

Ipsos Marketing Summit
E-COMMERCE



WHAT'S NEXT

Demystify The Future of E-commerce in Indonesia

Ritz Carlton-Mega Kuningan
February 19th, 2019

E-Commerce Evolution

Future Online Democracy – Distributing influence fairly throughout online and offline stakeholders?



	1.0	2.0	3.0	4.0
Key Resolutions	<ul style="list-style-type: none"> The very early stage of ecommerce allowed business companies and organizations to send commercial documentation electronically. 	<ul style="list-style-type: none"> E-commerce as part of omnichannel strategy to drive more sales 	<ul style="list-style-type: none"> The emergence of e-commerce enabler who can support multi-payment options and multi-logistics service providers 	<ul style="list-style-type: none"> Seamless omni-channel experience for shoppers – to be able to research, browse, shop, and purchase seamlessly between different channels (brick and click), different devices and on different platforms
Customers' Key Challenges / Needs	<ul style="list-style-type: none"> E-commerce only used by big enterprises who had resources to access Internet, and majority had been used for B2B business 	<ul style="list-style-type: none"> Information that would help them make better buying decisions (e.g. filter & sort features) Limited options for payment and logistics services 	<ul style="list-style-type: none"> Not being able to physically see or feel the product before purchase especially for high-value products such as vehicles 	
Sellers' Key Challenges / Pain-Points	<ul style="list-style-type: none"> Limited tractions due to lack of trust from customers 	<ul style="list-style-type: none"> Limited numbers of partner for payment and logistics fulfillment services 	<ul style="list-style-type: none"> Heterogenous of online marketplace platforms creates difficulties/challenges in retaining loyal customers and supporting business growth 	
Technological Innovation	<ul style="list-style-type: none"> Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT) URL, HTML and HTTP 	<ul style="list-style-type: none"> The rise of online marketplaces such as Amazon, e-bay and Alibaba Online payment (e.g. Paypal) comes into existence 	<ul style="list-style-type: none"> The seamless shift towards mobile devices for online shopping The growth of digital marketing and advertising The integration of front-end, internal infrastructure and data with external systems (e.g. logistics, payment) 	<ul style="list-style-type: none"> Looking at a future where AI, AR, VR and IoT are the drivers and enablers of an innovative e-commerce experience

Regularly Visited E-Commerce in 2018



Shopee and Tokopedia are the most e-commerce visited



GAME CHANGERS Ipsos

Most Visited E-Commerce

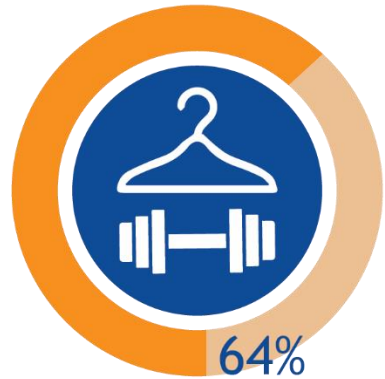
GAME CHANGERS



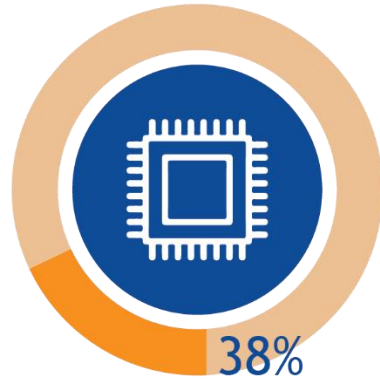
TRAFFIC
SHARE
OVER
90%

Most Category Purchased

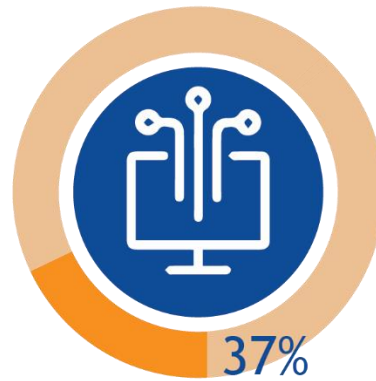
Fashion & Sport clothes is the main category purchased, followed by electronic product and gadget.



