

# e-Commerce Statistics in Korea

UNCTAD ETDA International Workshop on  
Measuring E-commerce  
27 October 2015, Bangkok, Thailand

Dr. Kim Seung Keon



## Contents

I

• e-Commerce in Korea

II

• Collection of e-Commerce Data

III

• Output of Survey

IV

• Dissemination of result

# I e-Commerce in Korea

- 3 -

# I e-Commerce in Korea

## 1.1 Definition of e-Commerce

### ● e-Commerce?

**“The Buying and selling of products or services over electronic systems called computer or network”**

**E-COMMERCE**

Source: Statistics Korea

- 4 -

# I e-Commerce in Korea

## 1.2 History of e-Commerce in Korea

- 1992 • Introduction to the concept of e-Commerce
- 1996 • Founded 'iNTERPARK', the first cyber shopping mall in Korea
- 1999 • Established and revised e-Commerce regulation
- 2013 • e-Commerce transaction(B2B, B2G) reached KRW 1,204trillion
- 2014 • Online Shopping transaction(B2C) reached KRW 45,244 billion

- 5 -

# I e-Commerce in Korea

## 1.3 Factors of e-Commerce Vitalization in Korea

- Advanced broadband and high level of internet users
- Secured personal identity authentication
- Tightened Regulation for the Consumer Protection
- Strategic Significances of e-commerce to all sized businesses
- Well-organized postal/parcel delivery logistic services

- 6 -

## II Collection of e-Commerce Data

- 7 -

## II Collection of e-Commerce Data

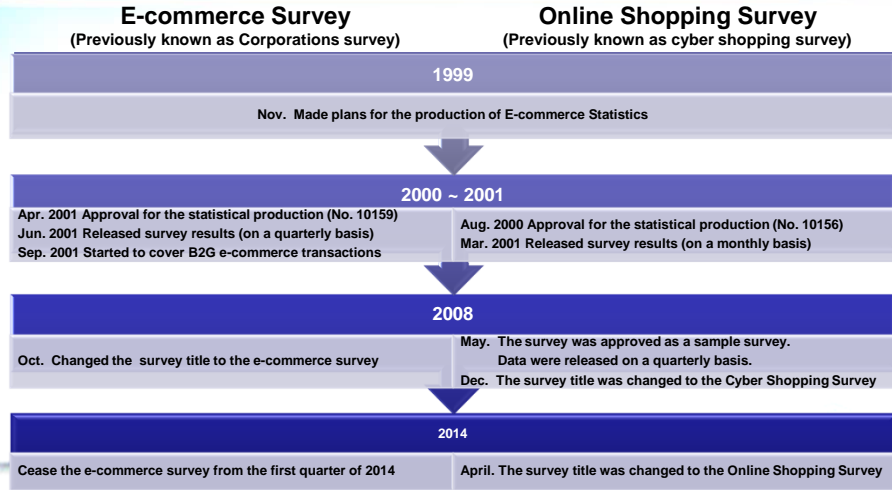
### 2.1 Overview

| Classification    | Description   |   |
|-------------------|---|---|
| Title             | e-Commerce survey   | Online Shopping Survey  |
| First Survey Year | 2001  |   |
| Frequency         | Quarterly(B2B, B2G)   | Monthly(B2C)  |
| Purpose           | <ul style="list-style-type: none"><li>Obtain quarterly data on the size and infrastructure of e-commerce transactions</li></ul> | <ul style="list-style-type: none"><li>Provide basic data needed for the establishment of government policies and the management plans</li></ul> |
| Region            | Nationwide  |   |

