

Philippines E-Commerce Maturity Scorecard

A Joint Project of



ecomms

Objectives of the E-Commerce Maturity Scorecard



1. Determine usage intensity

2. Estimate amount spent online

3. Estimate bills paid online

4. Evaluate e-commerce readiness of 3 sectors

Methodology

SAMPLE FRAME	PARTICIPANTS IN DIGITALFILIPINO EVENTS/CO-EVENTS
DATA COLLECTION	SELF-ACCOMPLISHED OCR-DESIGNED QUESTIONNAIRE
SURVEY INSTRUMENT	STRUCTURED
ANALYSIS	MEAN, FREQUENCIES

**E-Commerce Maturity
Scorecard as Evaluated by
1,225 Digital Stakeholders from
Thirteen Events in Ten Cities**

2013



INTERNET USAGE INTENSITY

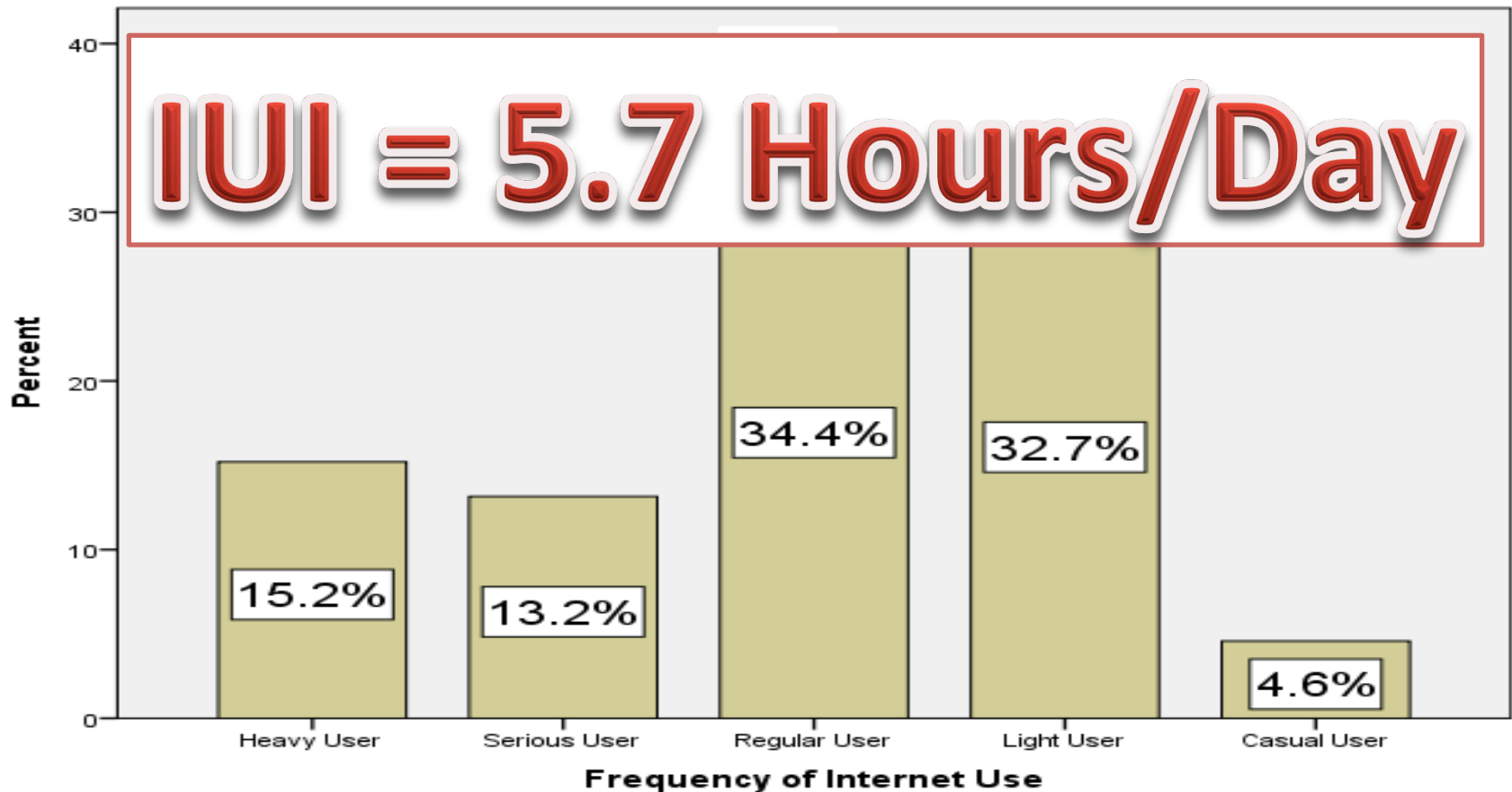
Internet Usage Intensity

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

Scale	Range	Applicable Value
1. Heavy User	12 hours or more	12.0
2. Serious User	8 to 11 hours	9.5
3. Regular User	4 to 7 hours	5.5
4. Light User	1 to 3 hours	2.0
5. Casual User	Less than 1 hour to 0	1.0

$$\text{Usage Intensity Index} = (\text{HU}\% * 12) + (\text{SU}\% * 9.5) + (\text{RU}\% * 5.5) + (\text{LU}\% * 2.0) + (\text{CU}\% * 1.0)$$

