

Measuring of Value of E-Commerce in Thailand 2015

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Agenda

- I. Vision and Mission, ETDA
- II. History of E-Commerce survey in Thailand
- III. Definition
- IV. E-Commerce Survey : new initiatives and standards in 2015
- V. Methodology and procedure in short
- VI. Limitation
- VII. Challenges for next survey
- VIII. Value of E-Commerce in Thailand

VISION

To enable convenient and secure online transactions at all levels, in conformity of the universal standards



MISSION

The Electronic Transactions Development Agency (Public Organization) defines its mission to support implementation of the country's electronic transactions development as follows:

- I. To build confidence and promote electronic transactions in the government sector, businesses, and the public;
- II. To develop, promote and support laws, guidelines, and measures related to electronic transaction security;
- III. To develop, promote and support the use of ICT standards and processes that are essential to electronic transactions;
- IV. To build and develop personnel with advanced skills in electronic transaction security technology.

History of E-Commerce Survey in Thailand

Measuring E-Commerce market's Structure

2006 – 2014
National Statistical Office (NSO)

Sampling Frame :

- Registration of Department of Business Development (DBD)
- Listing of Business Establishments from Business Census of National Statistical Office (NSO)
- Listing of Members of E-Marketplace provided by Thai E-Commerce Association (TEA)

Data Collection Methodology.

- Mail Questionnaire and follow up by phone or face-to-face interviews

2015 – Present
Electronic Transactions
Development Agency (ETDA)

Sampling Frame :

- Registration of Department of Business Development (DBD)
- Listing of Business Establishments from Business Census of NSO
- Listing of Members of E-Marketplace provided by TEA

Data Collection Methodology.

- Large establishment: Phone or face-to-face interviews
- SME's: Online survey

Remark: (1) ETDA got better collaboration with TEA the coverage of SME's in E-Market place was better covered.
(2) "Small and Medium establishment" defines as establishments with less than 50 Million THB per year.
(3) "Large" defines as ≥ 50 Million THB per year.

* Exchange rate: 34 THB = 1 USD



E-Commerce Definition



OECD Definition (the latest version)

An e-commerce transaction is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders. The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online. An e-commerce transaction can be between enterprises, households, individuals, governments, and other public or private organizations.



Remarks

- – Include: orders made in Web pages, extranet or EDI. The type is defined by the method of making the order.
- – Exclude: orders made by telephone calls, facsimile, or manually typed e-mail.

Source: Measuring E-Commerce stat, OECD, Eurostat (Statistics Finland 2015)

ETDA E-Commerce Survey : new initiatives and standards in 2015

1

➤ Literature review: International E-Commerce survey report and methodology

- *Eurostat, Singapore, South Korea, UK, USA and more*
- *Set up a Working Committee (ETDA, NSO and E-Commerce experts)*

2

➤ Engage private sectors in survey operation process

- *Sampling frame*
- *Questionnaire design & Definition*

3

➤

WORKSHOP ON MEASURING E-COMMERCE

"TOWARDS A THRIVING DIGITAL ECONOMY ERA"

UNCTAD, Finland, South Korea, Brazil, Thai Government and Private Sectors

4

➤

Verification of Value of E-Commerce obtained from the survey with experts and specific industrial leader

(Government, Top E-Commerce enterprises, Visa, Payment issuer, E-Commerce related associations)



Methodology and Procedure in short

- | | |
|---|---|
| <ul style="list-style-type: none">❑ Data Collection Methodology<ul style="list-style-type: none">- SMEs- Large Enterprises | <ul style="list-style-type: none">✓ Voluntary✓ Online survey responded by web/mobile sites✓ Face-to-face interview followed by mail and telephone |
| <ul style="list-style-type: none">❑ Sampling frame<ul style="list-style-type: none">- Registration of Department of Business Development (DBD)- Listing of Business Establishments from Business Census of NSO- Listing of Members of E-Marketplace provided by Thai E-commerce Association | <ul style="list-style-type: none">✓ 502,676 |
| <ul style="list-style-type: none">❑ Sample size<ul style="list-style-type: none">- Enterprises with revenue earned greater or equal to 50 Million THB per year.- SMEs with revenue earned less than <50 M THB per year | <ul style="list-style-type: none">✓ 100 Enterprises✓ 2,855 SMEs |
| <ul style="list-style-type: none">❑ Levels of Data Presentation<ul style="list-style-type: none">- Business Modes- Industrial sectors- Revenue | <ul style="list-style-type: none">✓ B2B, B2G and B2C✓ 8 Sectors (Manufacturing, ICT, Wholesale and retail, Transportation, Art & Entertainment, Accommodation, Insurance, Other services)✓ Less than 50 and \geq 50 Million THB. |
| <ul style="list-style-type: none">❑ Verification the data<ul style="list-style-type: none">- To ensure that the number would be the most realistic and acceptable | <ul style="list-style-type: none">✓ Meetings with Representative of each industries✓ Checking with Secondary sources✓ Verified by payment issuers/gateways |