- 8 -

## II Collection of e-Commerce Data

### 2.2 History



- 9 -

## II Collection of e-Commerce Data

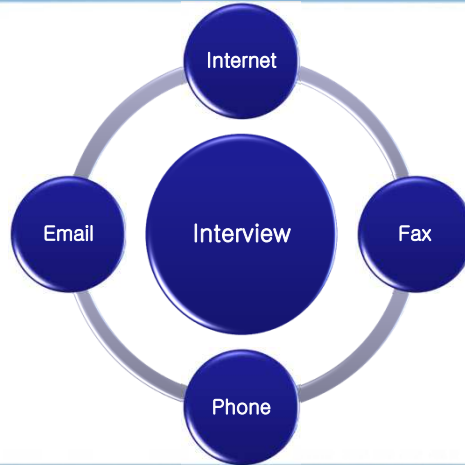
### 2.3 Overview

| Classification                | Description  |  |
|-------------------------------|--|--|
|                               | e-commerce Survey  | Online Shopping Survey                                 |
| Applied category              | - e-Commerce transaction subject types<br>- Korea Standard Industrial Classification(KSIC) |  |
| Legal basis                   | Article 18 of Act on Statistics(Enacted in Apr. 2001)                                      | Article 17 of Act on Statistics(Enacted on 18. Aug.00) |
| Institute in charge of survey | Statistics Korea   |  |
| Subjected period              | Every Quarter  | Every month(1 <sup>st</sup> ~last day)                 |
| Survey starting period        | Last 2 weeks of the next quarter's first month(Jan, Apr, Jul, Oct)                         | 1 <sup>st</sup> ~ 22 <sup>nd</sup> of the next month   |

- 10 -

## II Collection of e-Commerce Data

### 2.4 Survey Collection Methodology

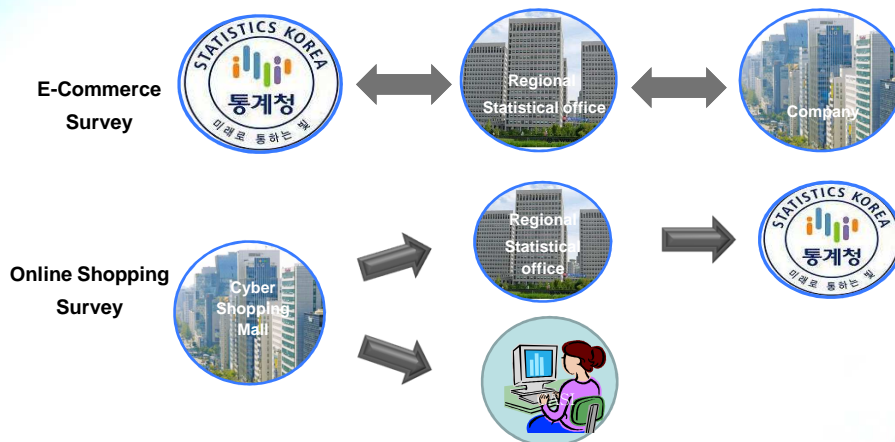


- 11 -

## II Collection of e-Commerce Data

### 2.5 Survey Collection Methodology

#### ● Survey System & collection methodology

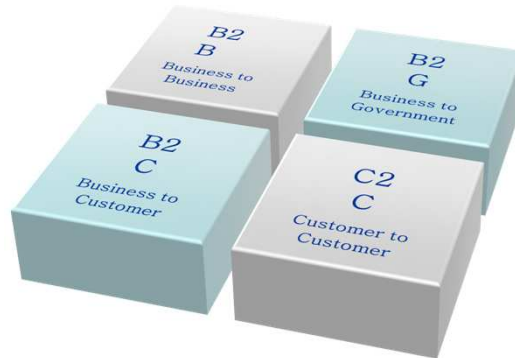


- 12 -

## II Collection of e-Commerce Data

### 2.6 Category

- e-Commerce transaction by Sector



- 13 -

## II Collection of e-Commerce Data

### 2.7 Specific Category

- Specific category by B2B domination type



- 14 -

## II Collection of e-Commerce Data

### 2.8 Specific Category

- Specific Category by B2B whether competitive contract (Open type) or not

#### Competitive contract (Open type)

- Dealing with unspecified partners based on open or competitiveness
- Bidding or publicly contract type