Fashion & Sport Clothes



Electronic Product



Technology & Gadget



Bill Payment



Cosmetics



Daily Needs



Personal Care



Food and Beverages



Growing Up Milk



Q. What types of products did you buy in the last 1 month through the following online shop site?

Most Brand Purchased

Fashion & Sport Clothes



Electronic Product



Technology and Gadget



Most Used Payment Method

GAME CHANGERS



26%

Bank Transfer

Bank transfer and internet banking are the main method to pay

19%



**Online Payment /
Internet Banking**

15%



Payment via channel

Most Used Shipping Method

The usual shipping method that they choose is regular courier

62%
Regular

(e.g JNE Regular, Tiki Regular)



5%

In the same day
(e.g Go-Send Same Day)

29%
Express

(e.g J&T Express)



4%

Instant Courier
(e.g Go-Send Instant)

Planned vs Unplanned Shop

34%

Which online store
I will access



24%

Which brand
I would buy



15%

Impulse



More over, consumer are skew to e-commerce planners instead of brand planners.



Chinese giants such as Alibaba, Baidu, Tencent and JD attracted to invest billions USD in Indonesia

**MADE
Rp 6.8
TRILLION**



12.12.
11.11.

E-commerce players adopted Double 11 Single Day from China to South East Asia including

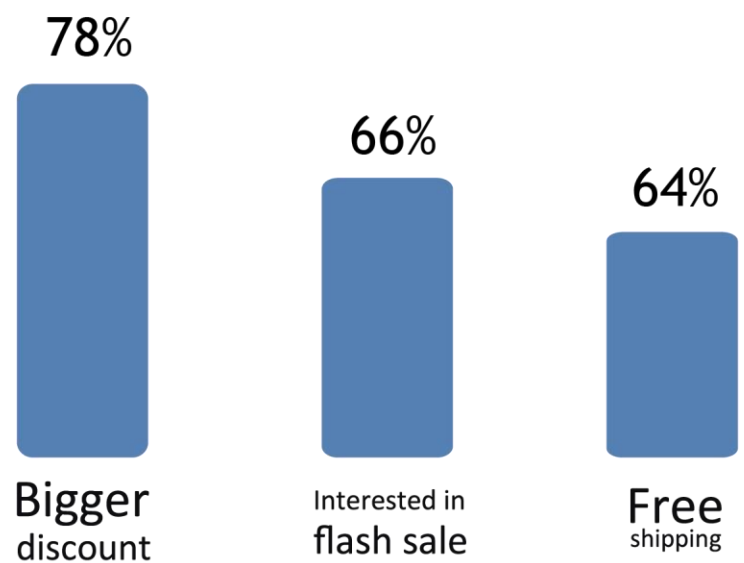
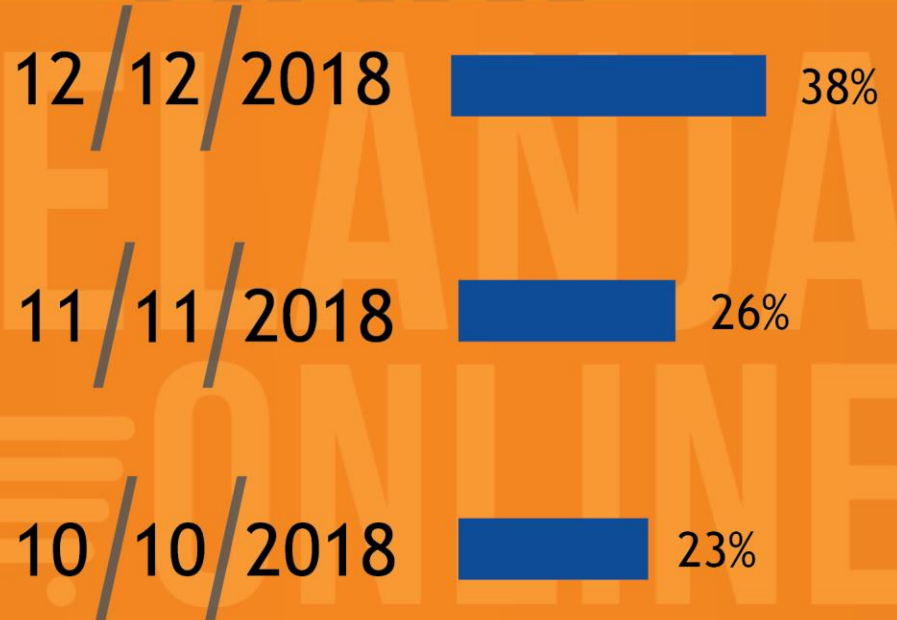
Indonesia

