



IPSOS MARKETING SUMMIT

Indonesia

“The Next Cashless Society”



CASHLESS SOCIETY



# DIGITAL SOCIETY



ONE THAT COULD COMPRISE OVER 300 MILLION PEOPLE

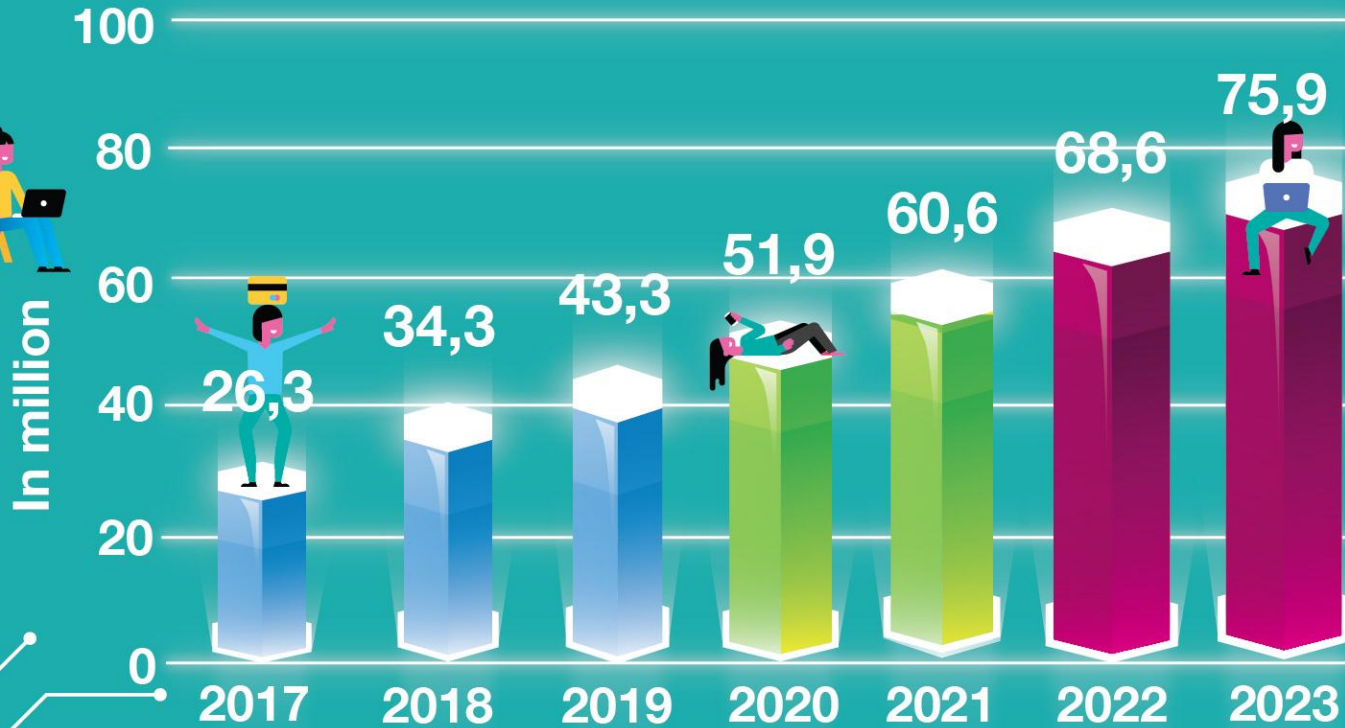
270  
MILLION  
TODAY  
300+ million  
in 2050

300+  
MILLION  
IN 2050  
2/3rds  
(200 MILLION)  
IN URBAN  
AREAS

4th largest  
economy in  
the world  
in 2050  
(PwC, The World in 2050)

“The opportunity is there”

