

Executive summary

The National Statistical Office conducted the first e-Commerce survey in 2007 and has continually conducted this survey every year since then, this is the 5th round. The survey aims at obtaining information about the e-business status, such as the buying and selling of products or service over internet, type of business, number of persons engaged, value of sales, cost, delivery and method of payment. These information would help the government know how to support and advise the business in adapting to suit the current circumstance so that business can increase their competitiveness.

The National Statistical Office sent enumerators to collect data during March - May 2011 by interviewing entrepreneurs to obtain information in more details. Besides, entrepreneurs could provide their information through online questionnaire. There were 1,841 returned questionnaires, which were adequate to present its results at national level but was unable to classify in details by group of industry in each type of entrepreneurs (B2B, B2C, B2G).

Major Findings

1. General Information of Business

Most of the e-Commerce businesses in Thailand were small enterprises (with less than 5 persons engaged), with 68.5% and B2C with 73.3%. Considering by group of industry, it showed that most e-Commerce was on fashion clothing, jewelry of about 32.3% of the total e-Commerce, followed by the computer electronic and internet, 17.7%.

There were about 35.3% e-Commerce enterprises running the business less than one year, 26.6% were running this business about 2-5 years, about 15.7% were running e-Commerce business more than 8 years. About 54.6% e-Commerce businesses operated their business via internet as well as shops.

2. Business Performance

In 2010, there were 608,587 million baht of value of sales, among this, B2B shared about 251,699 million baht (41.4 %), B2C 84,593 million baht (13.9 %), and B2G shared about 272,295 million baht (44.7 %). The value of B2G was composed of 2 parts, the first part was value from the survey, which data were from business with the government without e-Auction, about 4,611 million baht (0.7 %), with e-Auction was about, 267,684 million baht (44.0 %). (Table 1)

Table 1. Value of e-Commerce by type of business.

Type of Business	Value of e-Commerce ^{1/} (Million baht)			
	2008	2009	2010	2011
Total value of sales	427,460	527,538	629,611	608,587
	(100.0)	(100.0)	(100.0)	(100.0)
B2B	127,325	190,751	217,458	251,699
	(29.8)	(36.2)	(34.5)	(41.4)
B2C	63,425	45,951	67,783	84,593
	(14.8)	(8.7)	(10.8)	(13.9)
B2G^{2/}	236,710	290,836	344,370	272,295
	(55.4)	(55.1)	(54.7)	(44.7)
Data from the Survey	2,728	2,087	3,670	4,611
	(0.6)	(0.4)	(0.6)	(0.7)
Data from e-Auction (Comptroller General's Department)	233,892	288,749	340,700	267,684
	(54.8)	(54.7)	(54.1)	(44.0)

Note : 1/ Value of sales last year

2/ B2G were value from e-Commerce survey, without e-Auction and value from procurement with government with e-Auction (data from Comptroller General's Department).

Considering value of sales by groups of industry, it was found that in 2010, the highest value of sales was from automotive industry and products, about, 73,131 million baht (21.5 %) next was computer, internet and electronic appliance, was about 66,297 million baht (19.4 %), and travel, hotel, resort was about 60,023 million baht (17.6 %).

Marketing of e-Commerce business (not including e-Auction with the government sector) was local marketing of about 78.8% of the total value of sales and global marketing about 21.2% . The customers were from many countries, such as England, USA, Japan, Australia, Singapore.

For the service to the clients of e-Commerce businesses, the businesses mostly used e-mail or web service (80.4%), next was call center (62.6%), and live chat, such as MSN, Skype, G-talk etc. (30.5%).

3. Procedure of running the business

About 66.0% of e-Commerce businesses had no plan for promotion and public relation, with plan for promotion of both online and offline, only about 18.3%. The online public relation were advertising via e-mail and via banner posted on websites, about the same proportion (48.5%). For the offline type mostly were the brochure, leaflet and card with, 68.5%.

About 68.6% of e-Commerce businesses had their own websites, about 19.9% did not have websites but planned to, and the rest, about 11.5% did not have their own websites and did not plan to.

Regarding the reliability of services e-Commerce businesses, (about 63.3%), had privacy policy, about 43.7% had the most Trust Mark's Comptroller General's Department.

For a payment system of e-Commerce businesses of both goods and services, about half of the businesses (50.3%) used offline system, those where both online and offline were used for payment were about 33.5%. Online payment which the businesses used was e-banking / ATM (77.4%), while the type of offline payment was money transferred via bank account (79.7%).

The major shipping of goods of e-Commerce business, (mostly about 63.2%), was postal service, and about 45.0% used delivery service. The estimated delivery time, about 53.2%, of e-Commerce business could deliver the goods within 2-3 days.

Most of the entrepreneurs (64.8%) thought that the major problems in delivering goods was the high cost of transportation, followed by a delay in delivering (40.1%) and guaranteed delivery (37.9%).

4. Opinion

Obstacles, which entrepreneurs found in e-Commerce business, were the cancelling of products by the clients or not paying/unable to contact the clients, about 29.0%. Followed by marketing /customer relation management of e-Commerce business were difficult, costly and distrustful between sellers and customers / not confident to buy goods via internet / afraid of cheating and costly in services of e-Commerce business, about 25%, 17.1% and 12.3% respectively.

Entrepreneurs need government assistance mostly : to improve shipping system / to reduce shipping cost, 26.8%. Next to support customer relation management on e-Commerce business including to solve problems that might be occurred, 22.1%. Followed by security control / making customer's confidence for shopping online and training how to start and succeed e-Commerce business, about 20.7% and 14.0% respectively.