Respondent Criteria & Methodology

TARGET RESPONDENT

- BOTH MALE AND FEMALE
- ALL SEC
- 18 – 55 yo

DATA COLLECTION

- ONLINE PANEL W/STRUCTURED QUESTIONNAIRE
- FIELDWORK 20 - 26 AUG 2018
- NATIONAL COVERAGE 400 RESPONDENT
Online shoppers are skew to millennials, married, and working. More than half are university graduate. They are equally in gender and live mostly in Jakarta and to some extent Greater Jakarta and Java Island. Online shoppers are mostly upper economic level with 81% and average personal income 3.3 mio per month.
Tokopedia and Shoppe are the most e-commerce visited and purchased in the past 1 month.
Product Category Purchased in The Past 1 Month

**MALE**
- Fashion & Sport Clothes: 51%
- Technology and Gadget: 42%
- Electronic Products: 41%
- Bill Payment/Top Up: 37%
- Travel: 24%

**FEMALE**
- Fashion & Sport Clothes: 68%
- Bill Payment/Top Up: 49%
- Cosmetic: 49%
- Personal Care: 41%
- Daily Needs: 39%
- Food and Beverages: 38%
Almost 75% of online shoppers do transactions at e-commerce at least once a month. Debit transfer/internet banking is the most convenient payment method.

Source: All Respondent (n=400)

Q4. How often do you purchase through e-commerce sites? SA

Q7. What is the payment method that you usually do to pay at online shops?
Online shoppers usually shop during afternoon time
And they do it at home.

TIME TO SHOP
AFTERNOON
(12 noon – 3pm)

36%

PLACE OF PURCHASE: AT HOME
73%
FREE DELIVERY IS THE MOST PROMOTIONAL ACTIVITY THAT CAN PERSUADE THEM TO PURCHASE FROM E-COMMERCE
Let’s focus on Millennials!
Millennials Online shoppers are skew to married and working. More than half are university graduate. Most of them are upper economic level and 53% has personal income minimum 4mio per month.
Shopee and Tokopedia are the most visited and purchased e-commerce in the past month.
Product Category Purchased in The Past 1 Month

**FASHION & SPORT CLOTHES**
- Male: 55%
- Female: 67%

**TECHNOLOGY AND GADGET**
- Male: 46%

**ELECTRONIC PRODUCTS**
- Male: 39%

**BILL PAYMENT/ TOP UP**
- Male: 32%

**DAILY NEEDS**
- Male: 23%

**TRAVEL**
- Male: 23%

**COSMETIC**
- Female: 55%

**BILL PAYMENT/ TOP UP**
- Female: 48%

**PERSONAL CARE**
- Female: 44%

**DAILY NEEDS**
- Female: 43%

**FOOD AND BEVERAGES**
- Female: 40%
PURCHASE BEHAVIOR

72% of online shoppers do transaction at e-commerce at least once a month. Debit transfer/internet banking is the most convenient payment method.

PURCHASE FREQUENCY

43% of shoppers purchase at least once a month.
22% purchase at least once a week.
7% purchase almost every day.
21% purchase once every 3 months.
5% purchase 2-3 times a year.
2% purchase once a year.

PAYMENT METHOD

74% of shoppers use debit transfer/internet banking.
14% use cash on delivery (COD).
12% use credit cards.
7% use points (e.g., OVO).
1% use game changers.

Source: All Respondent (n=400)
Q4. How often do you purchase through e-commerce sites? SA
Q7. What is the payment method that you usually do to pay at online shop?
Millennial shoppers usually shop during afternoon time and do it at home.

TIME TO SHOP
AFTERNOON
(12 noon – 3pm)

38%

PLACE OF PURCHASE: AT HOME 72%
FREE DELIVERY IS THE MOST PROMOTIONAL ACTIVITY THAT CAN PERSUADE THEM TO PURCHASE FROM E-COMMERCE
How about the non Millennials?
Non Millennials are people who have more stable life with upper economic level, working with 6 mio per month income, and married.
E-COMMERCE VISITED IN THE PAST 1 MONTH

Different behavior shown by non millennial whereas they usually browse or shop at Tokopedia and Lazada.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tokopedia</td>
<td>57%</td>
</tr>
<tr>
<td>Lazada</td>
<td>46%</td>
</tr>
<tr>
<td>Bukalapak</td>
<td>38%</td>
</tr>
<tr>
<td>Shopee</td>
<td>34%</td>
</tr>
</tbody>
</table>

Cut off 17%
Product Category Purchased in The Past 1 Month

- **BILL PAYMENT/TOP UP**: 50% (M) vs. 51% (F)
- **ELECTRONIC PRODUCTS**: 46% (M) vs. 32% (F)
- **FASHION & SPORT CLOTHES**: 38% (M) vs. 71% (F)
- **TRAVEL**: 29% (M) vs. 41% (F)
- **TECHNOLOGY AND GADGET**: 29% (M) vs. 32% (F)
- **FOOD AND BEVERAGES**: 32% (M) vs. 32% (F)
- **PERSONAL CARE**: 32% (M) vs. 32% (F)
- **COSMETIC**: 29% (M) vs. 29% (F)
74% of online shoppers do transaction at e-commerce at least once a month. Debit transfer/internet banking is the most convenient payment method.

Source: All Respondent (n=400)
Q4. How often do you purchase through e-commerce sites? SA
Q7. What is the payment method that you usually do to pay at online shop?
Non millennial shoppers usually shop during afternoon to evening. And do it at home.

**TIME TO SHOP**
**AFTERNOON**
**3PM UNTIL NIGHT**

50%

**PLACE OF PURCHASE:**
**AT HOME**

74%
48% Free Delivery
24% Cash Back

Free delivery is the most promotional activity that can persuade them to purchase from e-commerce.

17% Discount
6% Voucher
3% Free to purchase other items
3% Lucky Dip

Buy 2 This Weekend Special Offer