# IN 2023, NUMBER OF E-WALLET USERS IS EXPECTED TO AMOUNT 75.9 MILLION USERS BY 2023



Source: Statista, September 2019



# THE TREND OF E-MONEY

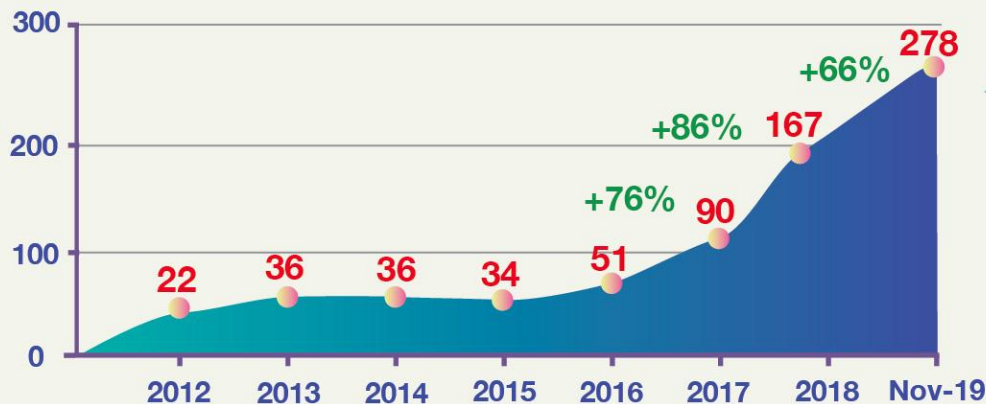
GAME CHANGERS



- Until November 2019, there are 40 institution registered as E-Money provider in Bank Indonesia and 504,386 e-money machine reader across Indonesia