Influence of Internet in Purchase Decisions as Stated by 1,225 Digital Stakeholders from 13 Events in 10 Cities



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

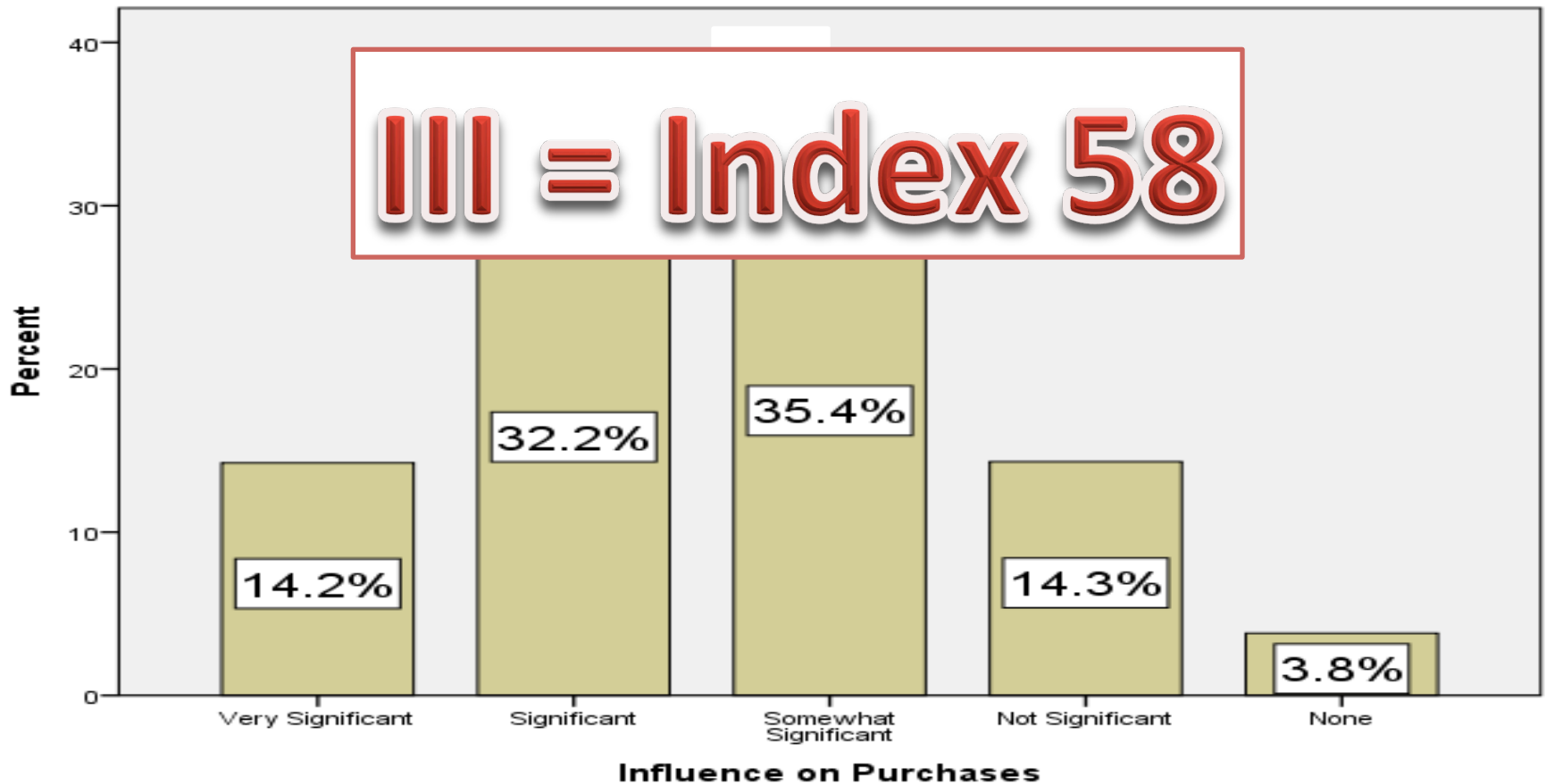
Internet Influence Index

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

Scale	Range	Applicable Value
1. Very Significant	90 to 100% of the time	95
2. Significant	60% to <90% of the time	75
3. Somewhat Significant	30% to <60%	45
4. Not Significant	<30%	30
5. None	None	0

$$\text{Internet Influence Index} = (VS\% * 95) + (S\% * 75) + (SS\% * 45) + (NS\% * 30) + (N\% * 0)$$

Influence of Internet in Purchase Decisions as Stated by 1,225 Digital Stakeholders from 13 Events in 10 Cities