#### Non-competitive contract (Cooperative type)

- Basically partner with major companies that contracted long-termly and steadily in offline
- Non-bidding or closed type

- 15 -

## II Collection of e-Commerce Data

### 2.9 Specific Category

- Specific Category by coverage of goods in online shopping (B2C)

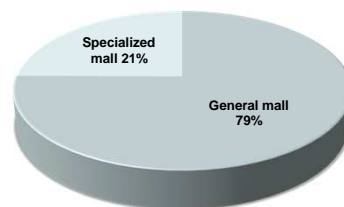
#### General Mall

- Selling many kinds of product in several categories

#### Specialized Mall

- Selling one or specified product

Coverage of goods Ratio (2013)



- 16 -



## II Collection of e-Commerce Data

### 2.10 Sector of Survey



#### Business to Business(B2B) : 1,423 companies

- Complete enumeration survey
- Listed companies, KOSDAQ \* listed companies, Public companies, and other e-Commerce companies
- E-Marketplace(mediation typed online mall)  
(Excluding companies type of finance and insurance business, Housework service, International/foreign)



#### Business to Government(B2G) : 481 institutes

- Public Procurement Service, Defense Acquisition Program Administration, Korea Post are used



#### Business to Customer(B2C) : 1,002 companies

- Sampling Survey(Online shopping malls with ability to sell products over the internet)

\*Korea Securities Dealers Automated Quotation

- 17 -

## II Collection of e-Commerce Data

### 2.11 Survey Tables



B2B

- Name, Website, type of industry
- Purchased price
- Amount of Sales etc

B2G

- Purchased price
- Contract price of electronic bidding construction etc

B2C

- Transaction amount by types
- Payment and shipping methods etc

- 18 -

## II Collection of e-Commerce Data

### 2.12 Survey Table Samples

#### <Samples of e-Commerce Survey B2B\_Buyer and Seller Driven >

**전자상거래동향조사표 (1)**

1. 기업정보 (기업명, 업종, 매출액, 직원수 등)

2. 전자상거래 현황 (판매/구매 시스템 사용 여부, 매출액, 구매액 등)

3. 전자상거래 동향 (매출액 증감률, 구매액 증감률 등)

4. 전자상거래 활성/둔화 이유 (인력, 기술, 자금 등)

5. 기타 사항 (주요 증감 사유, 회사비고 등)

#### Survey Contents

1. Whether the company uses e-commerce sales system or not. (Bidding, Contract, Order)
2. Amount of Sales through the company's e-commerce sales system (Including other company's e-commerce sales system in abroad)
3. Amount of purchase through the company's e-commerce purchase system (Including other company's e-commerce purchase system in abroad)
4. Transaction amount using e-commerce system by established other company
5. Main reason for decrease / increase and company remarks

## II Collection of e-Commerce Data

### 2.13 Survey Table Samples

#### <Samples of e-Commerce Survey B2B\_ Intermediary-Driven(e-Market place)>

**전자상거래동향조사표 (2)**

1. 기업정보 (기업명, 업종, 매출액, 직원수 등)

2. 전자상거래 현황 (판매/구매 시스템 사용 여부, 매출액, 구매액 등)

3. 전자상거래 동향 (매출액 증감률, 구매액 증감률 등)

4. 전자상거래 활성/둔화 이유 (인력, 기술, 자금 등)

5. 기타 사항 (주요 증감 사유, 회사비고 등)

#### Survey Contents

1. Transaction amount by sector
2. Main reason for decrease / increase and company remarks

## II Collection of e-Commerce Data

### 2.14 Survey Table Samples

<Sample of e-Commerce Survey B2G>

#### Survey Contents

1. Amount of purchase in product or service
2. Contract price of electronic bidding construction
3. Main reason for decrease / increase and company remarks