## Volume of Transaction

### Total instrument (in mio)



Source: Bank Indonesia, January 2020

### Number of Transaction



**2019**  
4,711 million

**+61%**

**2018**  
2,923 million



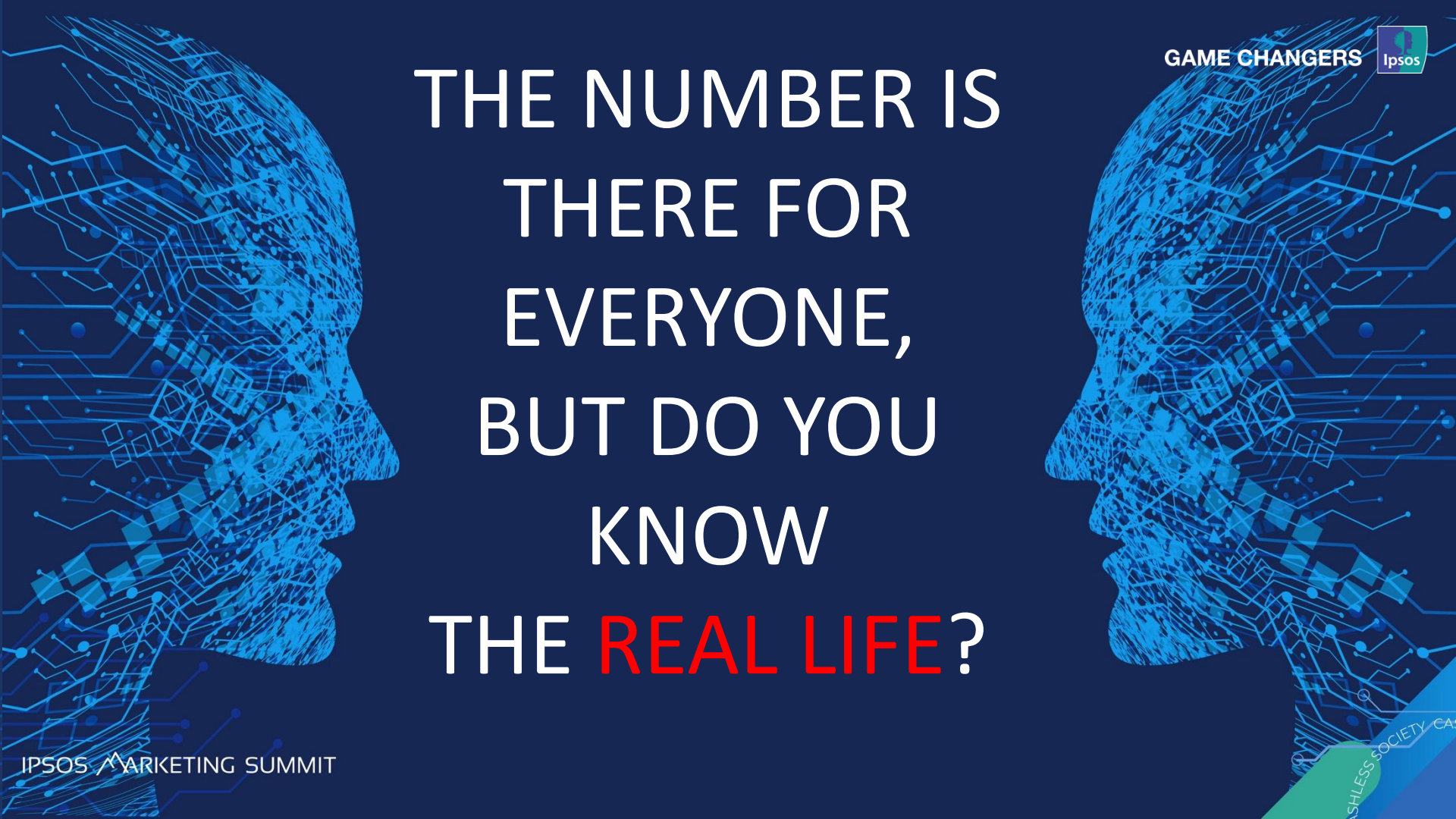
**2019**  
128.20  
Trillion

**+172%**

**2018**  
Rp. 47.20  
Trillion

Number of 2019 is up to November

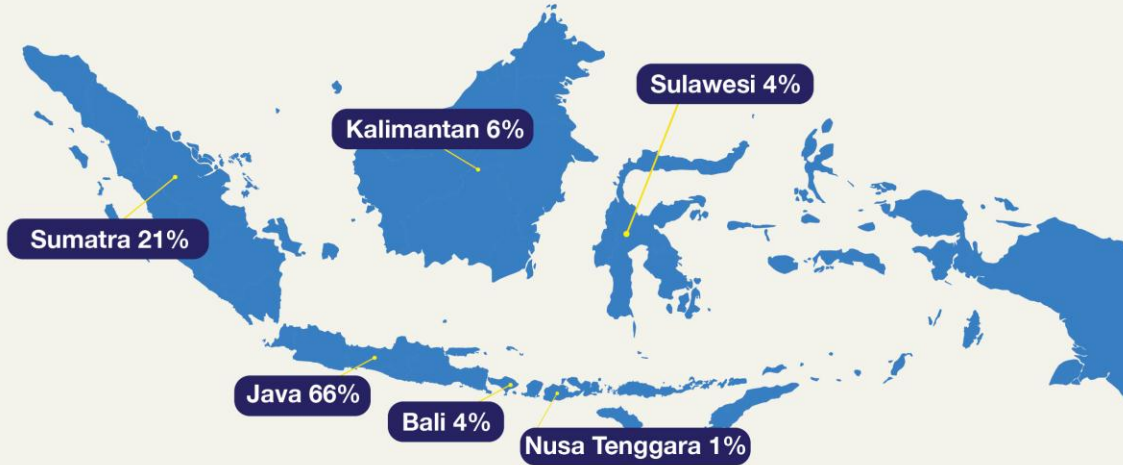




THE NUMBER IS  
THERE FOR  
EVERYONE,  
BUT DO YOU  
KNOW  
THE **REAL LIFE?**

# SO IPSOS APPROACHED 1000 OF THEM ONLINE to BETTER UNDERSTAND THE MOTIVATIONS TO USE DIGITAL PAYMENTS

GAME CHANGERS



## USING CENSYDIAM

OUR PROPRIETARY MODEL TO UNDERSTAND THE MOTIVATIONS BEHIND INTERACTION WITH CATEGORIES / BRANDS



AGE 18 - 50  
Across SECs



With savings bank account



Conducting financial transactions at least once a month.



Aware of at least one of e-wallet/ e-cash brand (Ovo, GoPay, Dana, Link Aja, Sakuku, i-Saku, etc)

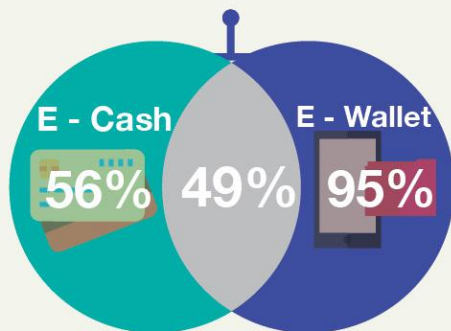
# SOME FIRST CUT NUMBERS...

GAME CHANGERS



- Almost all of respondent have e-wallet, meanwhile only 1 out of 2 who have e-cash card.