**HARI
BELANJA
ONLINE
NASIONAL**



Incidence of Harbolnas

Past 3 Month Harbolnas Incidence



Reason to Participate Harbolnas

December Harbolnas has more shopper incidence compared to other Harbolnas. Bigger discount, flash sale and free shipping are main drivers to participate Harbolnas.

Harbolnas Shopping Behavior

Behavior during Harbolnas

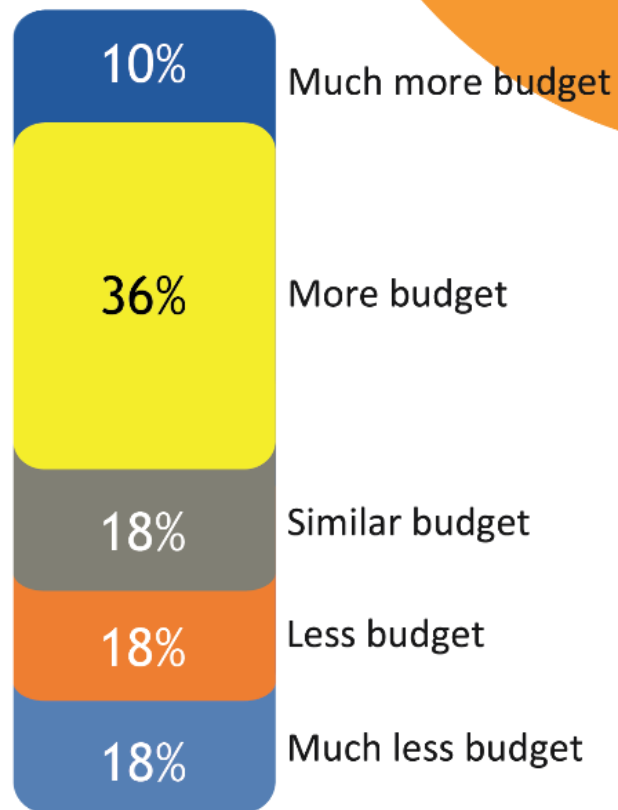


Indeed, Harbolnas can increase number of products purchased though the size of wallet is still similar.

