

# e-commerce


# INTENSITY

with enough intensity  
and we will set the  
to the world.



Let a man but burn...  
with enough intensity  
and he will set fire  
to the world.

—Antoine de Saint-Exupery



Let a man but burn...  
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# INTENSITY

—Antoine de Saint-Exupéry

# Global Internet Market



**\$4.2T**



# Internet Economy as % of GDP (2016)



**UK: 12.4%**

**SK: 8%**

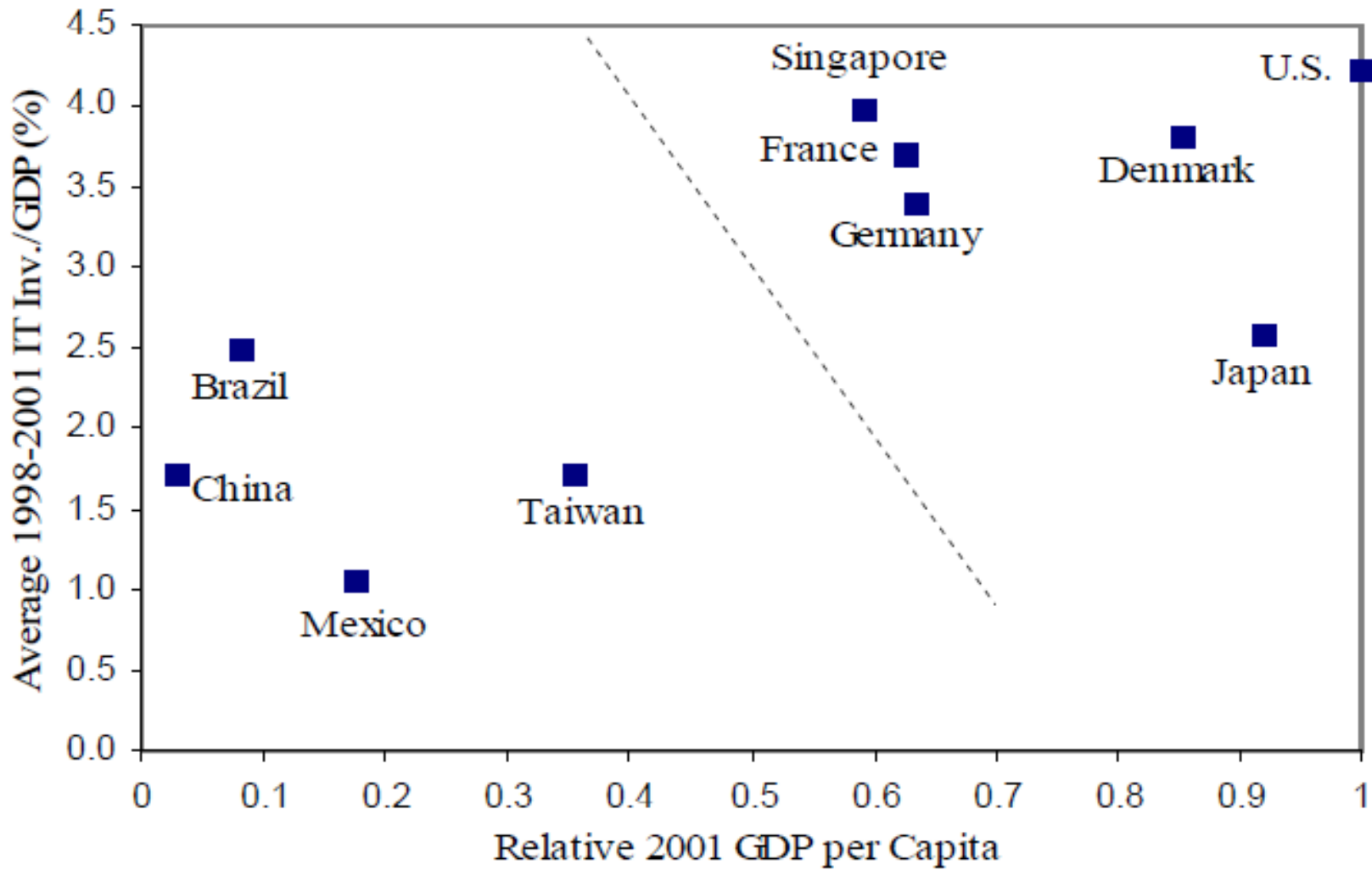
**China: 6.9%**

**Japan: 5.6%**

**India: 5.6%**

**US: 5.6%**

## Developed vs. Developing Economies



Sources: CRITO GEC Secondary Database.  