## E- Wallet and E- Cash User Incidence



## Average Expense/ Month

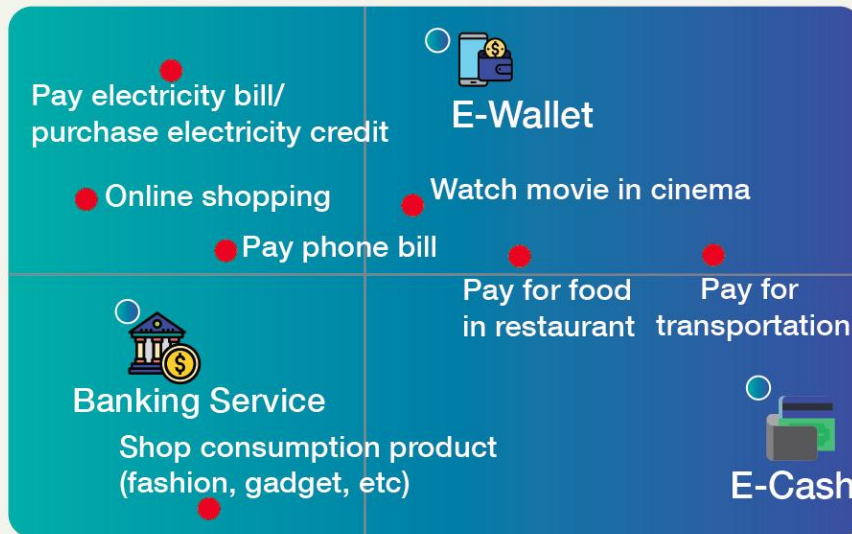
E - Cash

IDR 387,000

E - Wallet

IDR 592,000

## USAGE OF EACH PAYMENT





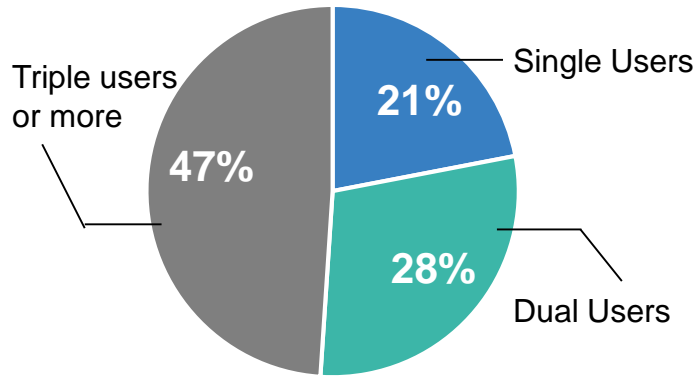
# QUICK VIEW OF E-WALLET USERS

GAME CHANGERS

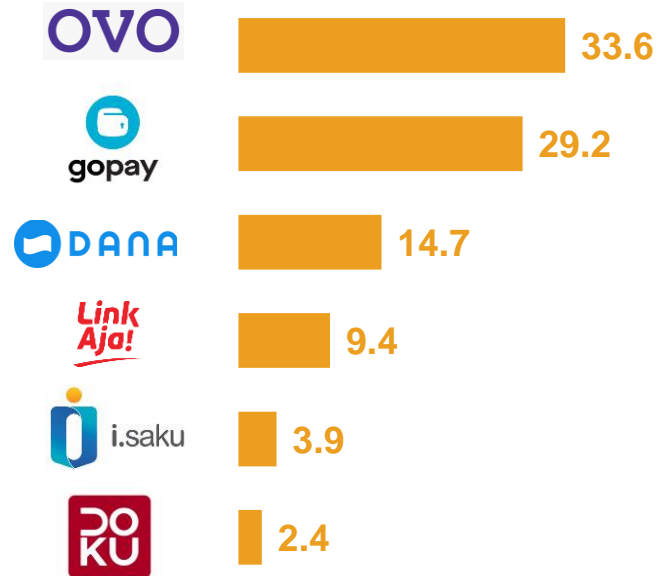