Methodology and Procedure in short

Output details

- ✓ Total E-Commerce Sales 2014 and Forecast 2015
- ✓ Total E-Commerce Sales by Business Modes (*B2B, B2G, B2C*)
- ✓ Total E-Commerce Sales by 8 Industries
- ✓ Total E-Commerce Sales by Revenue (*Less than 50 and ≥ 50 Million THB*)

Limitations

☐ **Sampling Frame**

- Registration from DBD not complete
- List frame from NSO not complete and up to date
- List of Members of E-Marketplace not complete

☐ **Business Mode**

- Excluded C2C and Social media sellers

☐ **Less cooperation from respondent**

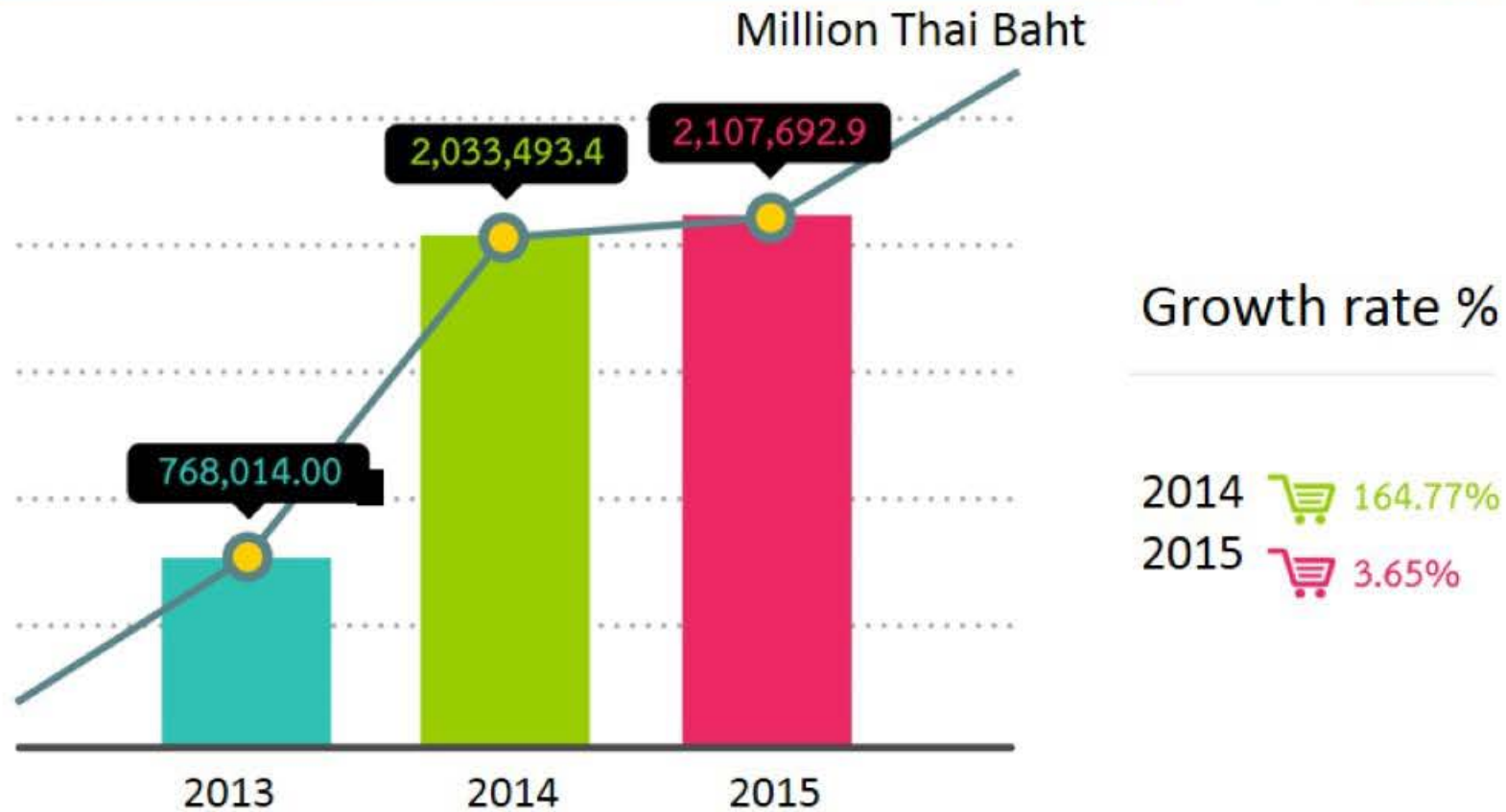
- Afraid of Taxation issue
- Delayed data collection period
- Low Quality of Data obtained
- High Non response rate
- Face to face interview took much time to make appointment