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

INTERNET ENGAGEMENT INTENSITY

% OF PURCHASES
DONE ONLINE



% OF PAYMENTS
DONE ONLINE



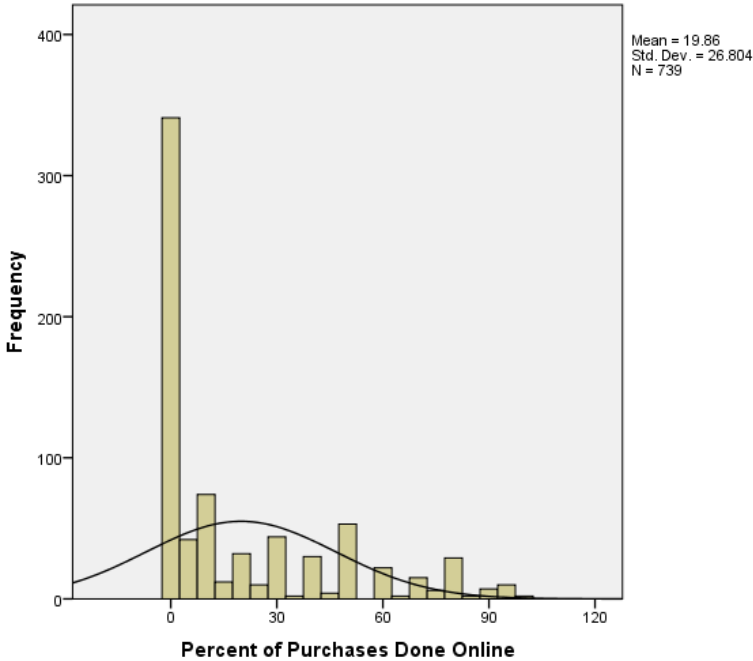
Internet Purchase Intensity: Percent of Personal Purchases Done Online as Stated by 1,225 Digital Stakeholders from 13 Events in 10 Cities

Percent of personal purchases done online as stated by 1,225 digital stakeholders from ten events

IP_UI = 19.9%

Mean

Percent of personal purchases done online as stated by 1,225 digital stakeholders from ten events

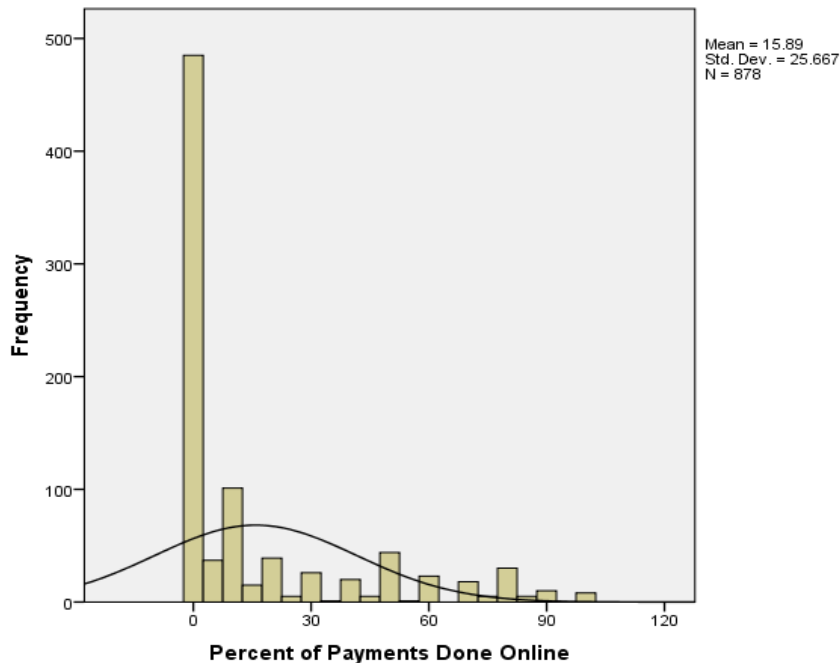


Frequency

Q3. Of the total amount that you yourself spent last month, about how many percent (whether for your personal use or for the household) were done online (including orders via email and/or debit, credit card, paypal)?

Internet Purchase Intensity: Percent of Payments Done Online as Stated by 1,225 Digital Stakeholders from 13 Events in 10 Cities

Percent of payments done online as stated by 1,225 digital stakeholders from ten events