## Loyalty doesn't belong to e-wallet users

**Loyalty** doesn't belong to e-wallet users.



### Brand Share

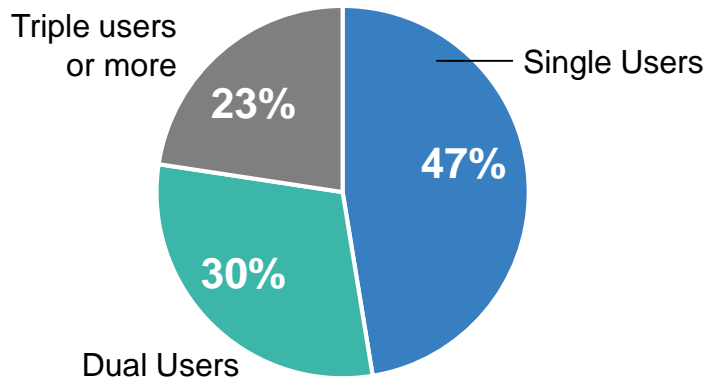


# QUICK VIEW OF E-CASH USERS

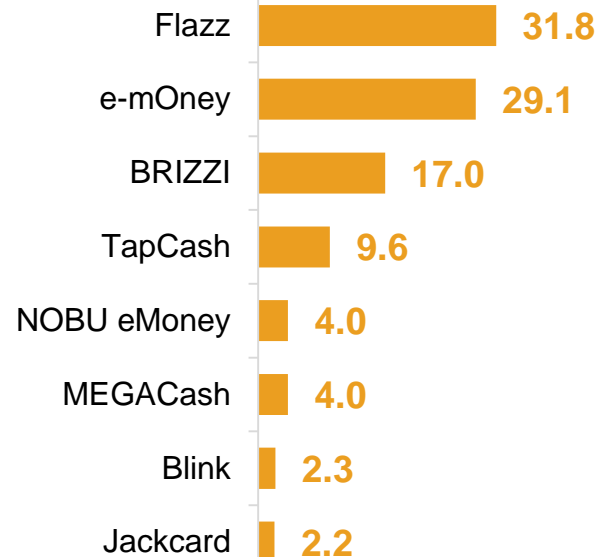
GAME CHANGERS



1 out of 2 e-cash users only have 1 card.



## Brand Share



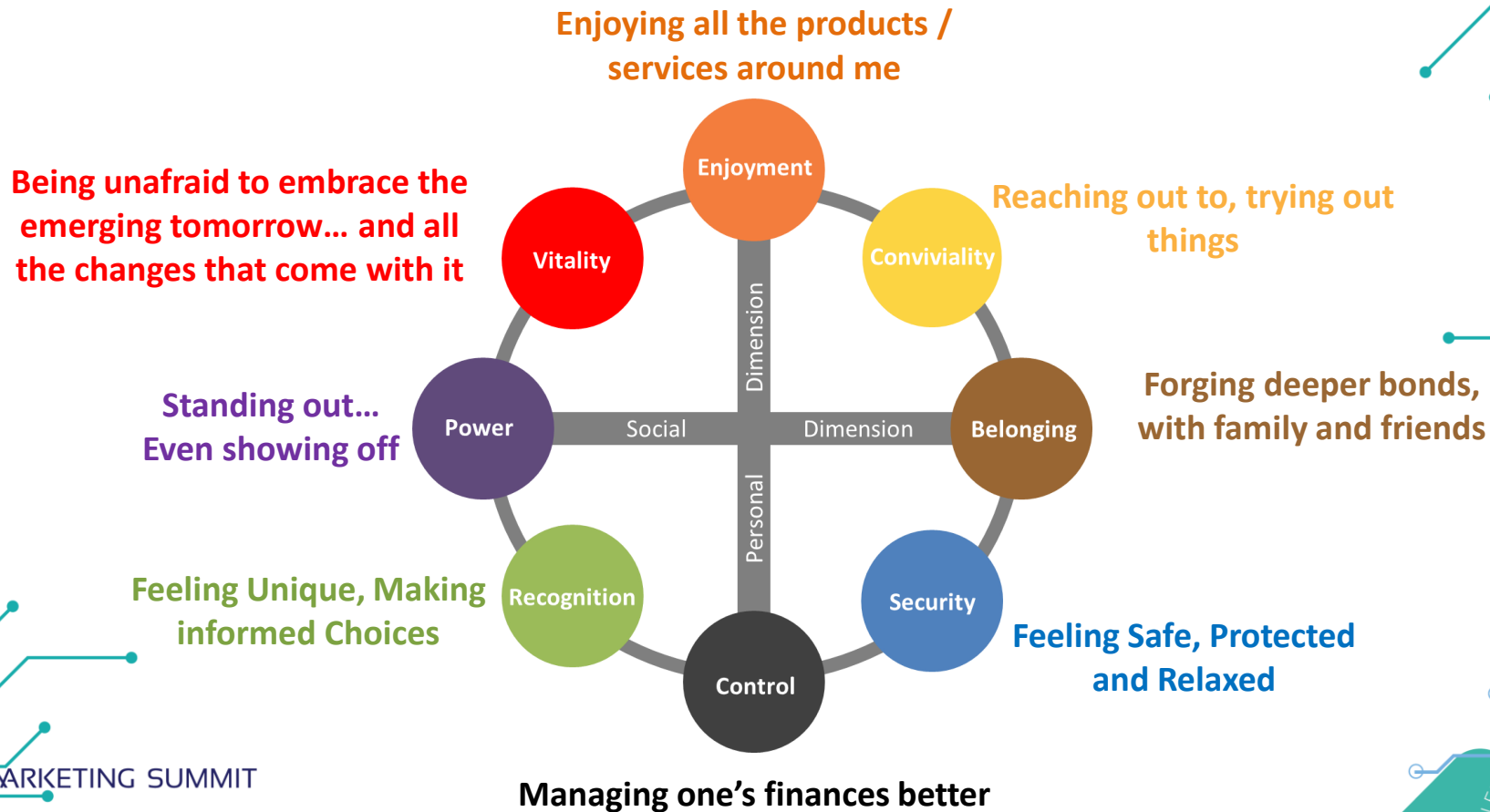
# What is the motivation behind the action?





