

# INDONESIA → E-COMMERCE MAPPING 2018

9.9 Super Shopping Day  
→



# 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**

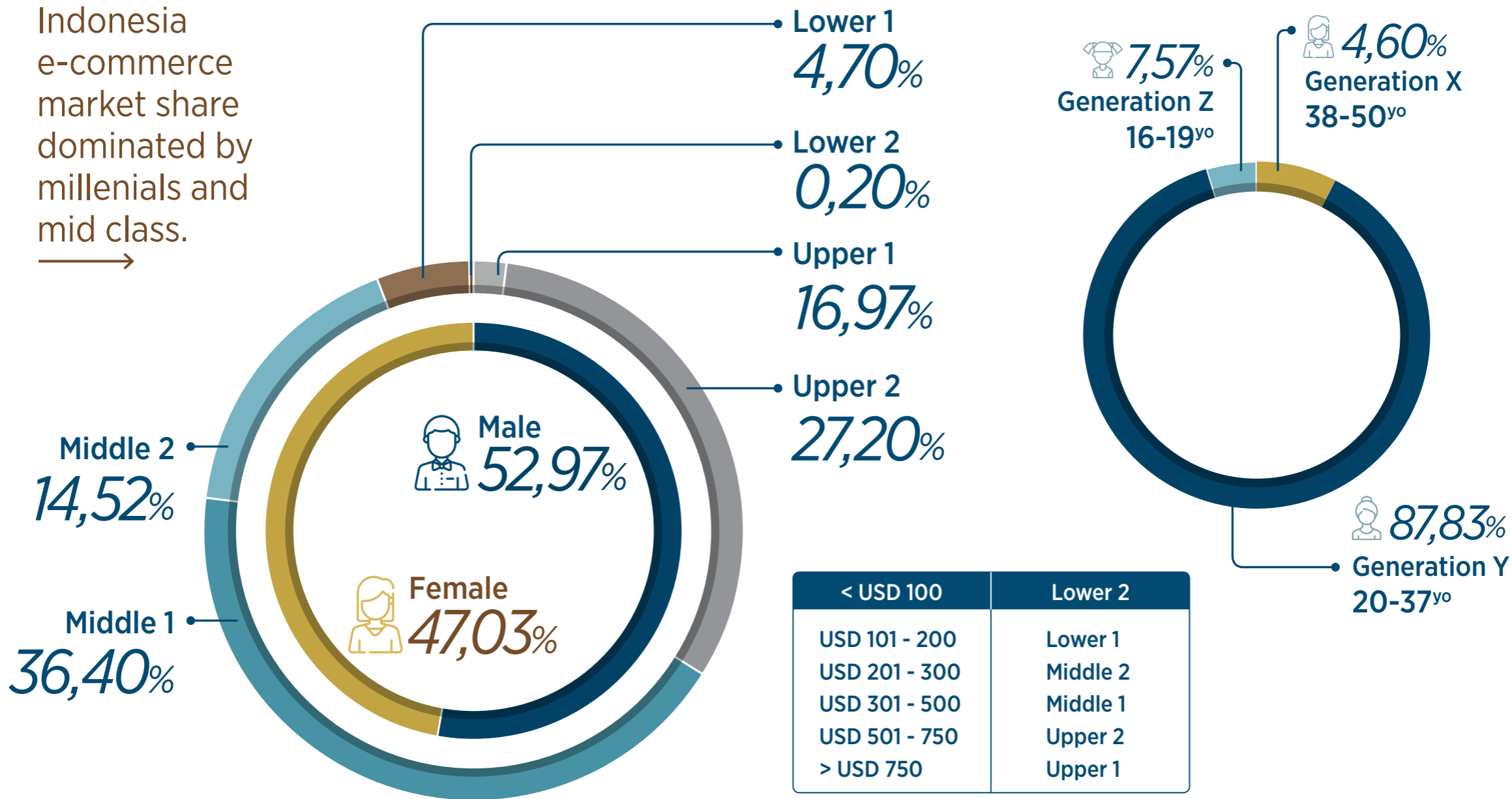
In-depth Interview



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