Frequency

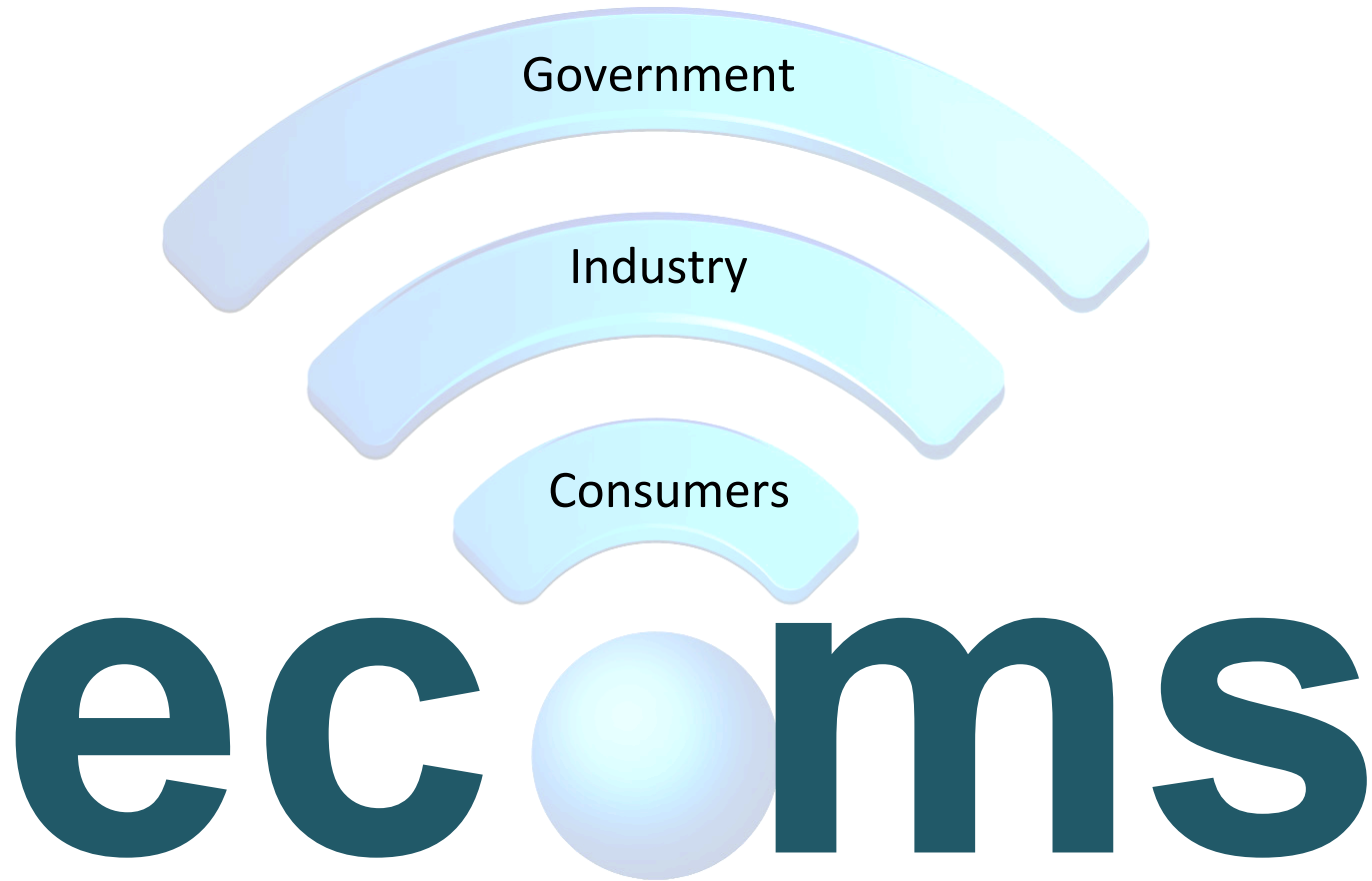
Percent of payments done online as stated by 1,225 digital stakeholders from ten events