University of California, Irvine



Baseline

**SUPPLY  
SIDE**

**CHANNELS**

**DEMAND  
SIDE**

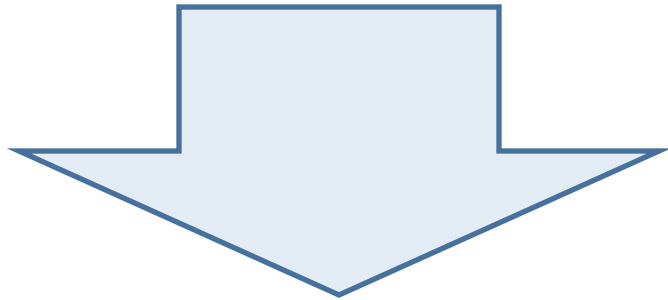


**SUPPLY  
SIDE**

**DEMAND  
SIDE**

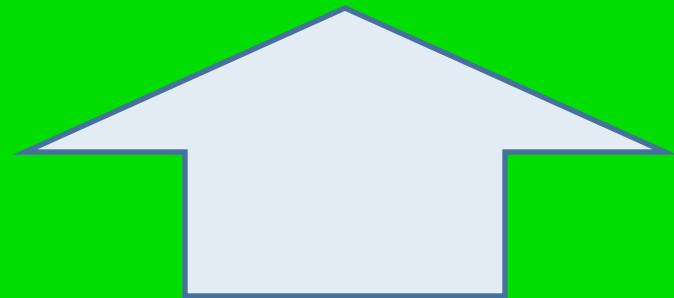
**LIMITATION**

ecommerce  
index



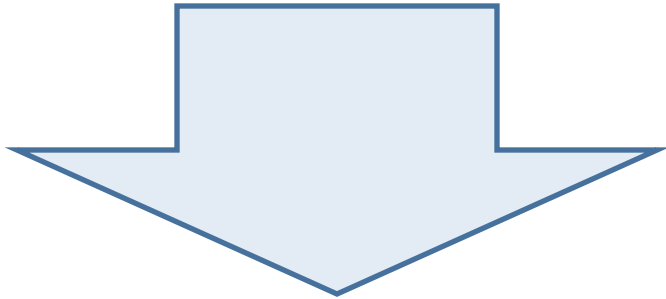
Extent of  
Philippine  
industry's  
ecommerce  
engagement

Extent of  
Philippine  
consumers'  
ecommerce  
engagement



ecommerce  
scorecard

ecommerce  
index



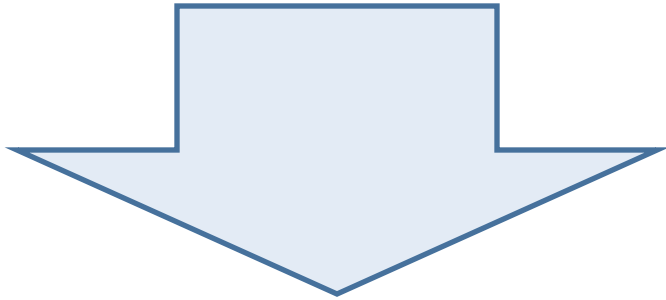
Percentage of  
revenues  
transacted online