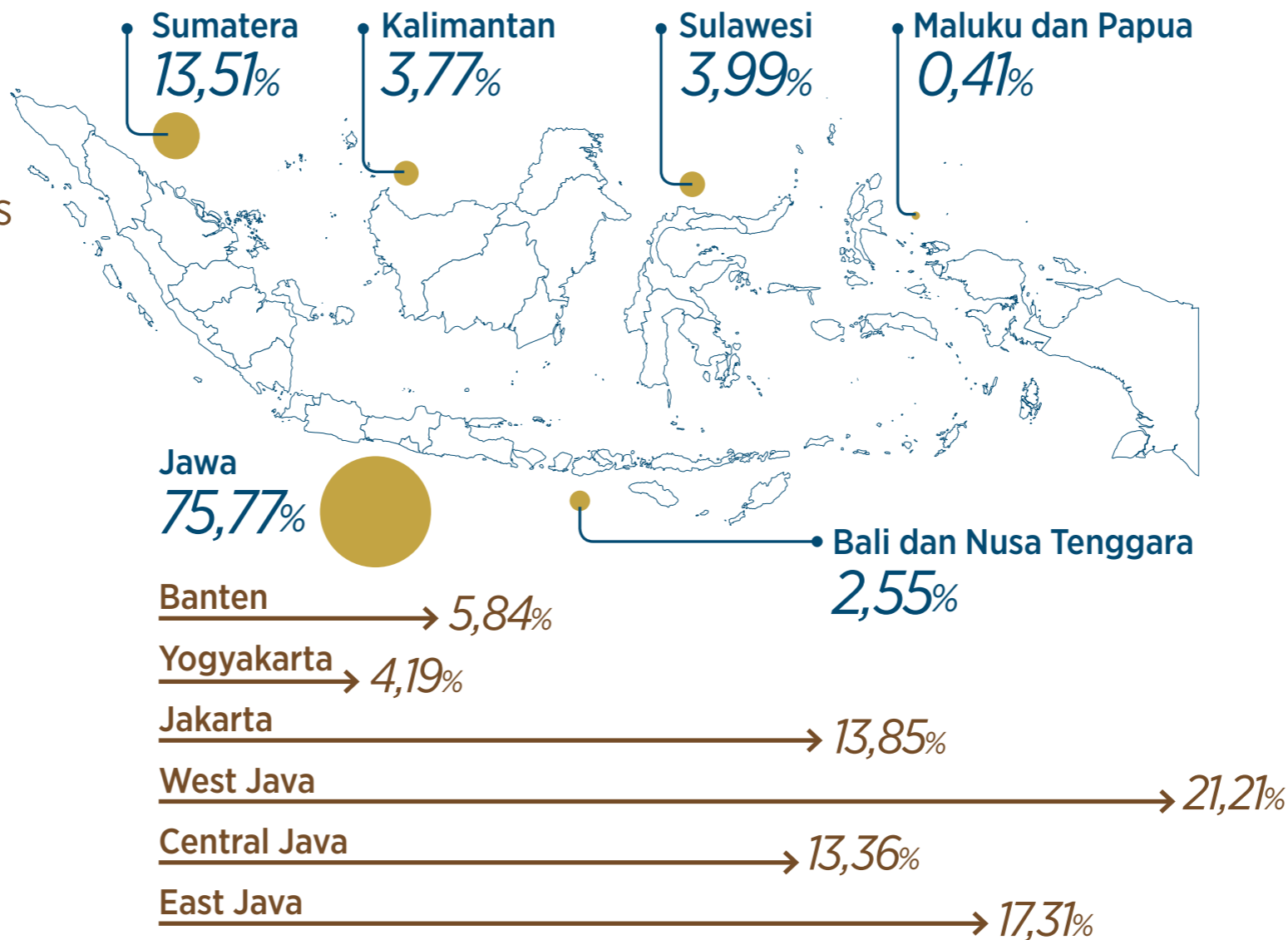
# E-COMMERCE USER DEMOGRAPHICS

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.

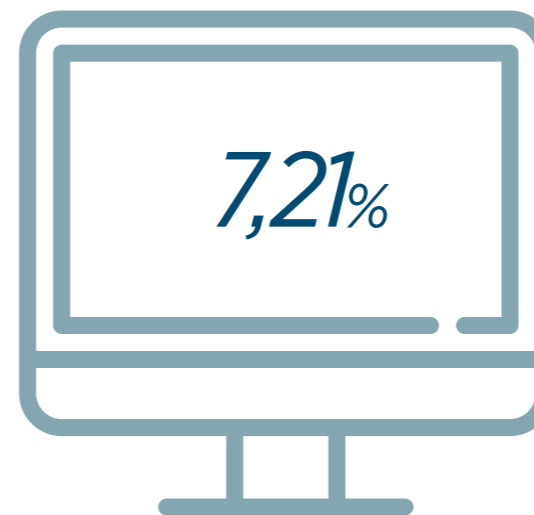


# ECOMMERCE DEVICE ACCESS

Smartphone is Indonesian favourable device to access e-commerce.