## II Collection of e-Commerce Data

### 2.15 Survey Table Samples

<Survey Items of Online Shopping Survey>

#### Survey Contents

1. General Information
2. Specific Category of the shopping mall
3. Revenue & Expenditure and other s

## II e-Commerce Survey in Korea

### 2.16 Non-collected Data Processing

#### Preliminary Processing

- Remaining same as previous quarter's data and revising correct data after the data is set (note 「P」 )

- 23 -

## II e-Commerce Survey in Korea

### 2.17 Non-collected Data Processing

#### Non-response Processing

- Remaining same as previous quarter's data
- Deleting from the list if continually non-response(over 3 months)

- 24 -

## III Output of Survey

- 25 -

## III Output of Survey

### 3.1 Output of data collection (B2B)

| Type   | Classification   |
|--|--|
| Total Transaction of B2B                       | -  |
| B2B e-Commerce Transactions by Domination Type | ① Buyer-driven type<br>② Supplier-driven type<br>③ Intermediary-driven type  |
| B2B e-Commerce Transactions by industry        | ① Manufacturing<br>② Electricity gas and water supply<br>③ Construction<br>④ Wholesale& retail trade<br>⑤ Transportation<br>⑥ Information and Communications<br>⑦ Others |

- 26 -

### III Output of Survey

#### 3.2 Output of data collection (B2G)



- 27 -

### III Output of Survey

#### 3.3 Output of data collection (Online shopping(B2C, C2C))

| Type                                      | Classification  |  |
|---|---|--|
| Total cyber shopping Transactions         | B2C, C2C and others*  |  |
| Transaction Value by group of commodities | 1.Computer and computer-related appliances                            | 9.Flowers  |
|   | 2.Software  | 10.Sports and leisure appliances                       |
|   | 3.Home electric appliances · electronic · telecommunication equipment | 11.Household goods· motor vehicle part and accessories |
|   | 4.Books   | 12.Clothes, Fashion and children                       |
|   | 5.Music CDs & disks· videos· musical instrument                       | 13.Cosmetics   |
|   | 6.Travel arrangement and reservation services                         | 14.Office appliances and stationery                    |
|   | 7.Goods for infants and children                                      | 15.Agricultural and fishery products                   |
|   | 8.Food· beverages   | 16.Miscellaneous services and others                   |

\*including B2B and B2G from Online shopping

- 28 -

### III Output of Survey

#### 3.4 Output of data collection (Online shopping(B2C, C2C))

| Type                              | Classification                                 |
|-----------------------------------|--|
| Transactions by Coverage of Goods | ① General Mall<br>② Specialized Mall           |
| Transactions by Type of Operation | ① Online-only Mall<br>② On-Offline hybrid mall |

- 29 -

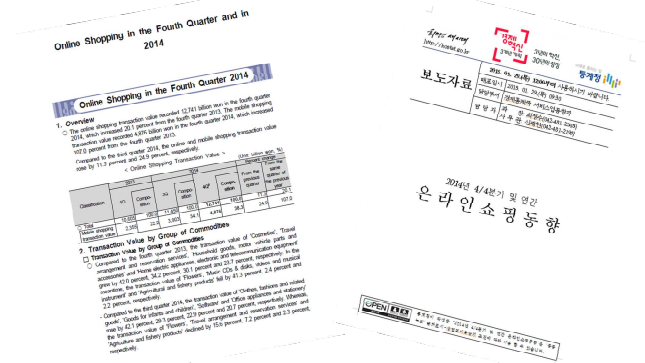
### IV Dissemination of result

- 30 -

## IV Dissemination of result

### 4.1 Dissemination of Result

- Upload survey data results on the 'Statistics Korea' Portal (<http://kostat.go.kr>), Media, KOSIS(Korean Statistical Information Service) in Korean and English



- 31 -

# STAR TREK

스타 트렉