Percentage of  
purchases done  
online



ecommerce  
scorecard

ecommerce  
index



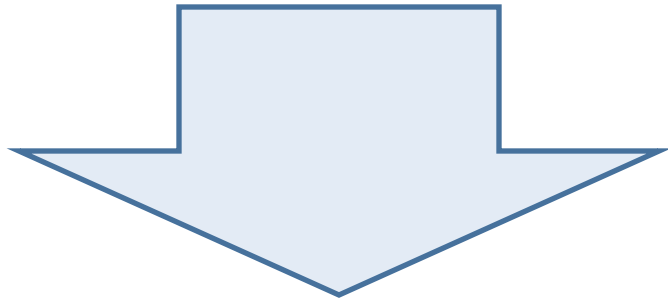
% of GDP

Percentage of  
purchases done  
online



ecommerce  
scorecard

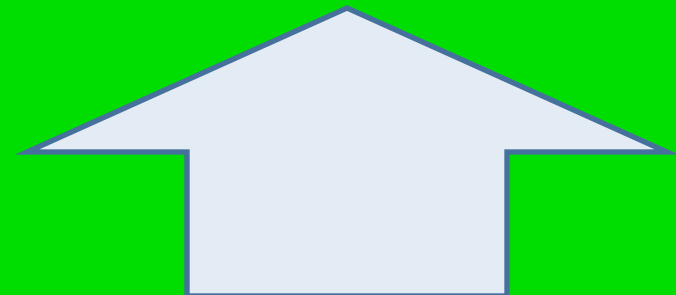
ecommerce  
index



% of GDP

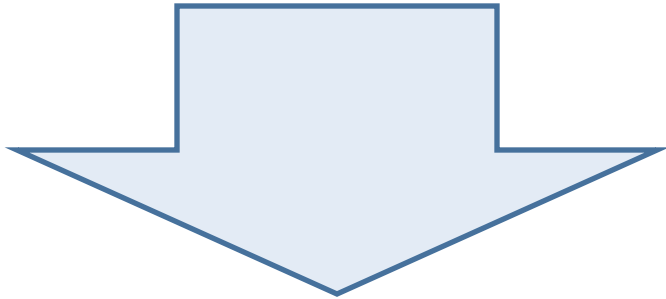
13%

Percentage of  
purchases done  
online