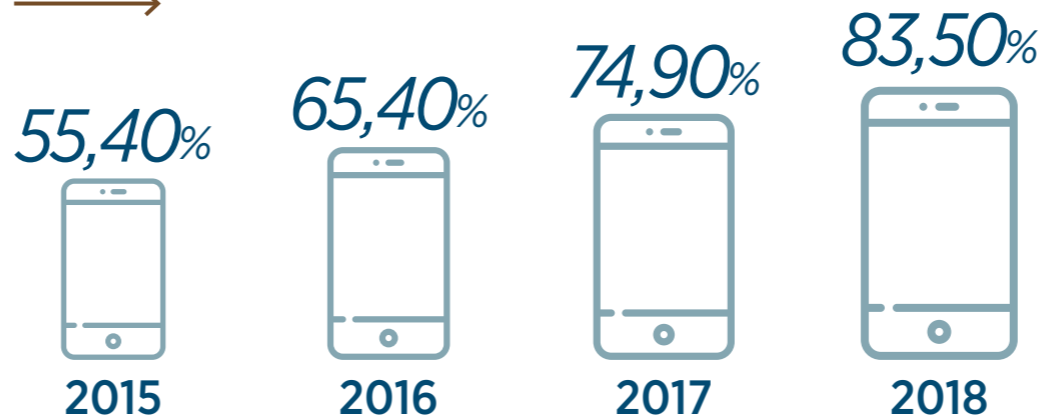


Smartphone



Laptop/Desktop

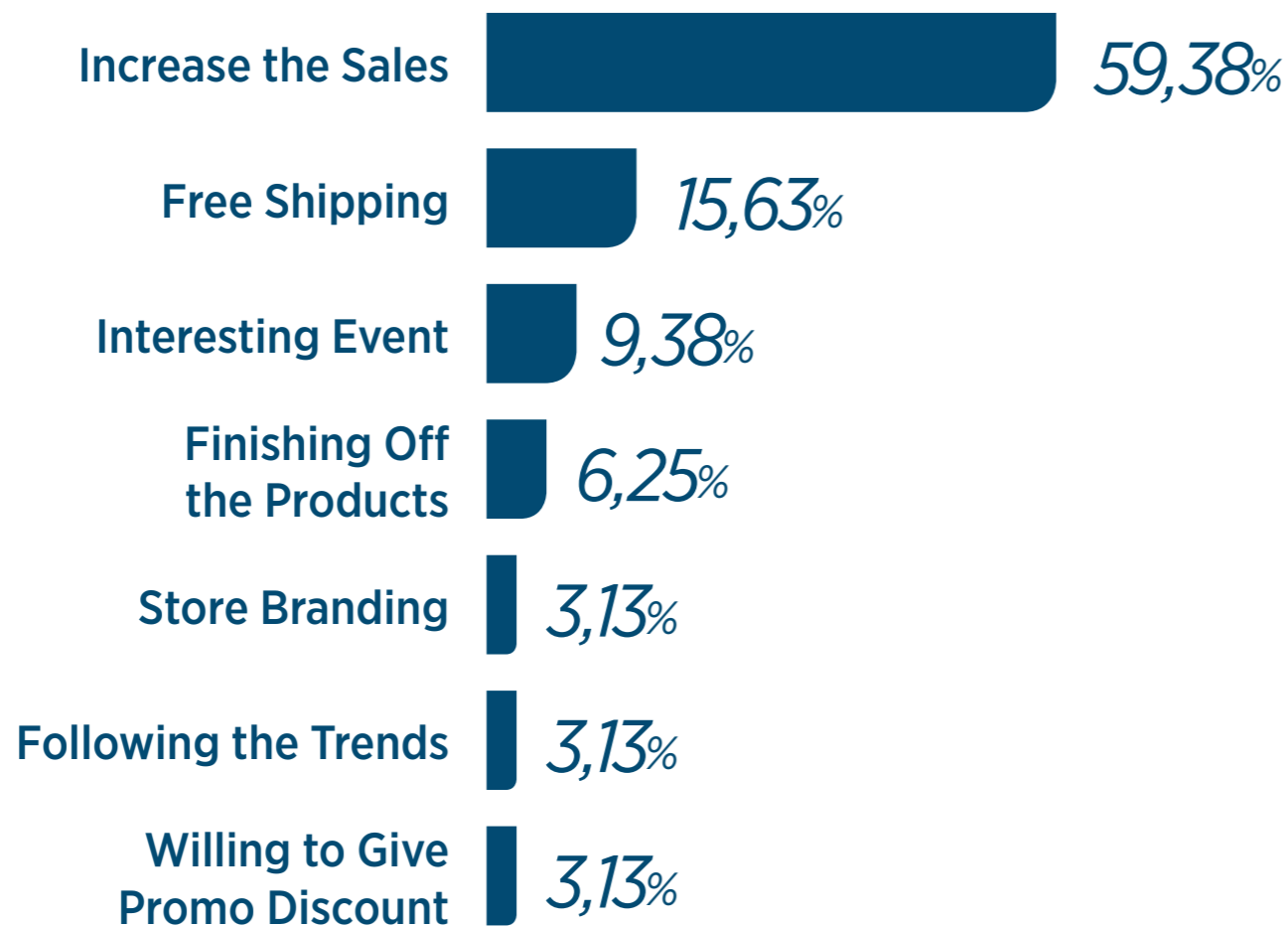
## Smartphone Penetration in Indonesia



Source: Emarketer

# MOMENTUM 9.9 SUPER SHOPPING DAY

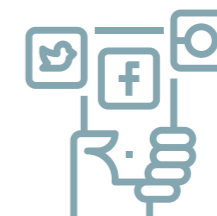
Seller reasons to have Promo.