# There's motivation behind every action

GAME CHANGERS



# WHAT DO THE NUMBERS SAY?

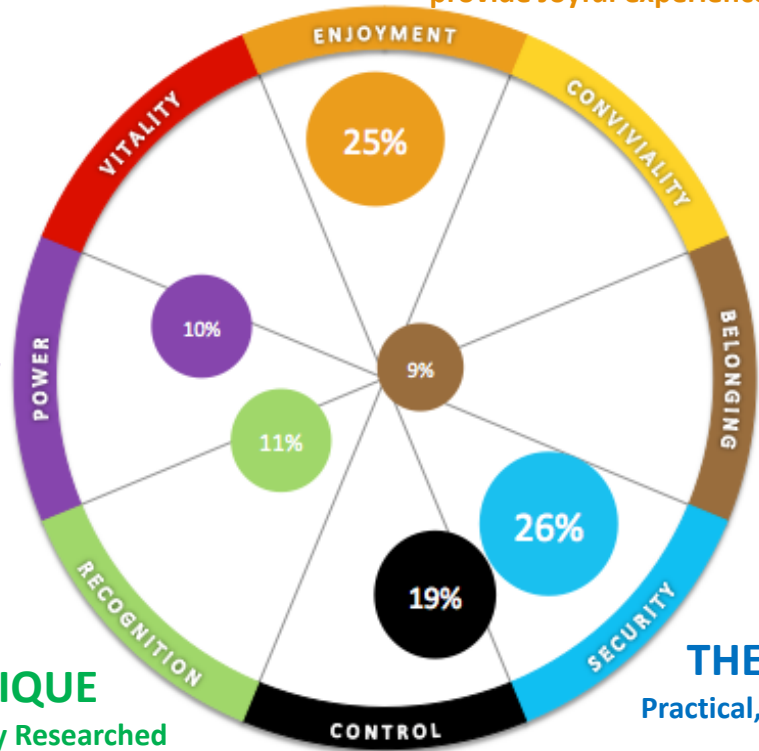
GAME CHANGERS



**THE EXPANDERS**  
Sophisticated and Perfection,  
Craving for seamless  
technology

**THE UNIQUE**  
New tech, deeply Researched  
and Beneficial

IPSOS MARKETING SUMMIT



**JOY SEEKERS**  
Digital payments that  
provide Joyful experiences

**RELATIONSHIP BUILDERS**  
Value Loyalty and Belonging.  
Digital payments are Relationship  
Builders

**THE ASSURED**  
Practical, Convenient, Relax

**THE CAREFUL**  
Efficient Monitoring &  
Control their spending

IPSOS SOCIETY CA



# THE ASSURED 26%

GAME CHANGERS



Motivated by security, practicality and convenience of digital payment

*“Non cash payment is simple and convenient. Pay without carrying cash and it **is safe** as not afraid of losing money or stolen”*

*Live everything Calmly, Simple, Practical and Effective get ideal Comfort.*





# JOY SEEKERS

# 25%

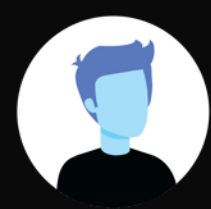
GAME CHANGERS



**Feel triggered with the ability of digital payments to provide joyful experiences.**

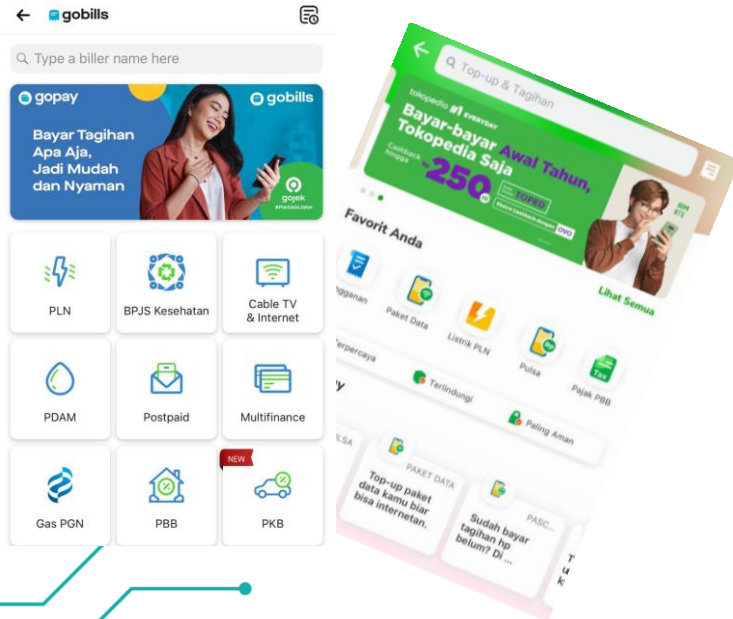
*“Freedom of expression, non-cash payment service makes our lives sweeter, more pleasant, warm, beautiful and happy”*