GAME CHANGERS

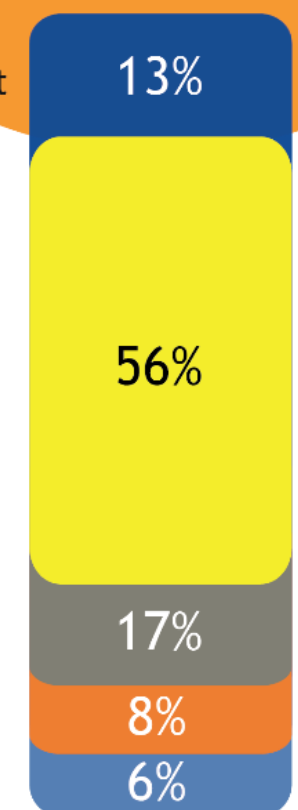


T2B 46%
Mean Score 3,01



Budget Spent

T2B 69%
Mean Score 3,62

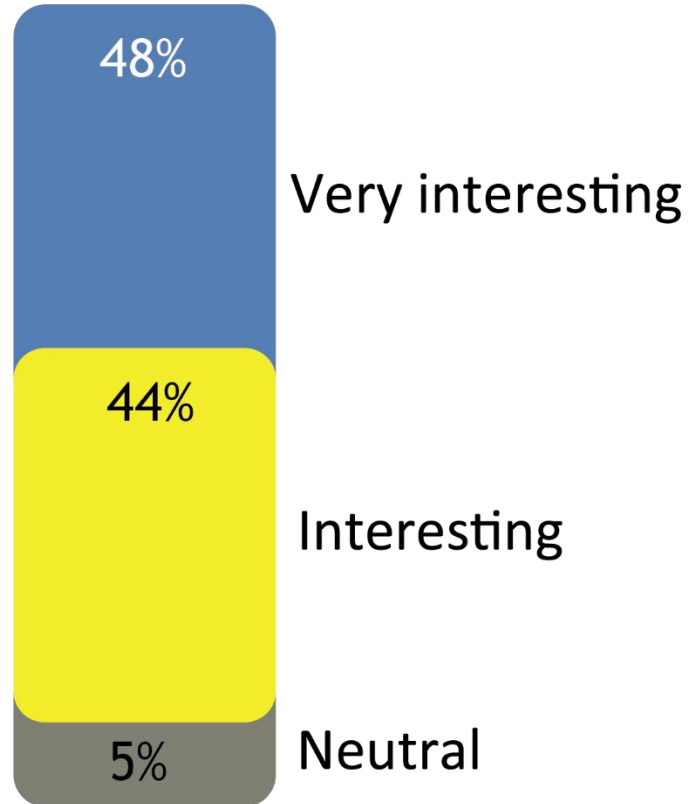


Volume Purchased

Opinion toward Harbolnas Promotion

Promotion During Harbolnas

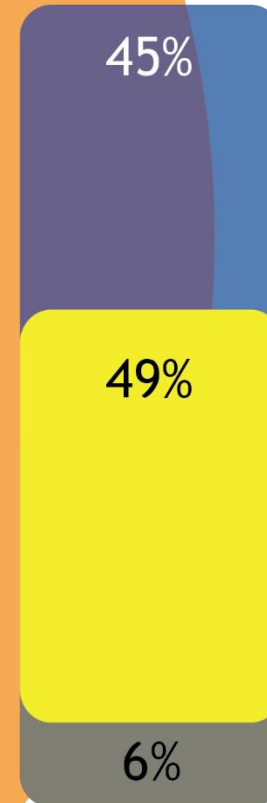
T2B 92%
Mean Score 4,36



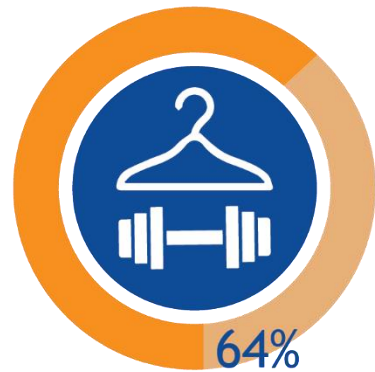
Harbolnas loyalty is still a paradigm. Users participate Harbolnas because of promotion and willing to switch to other similar event.

Intention to Participate to Similar event (Harbolnas)

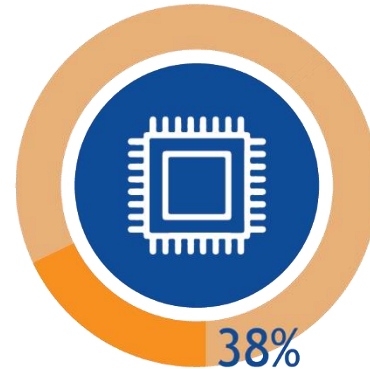
T2B 94%
Mean Score 4,38



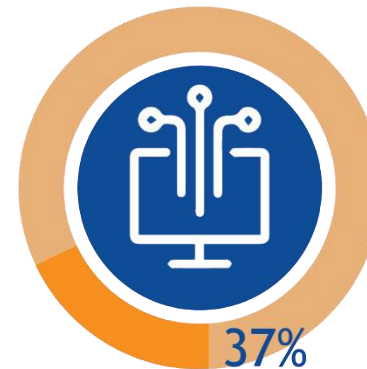
➤ In every Ipsos Tracking in E-Commerce, these category always be the most purchased category.



Fashion & Sport Clothes



Electronic Product



Technology & Gadget

CAN WE EXPAND ANOTHER CATEGORY ?



How about the category who still needs experience?





ONLINE
SHOPPING

Click

Click here for more information

HOW TO PUT THE HARMONY BETWEEN ONLINE & OFFLINE ?



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