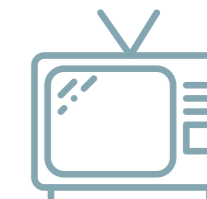
9.9 Super Shopping Day Information.



**34,48%**  
E-Commerce Application



**24,14%**  
Social Media



**20,69%**  
TV Advertising



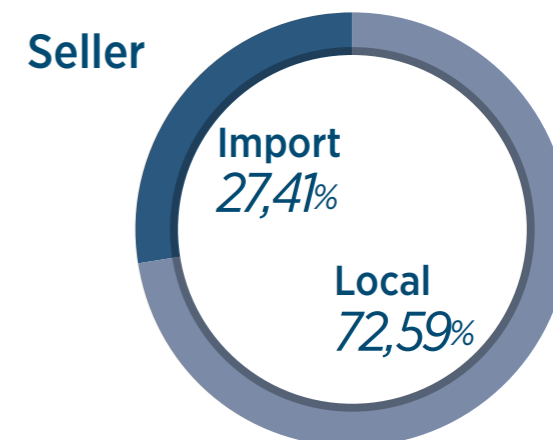
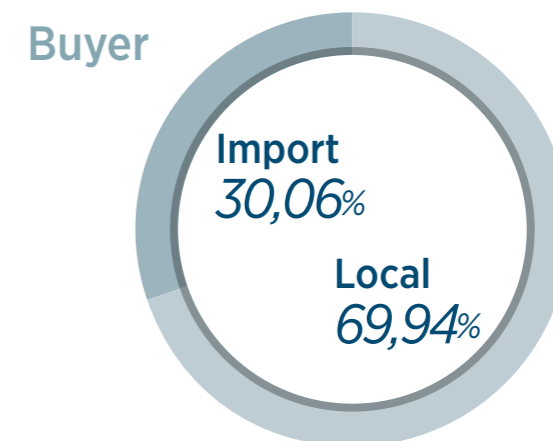
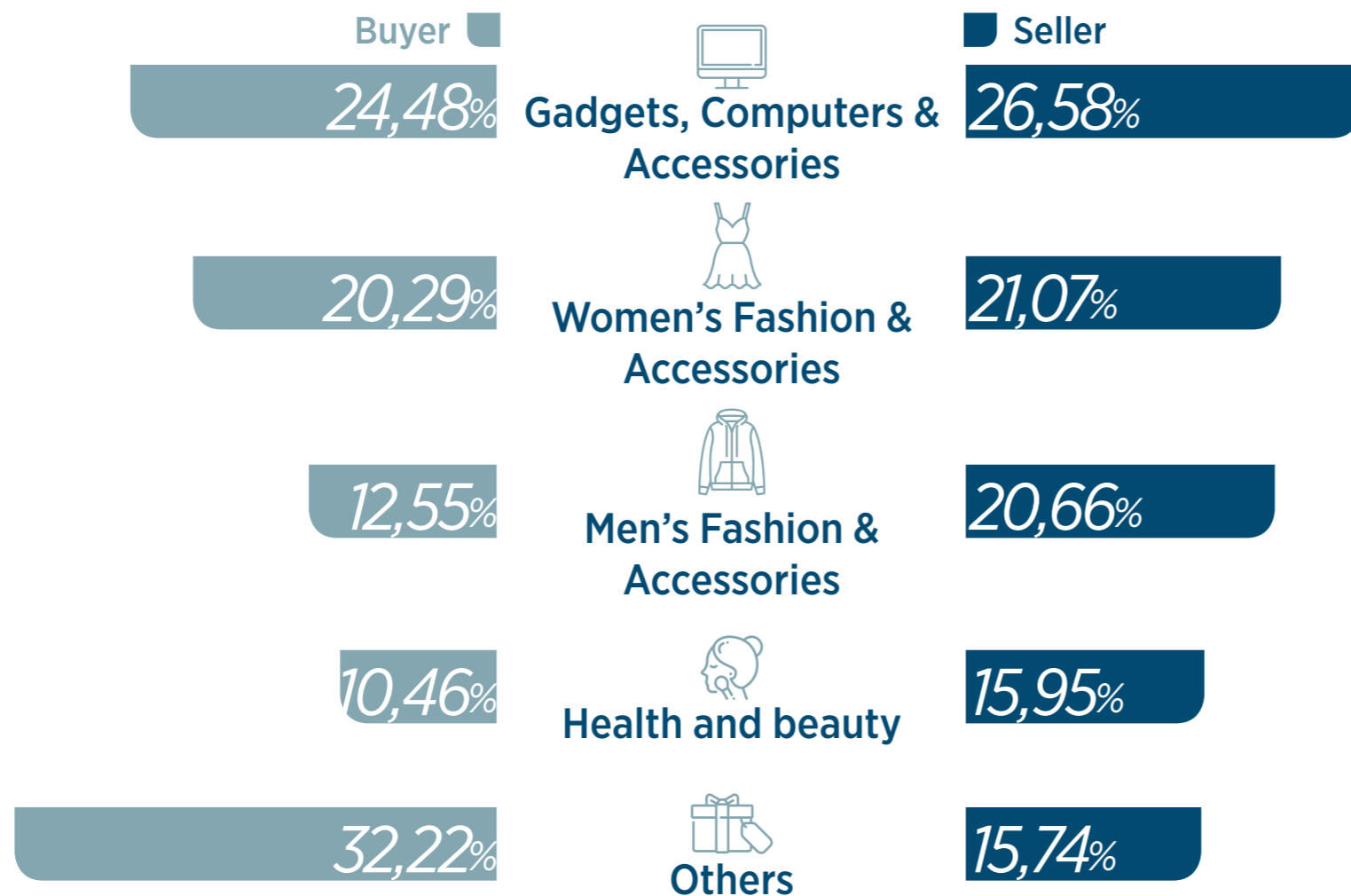
**6,90%**  
Email



