
<td>Others</td>
<td>32.22%</td>
<td>15.74%</td>
</tr>
</tbody>
</table>

- **Local**: 69.94%
- **Import**: 30.06%

### Source

KataData Insight Center

# 7

INDONESIA E-COMMERCE MAPPING 2018
The increasing amount of seller turnover achieves 800% and number of buyers increased up to four times.

### Increase in Turnover

- <50%: 19.68%
- 51% - 99%: 14.13%
- 100% - 199%: 35.59%
- 200% - 399%: 10.79%
- 400% - 800%: 12.96%
- >800%: 6.84%

### Increase in Buyer Traffic

- <50%: 15.15%
- 51% - 99%: 18.18%
- 100% - 199%: 63.64%
- 200% - 399%: 3x
- 400% - 800%: 2x
- >800%: Constant 3.03%
MONTHLY TRANSACTION

Average Purchase Transaction per month.

- < Rp100.000,00: 11.92%
- Rp 100.000,00 - 500.000,00: 35.36%
- Rp 500.000,00 - Rp 1.000.000,00: 23.22%
- Rp 1.000.000,00 - 3.000.000,00: 18.20%
- > Rp 3.000.000,00: 11.30%
PAYMENT METHODS

Classified into cash and cashless method.

- Cash: 23.92%
- Cashless: 76.08%
- Franchise Store: 14.62%
- Transfer ATM: 31.00%
- Digital Financing: 1.66%
- Virtual Account: 11.03%
- E-Banking: 13.29%
- M-Banking: 19.10%
- COD: 9.30%

Payment methods are classified into cash and cashless.
MAIN DRIVE OF ONLINE SHOPPING

- Free Shipping: 30.53%
- Discount: 26.28%
- Low-price: 19.63%
- High Quality Product: 15.70%
- Product Variation: 7.20%
- Others: 0.66%
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.