IP_a = 15.9%

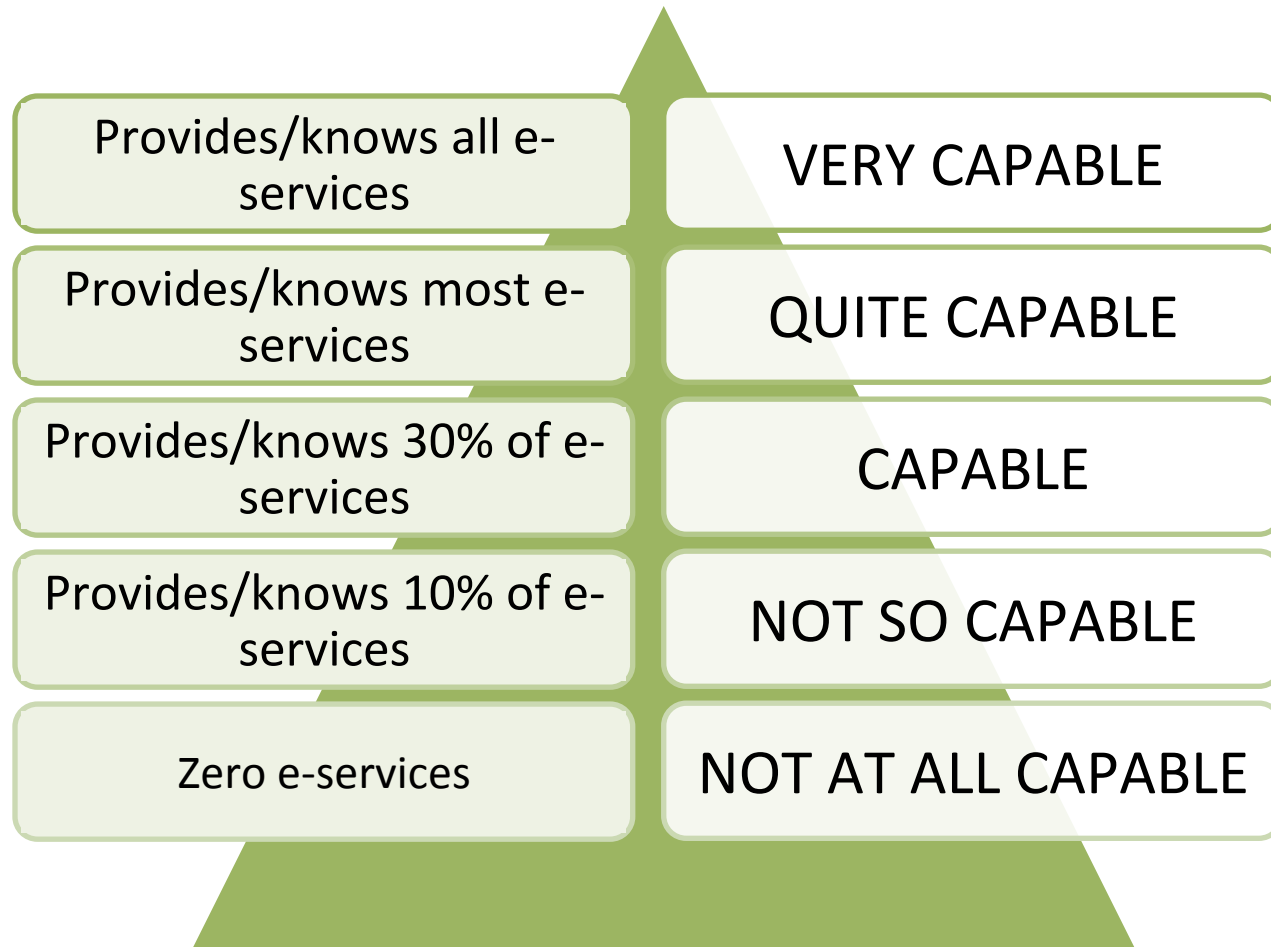
Mean

Q4. Of the total number of times that you paid a bill or bought something last month, how many percent were done using internet banking (including mobile, paypal, credit card) to pay for your bills and purchase online?