ecommerce  
scorecard

ecommerce  
index



13%

REVENUES DONE ONLINE

22%

PURCHASES DONE ONLINE

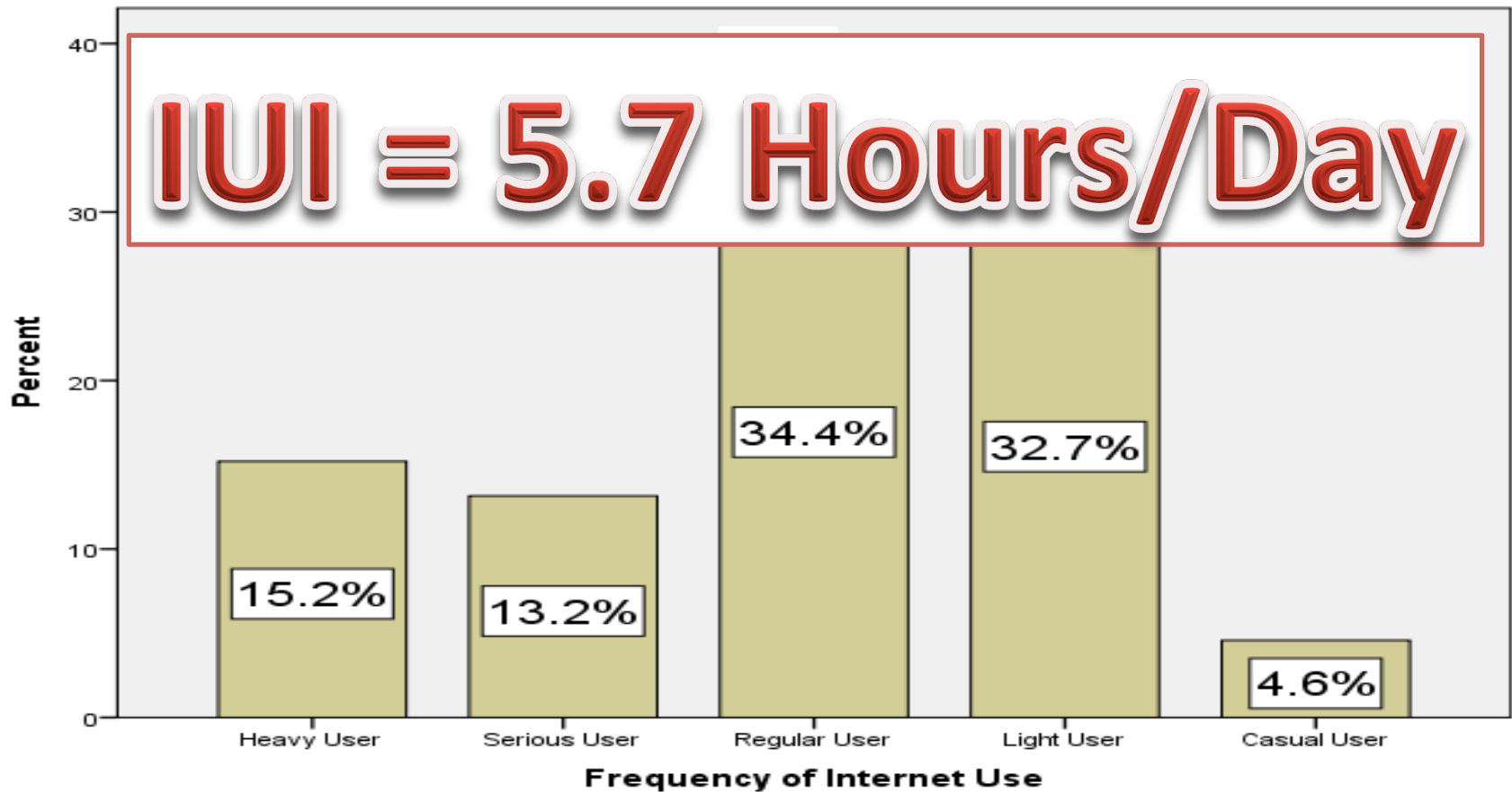


Percentage of  
purchases done  
online



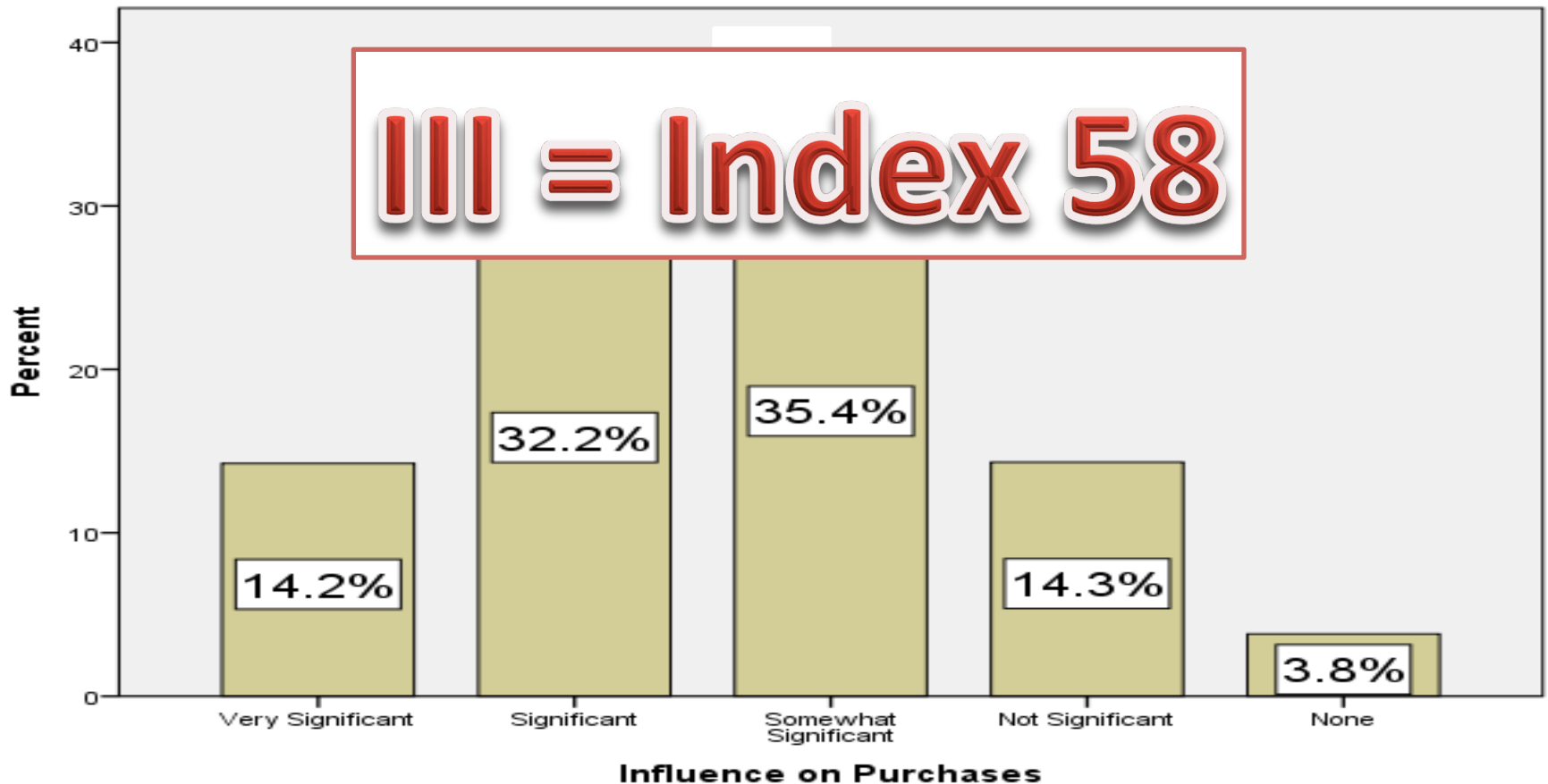
ecommerce  
scorecard

# Influence of Internet in Purchase Decisions as Stated by 1,225 Digital Stakeholders from Ten Events in Seven Cities



Q1. How frequently do you use the internet (whether by phone or computer or other means) in a typical day)?

# Influence of Internet in Purchase Decisions as Stated by 1,225 Digital Stakeholders from Ten Events in Seven Cities



Q2. To what extent does the internet (including search and social media) influence your actual purchases and decision to purchase?