**Spread Joy wherever they are, Fun and Attractive.**



# THE CAREFUL 19%

GAME CHANGERS



**Practicality of digital payment helps them to efficiently manage and control their expense.**

*“Digital transaction makes everything efficient and practical. I can control shopping and spending as needed”*

***Time saving, Efficiency,  
Futuristic and Balanced***



# THE UNIQUE

# 11%

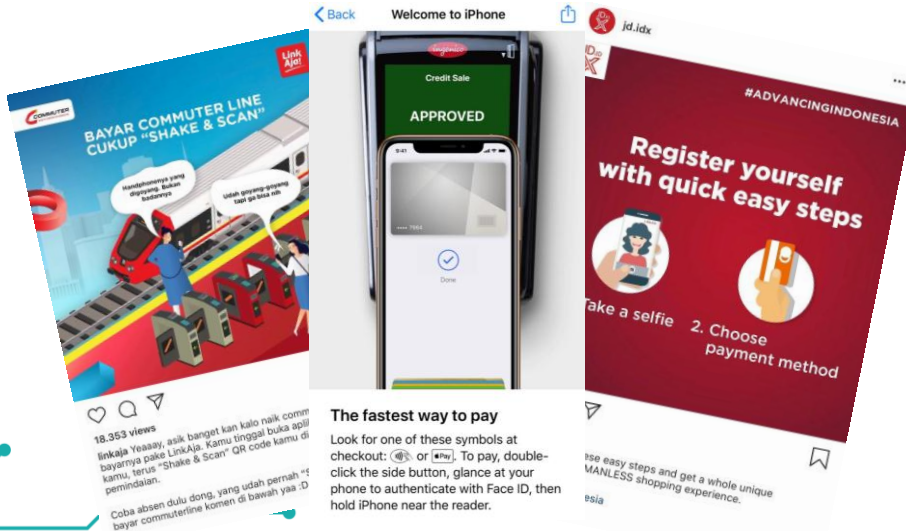
GAME CHANGERS



By using digital payment, they feel that they participate in the technology development in payment system.

*“Digital payment deliver sophisticated innovations and look different from the others. Makes me better understand technological progress”*

**Updated technology that ease life with distinctive benefits.**







# THE EXPANDERS 10%

GAME CHANGERS



Makes me getting ahead, as how cashless start to lead payment method.

*"Digital payment is a choice of people who are smart and like challenges"*

***Perfectionist who crave for sophisticated tech product***



# Relationship Builders

# 9%



15.850 likes

chatimeindo Tambah 1000 dapat 2 CHATIME!

Yashhh cuma di Chatime Apps kamu bisa nikmati promo! sampai 6 Februari 2020.

Yuk download, pesan dan nikmati promo manisnya seke Chatimers! 💖💖💖

\*Berlaku Jabodrtabek & Bandung



1.077 likes

gopayindonesia Waktunya bebas jajan tanpa takut boros abis gajian! Belom gajian? Gapapa juga, soalnya kamu bakal hemat karena ada CASHBACK 50% di ratusan Rekan Usaha GoPay, Rekan Usaha Online, dan layanan Gojek lainnya selama #GoPayPayday tanggal 31 Oktober & 1 November 2019.

Udah gitu, kamu bisa dapet bonus VOUCHER CASHBACK 50% untuk pengguna setia GoPay! Cek selengkapnya di [www.gopaypayday.com](http://www.gopaypayday.com). #GoPayPromo #LebihBaikPakaiGoPay

Digital payment seen as a partner.

*"Suitable for family needs, I am looking for comfort, convenience, excellence and a close relationship with the application"*

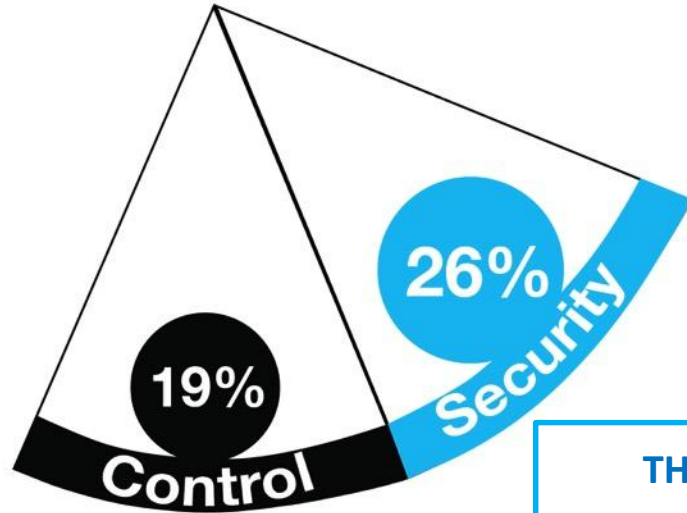
**Being Together,  
Closeness, Belonging!**

SO HOW DOES INDONESIA FEEL TODAY?