E-COMMERCE MATURITY SCORECARD

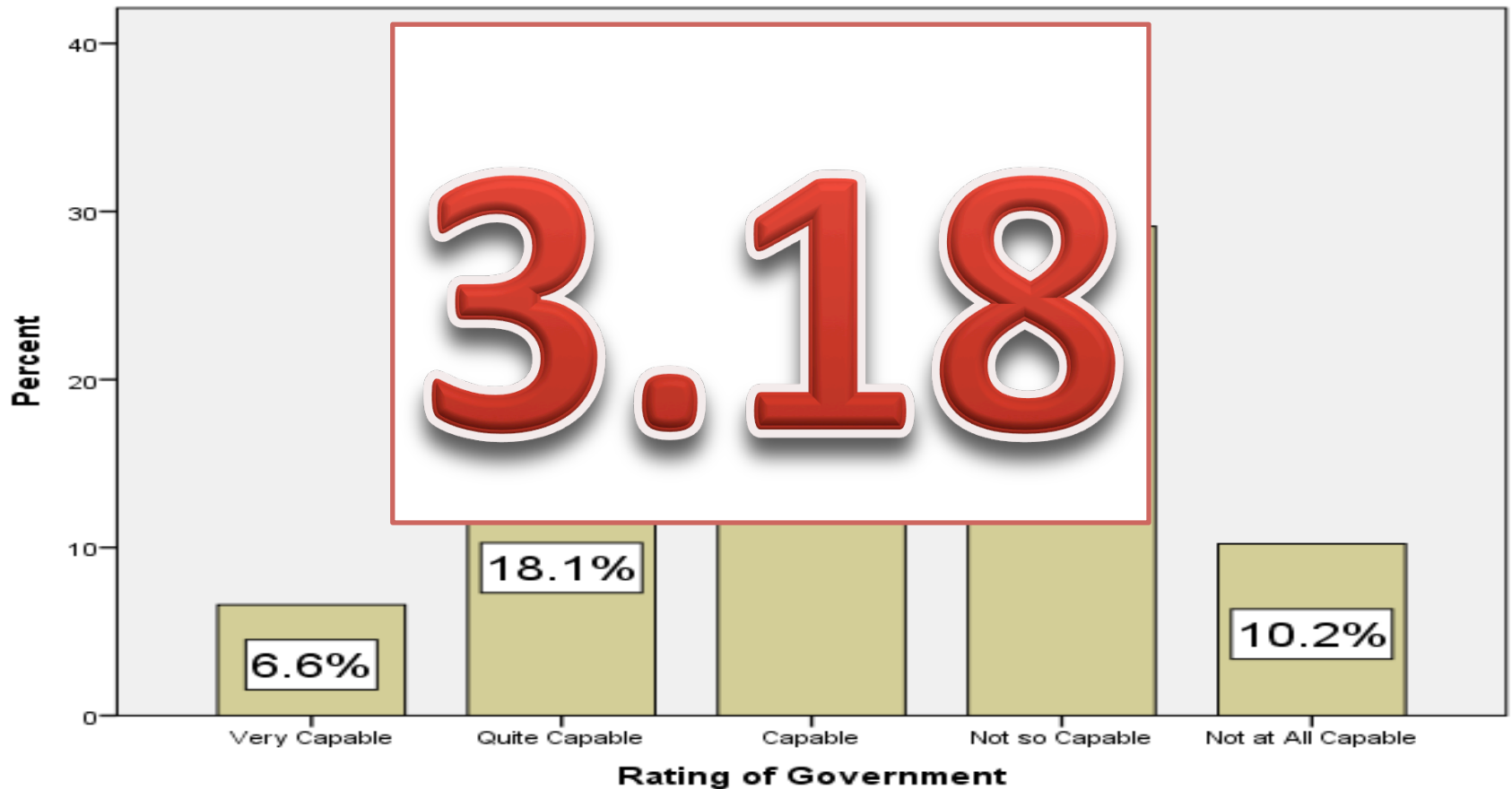


MATURITY SCALE



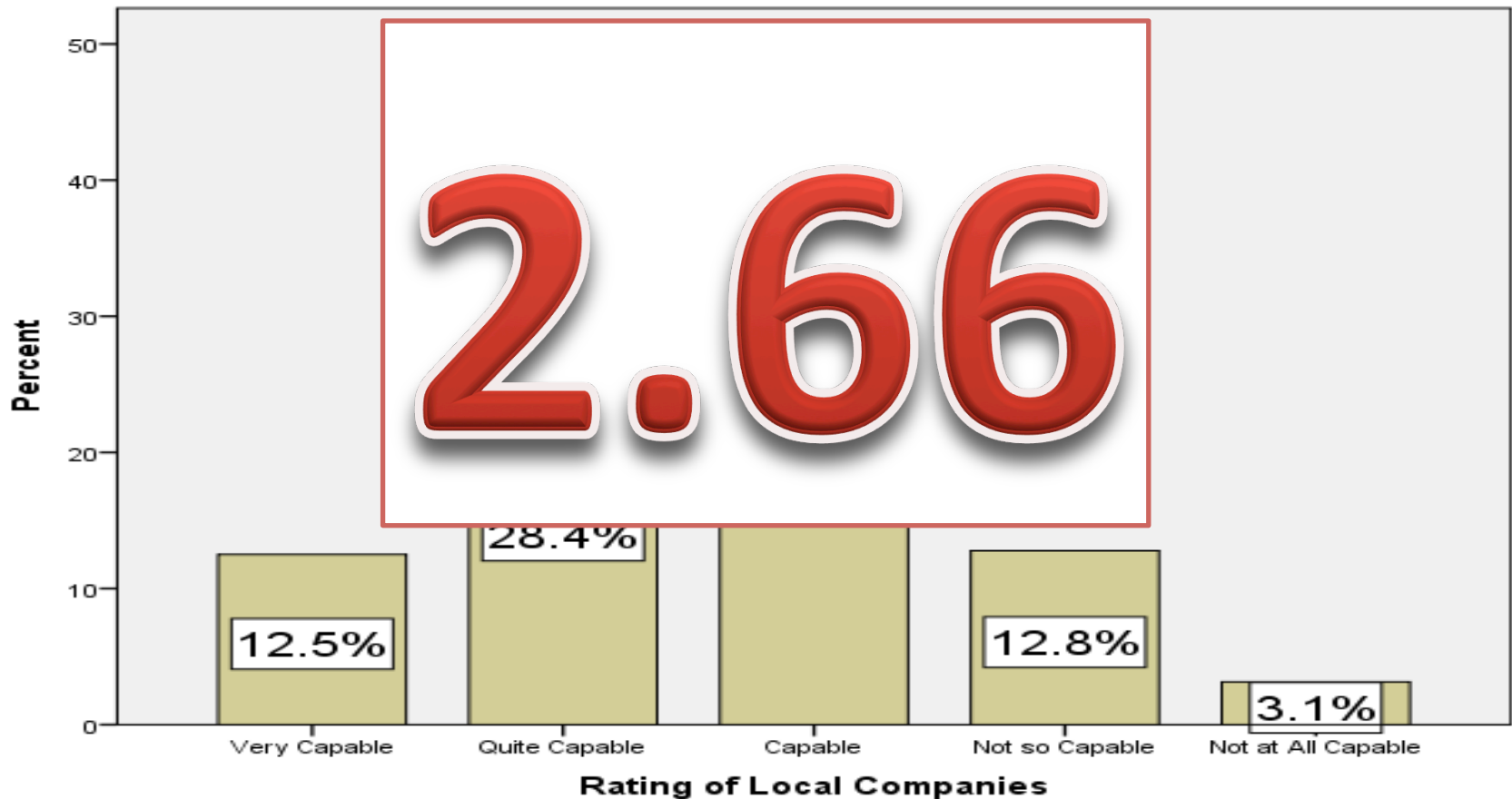
E-COMMERCE MATURITY SCORECARD: Local Government

Perceived E-Commerce Readiness of the Local Government as Evaluated by 1,225 Digital Influencers from 13 Events in 10 Cities (on a scale from 1 to 5 with 1 as very capable)