**13,79%**  
News channel

# MOST POPULAR PRODUCT

Highest percentage of products sold and purchased  
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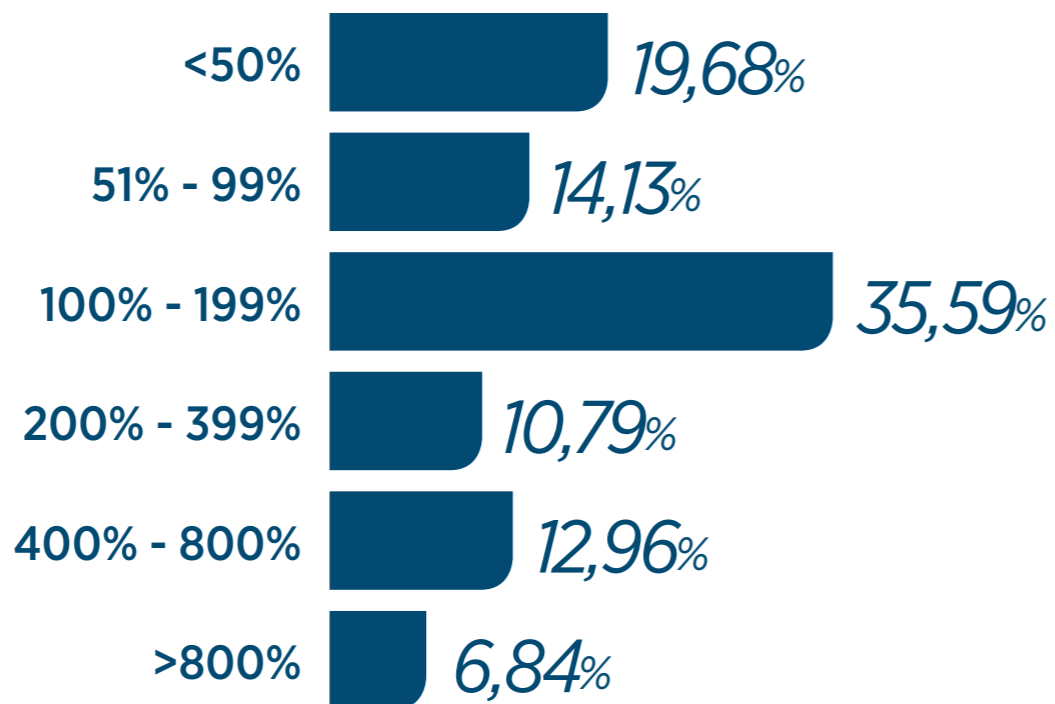