Challenges for next survey

- ☐ Standard Guideline on E-Commerce Survey
- ☐ Clarified ISIC code to cover all E-Commerce activities.
- ☐ Identification of sizing of E-Commerce industry
- ☐ How to increase level of cooperation from respondents.
(Voluntary vs Compulsory, Incentive, etc.)
- ☐ C2C E-Commerce survey: how to define and conduct framework
- ☐ Relationship with Payment issuers (to verify data)

Value of E-Commerce in Thailand 2013-2015

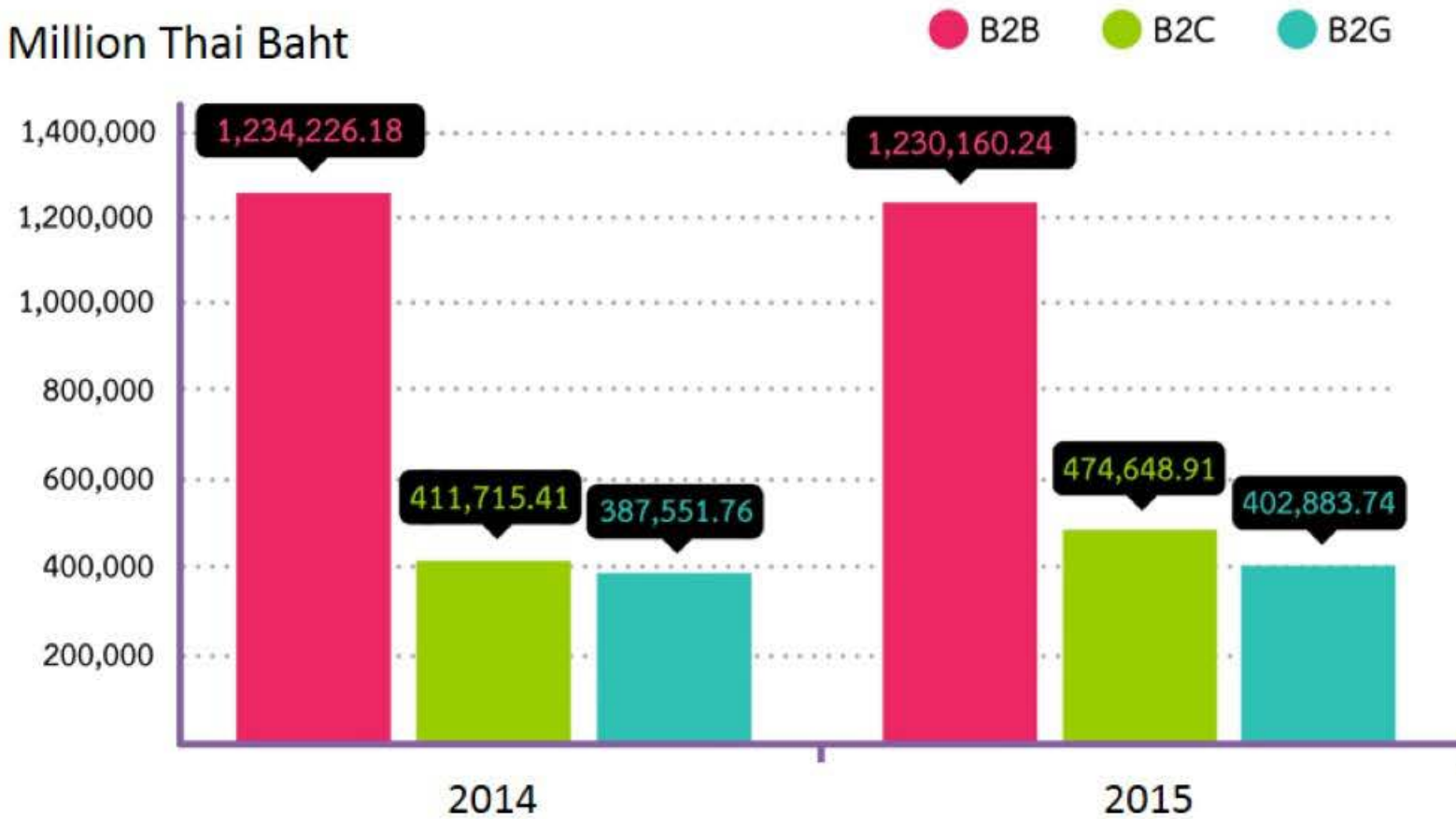


See more: www.eta.or.th

Value of E-Commerce 2014 and 2015 by Business Modes

(Included e-Auction)

Million Thai Baht



Growth rate %

-0.33%



B2B

15.29%



B2C

3.96%



B2G

See more: www.eta.or.th



Thank you
Q & A
WWW.ETDA.OR.TH

Contact our ETDA E-Commerce team
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