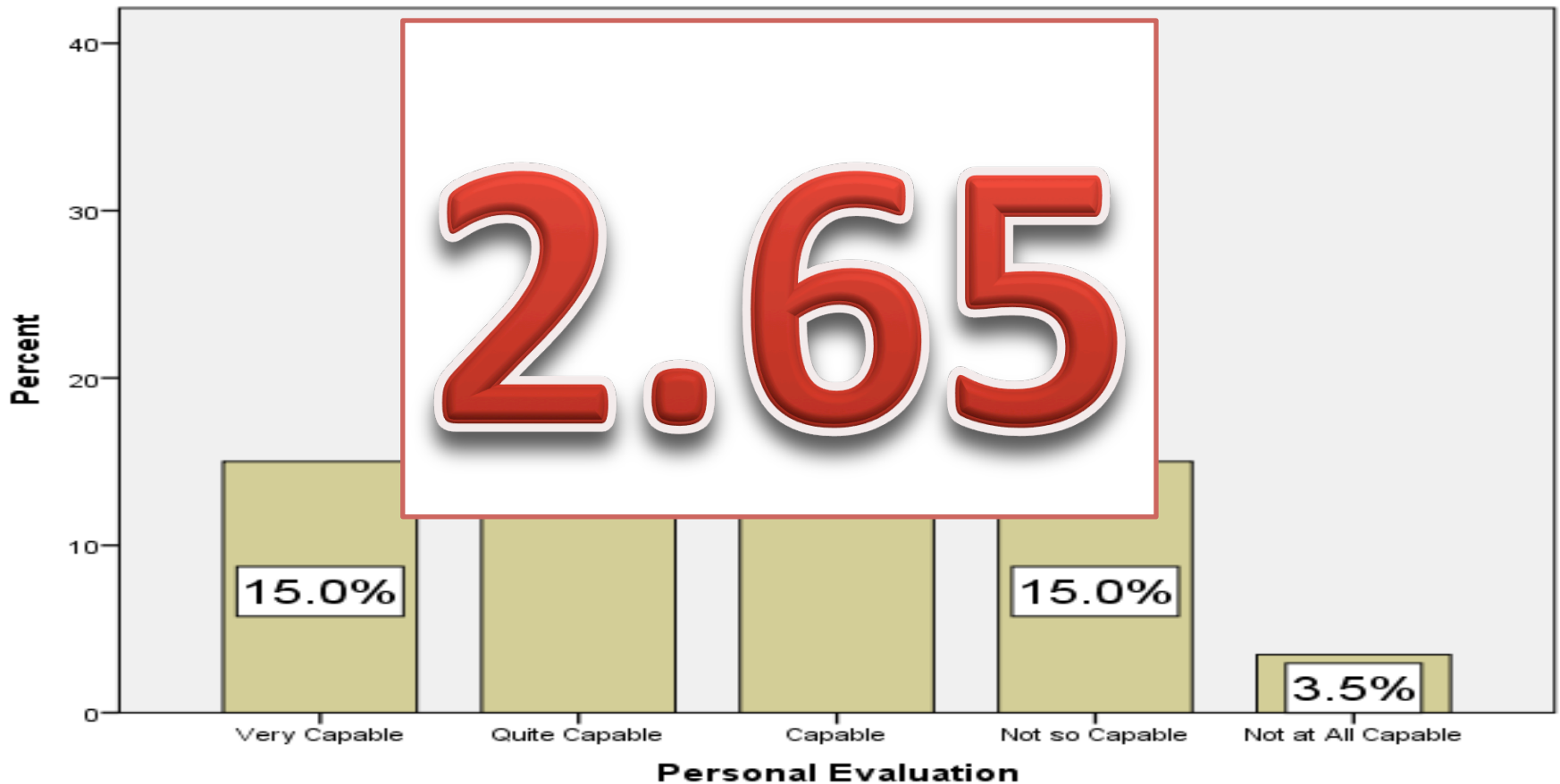
E-COMMERCE MATURITY SCORECARD: Local Companies

Perceived E-Commerce Readiness of the Local Companies as Evaluated by 1,225 Digital Influencers from 13 Events in 10 Cities (on a scale from 1 to 5 with 1 as very capable)



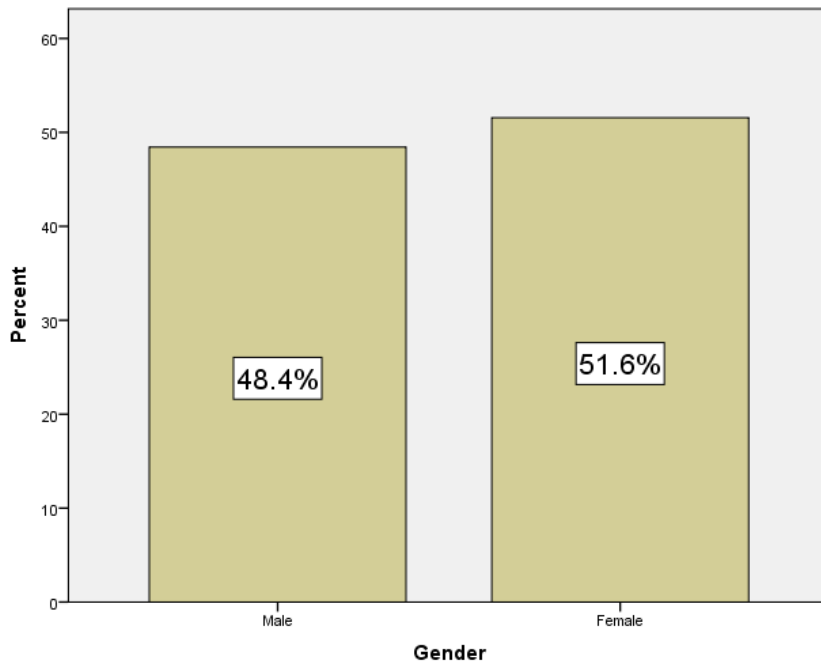
E-COMMERCE MATURITY SCORECARD: Personal Assessment

Perceived E-Commerce Readiness of Oneself as Evaluated by 1,225 Digital Influencers from 13 Events in 10 Cities (on a scale from 1 to 5 with 1 as very capable)