# THE INCREASING AMOUNT OF 9.9 SUPER SHOPPING DAY TURNOVER AND BUYER TRAFFIC

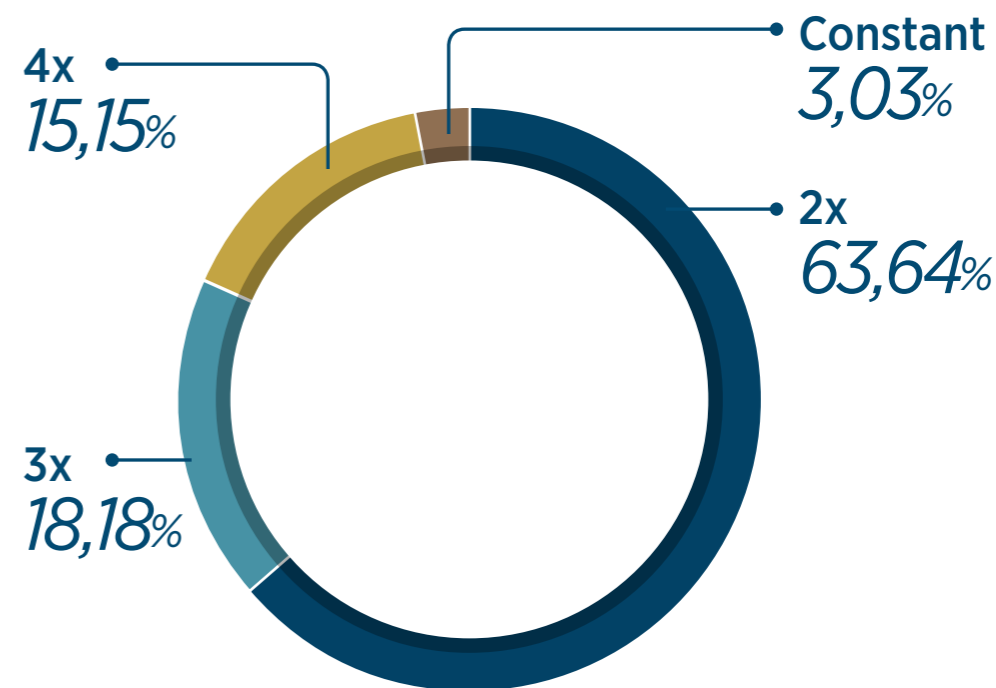
The increasing amount of seller turnover achieves 800% and number of buyers increased up to four times.