A glowing lightbulb is centered in the background, symbolizing an idea or insight.

**THE NEWS  
IS VERY GOOD INDEED!**

# THE SEGMENTS THAT REASSURE



## THE CAREFUL

Efficient monitoring & control their spending.

## THE ASSURED

Practical, Convenient, Relax

GAME CHANGERS

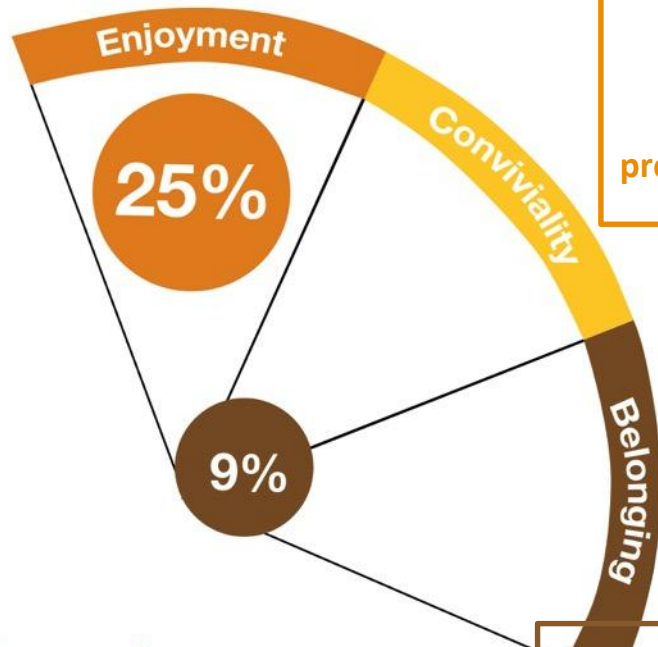


# INDONESIANS DO NOT FEAR DIGITAL PAYMENTS





# THE SEGMENTS THAT ENCOURAGE



## JOY SEEKERS

Digital payments that provide joyful experiences

## RELATIONSHIP BUILDERS

Value Loyalty and Belonging.  
Digital payments are relationship builders.

# THEY FEEL DIGITAL PAYMENTS ENRICH LIFE



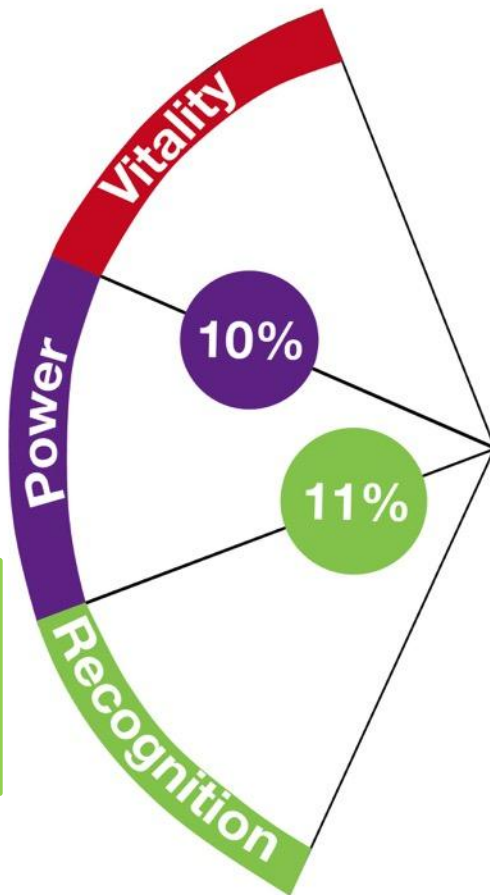
# THE SEGMENTS THAT INSPIRE

## THE EXPANDERS

Sophisticated and  
perfection. Craving for  
seamless technology.

## THE UNIQUE

New tech, deeply  
Researched and Beneficial.



GAME CHANGERS



AND DIGITAL  
PAYMENTS ARE  
A SIGN OF  
**PROGRESS AND  
NEWER HORIZONS**



# Thank You