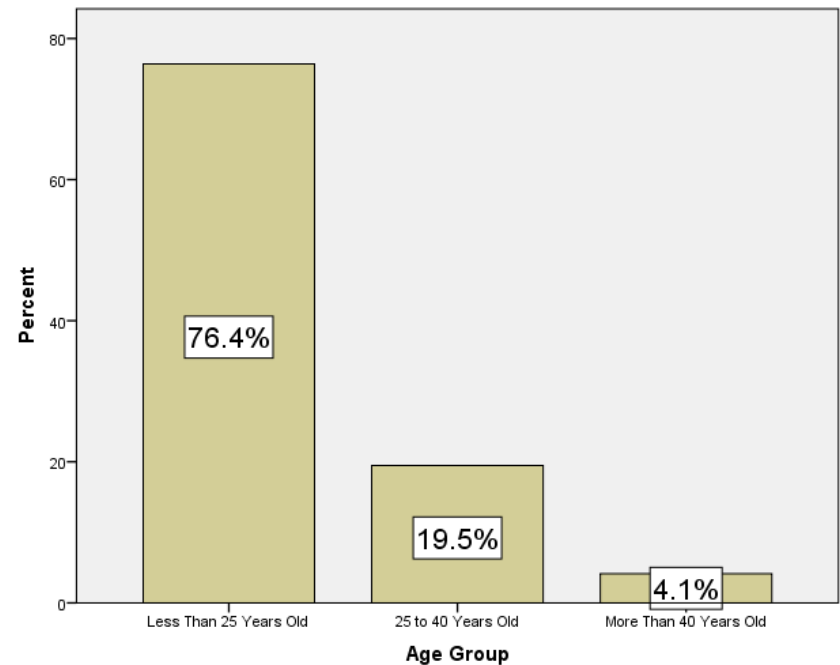


E-COMMERCE MATURITY SCORECARD: Respondent Profile

Respondent Profile by Gender

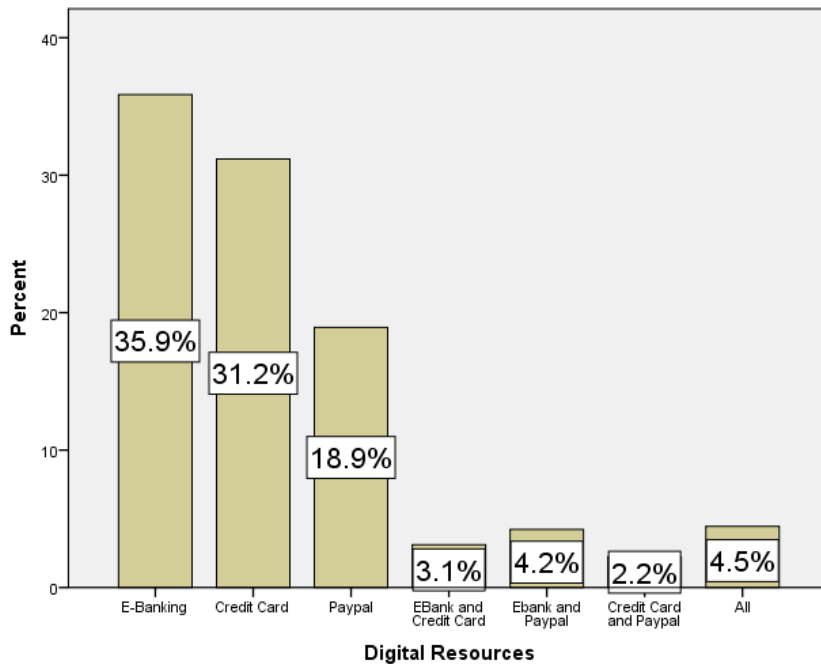


Respondent Profile by Age

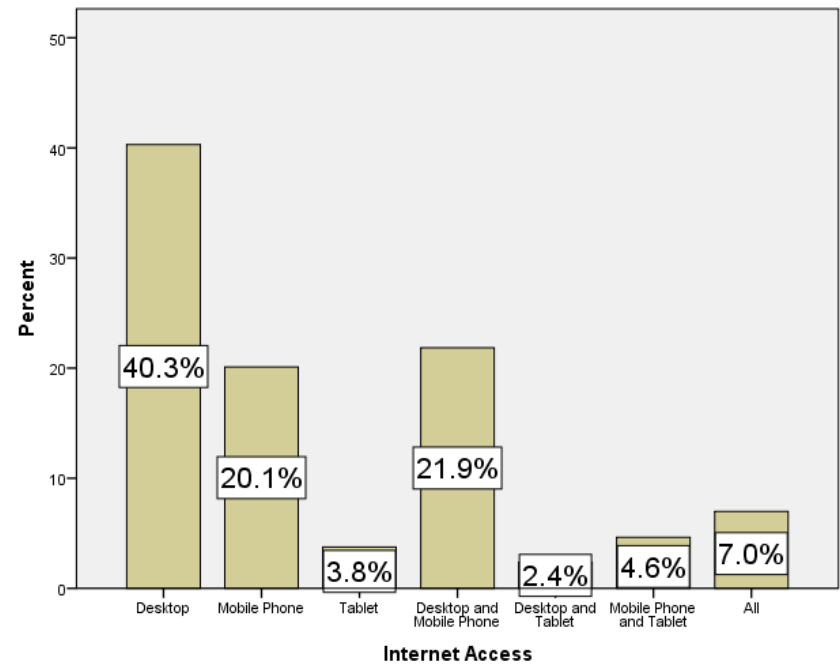


E-COMMERCE MATURITY SCORECARD: Respondent Profile

Respondent Profile by Digital Resources Used



Respondent Profile by Type of Internet Access



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0920-9508696