Increase in Turnover



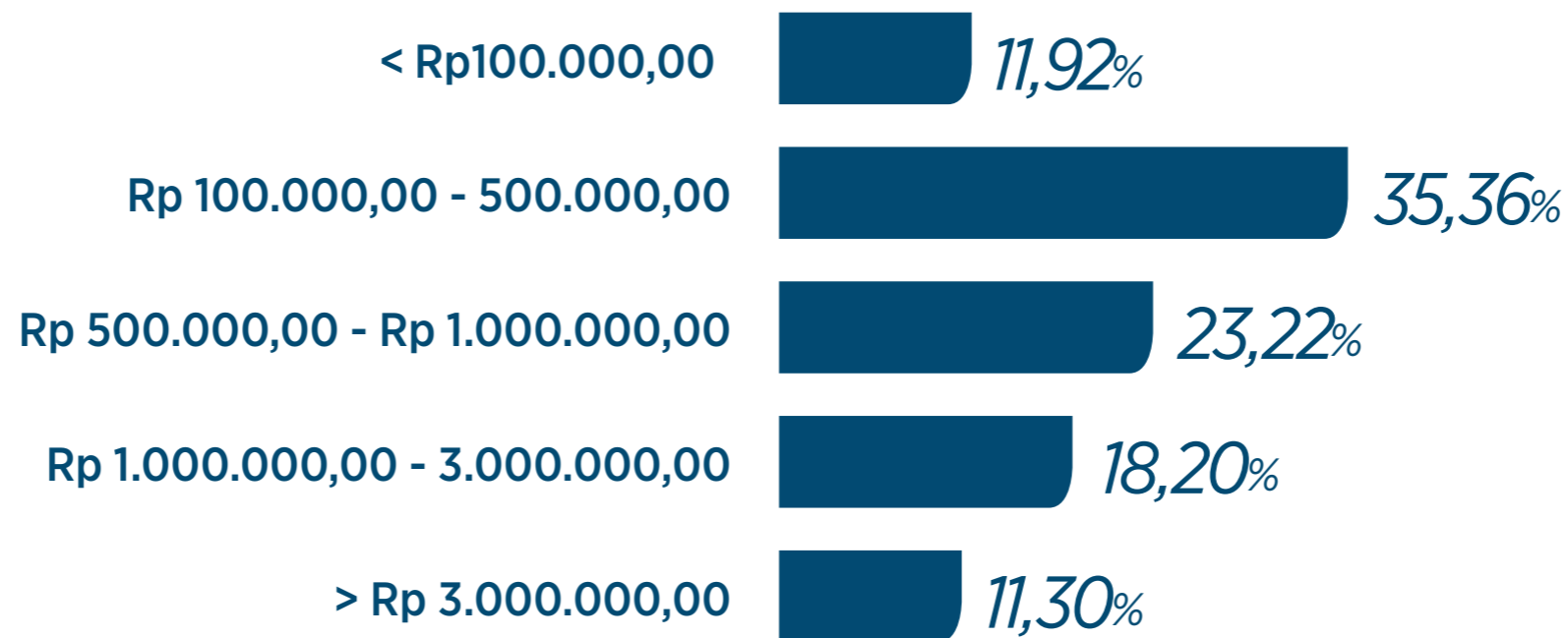
Increase in Buyer Traffic





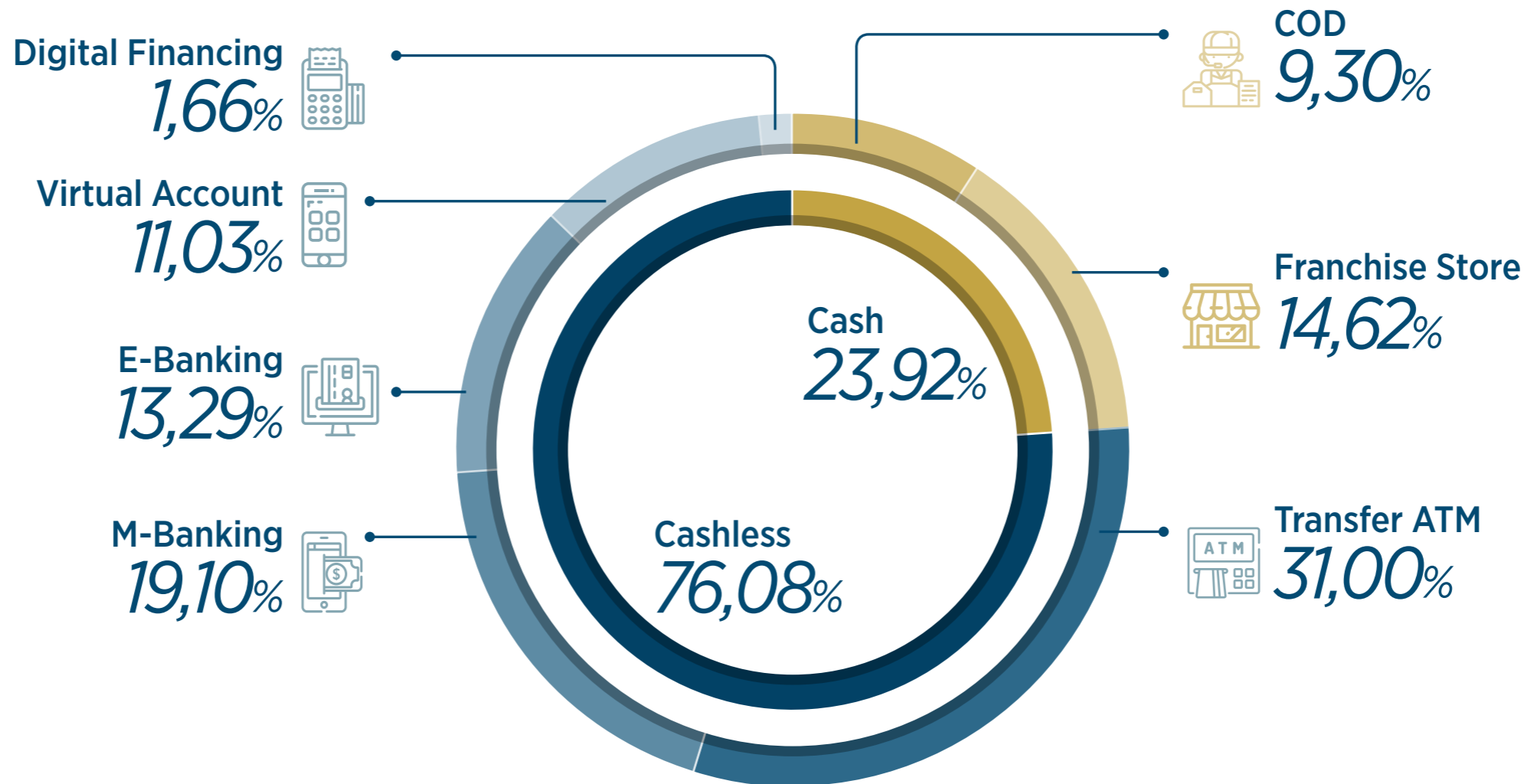
# MONTHLY TRANSACTION

Average Purchase  
Transaction per month.  