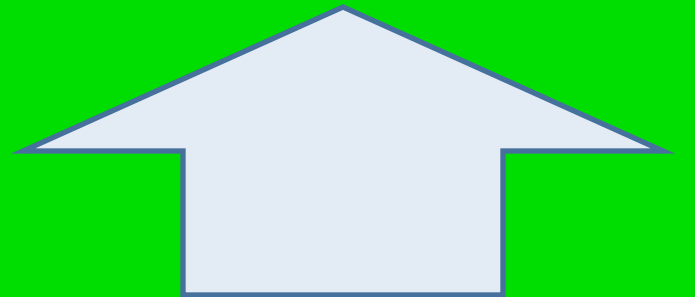
20%

PURCHASES DONE ONLINE

16%

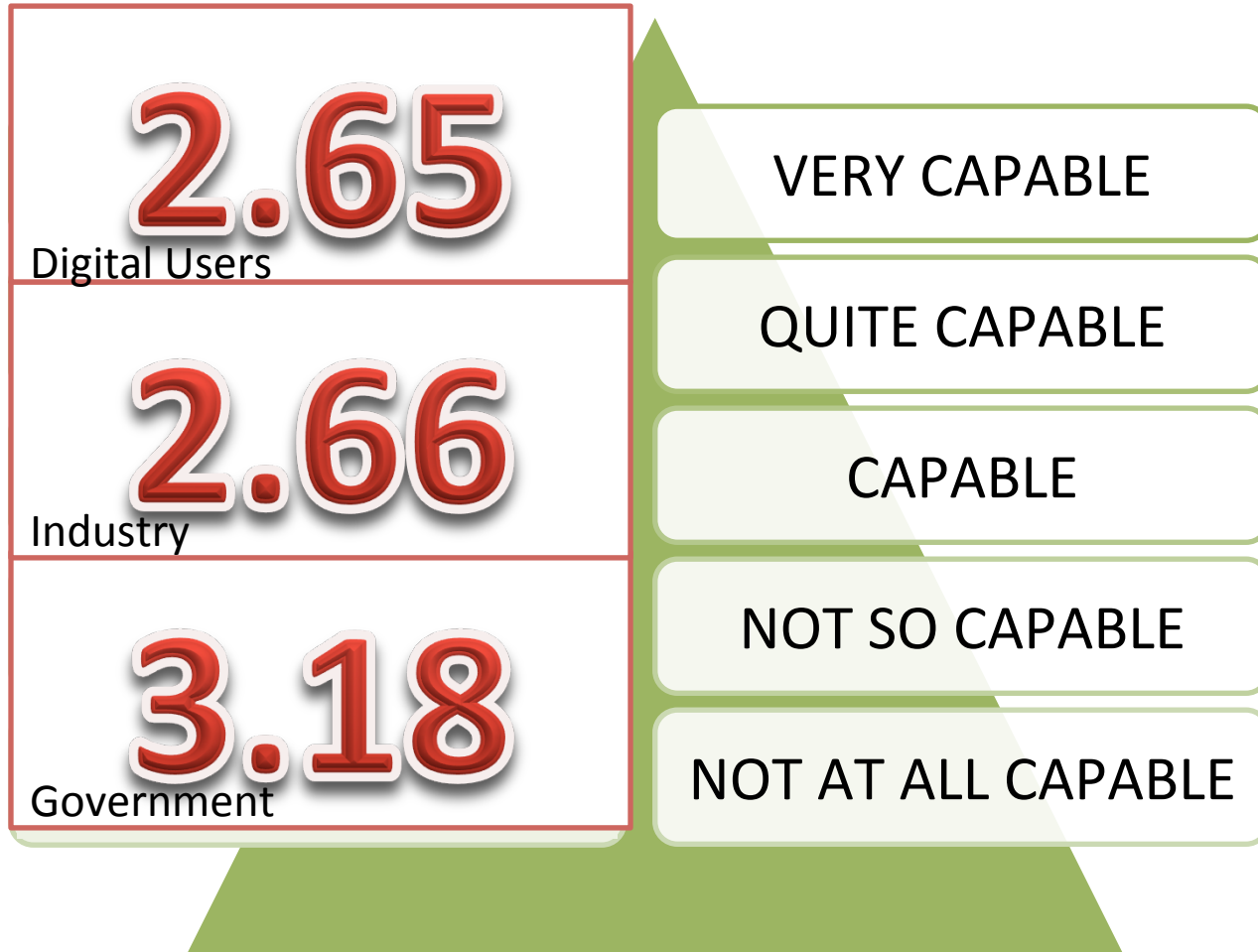
PAYMENT DONE ONLINE

Percentage of  
purchases done  
online



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# MATURITY SCALE





## **A roadmap to facilitating e-Commerce**