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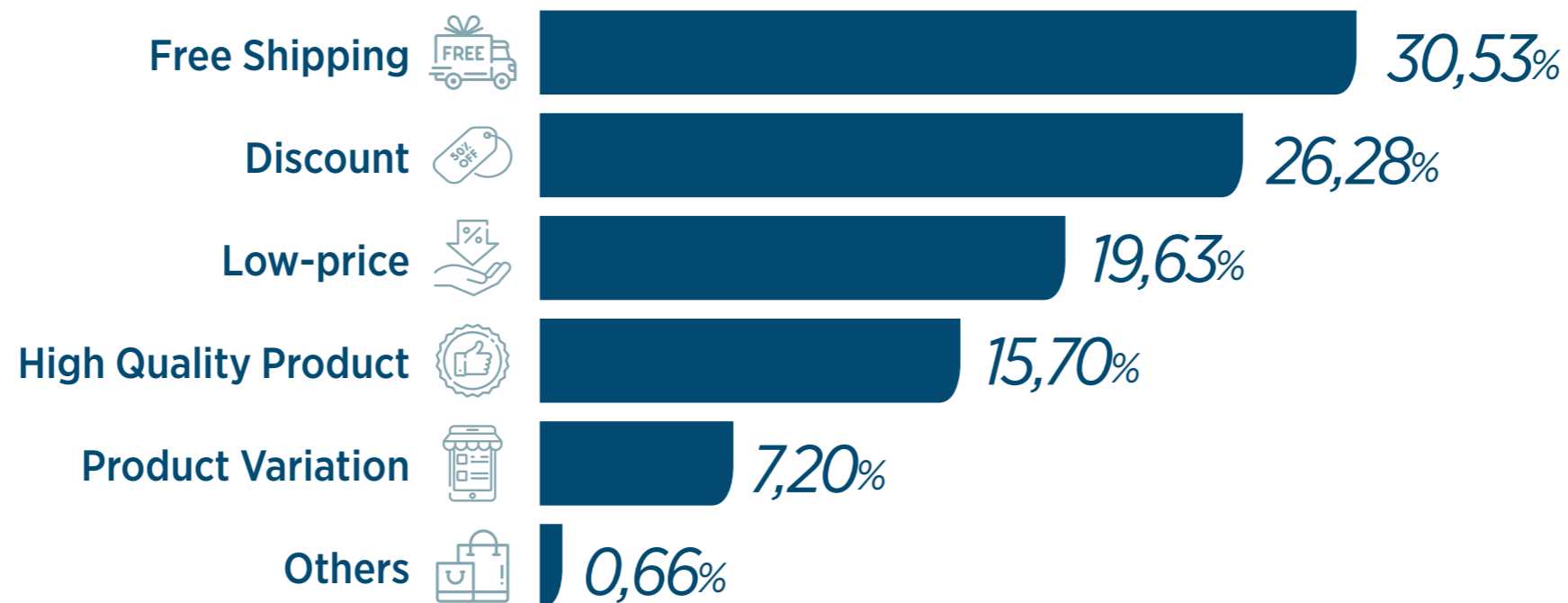


# PAYMENT METHODS

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.



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