

Philippines E-Commerce Maturity Scorecard

A Joint Project of



ecomms

INTRODUCTION

Methodology

Structured questionnaire

Likert scale where applicable

Respondents are participants stakeholders in ecommerce and digital marketing

Mean where applicable using SPSS

Objectives

1. To determine usage intensity among digital stakeholders

2. To estimate amount spent using digital resources

3. To estimate the percentage of bills paid through internet banking (mobile, paypal, credit card)

4. To evaluate e-commerce readiness of various sectors

A large, golden lion head sculpture is the central focus of the image. The sculpture is highly detailed, showing the texture of the lion's fur and its facial features. It is set against a backdrop of a clear blue sky and green hills. In the foreground, a stone wall and a 'WELCOME' sign are visible. A logo is also present on the wall behind the sculpture.

**E-Commerce Maturity Survey
Among 105 Digital and E-
Commerce Stakeholders in
Baguio**

October 2013



INTERNET USAGE INTENSITY

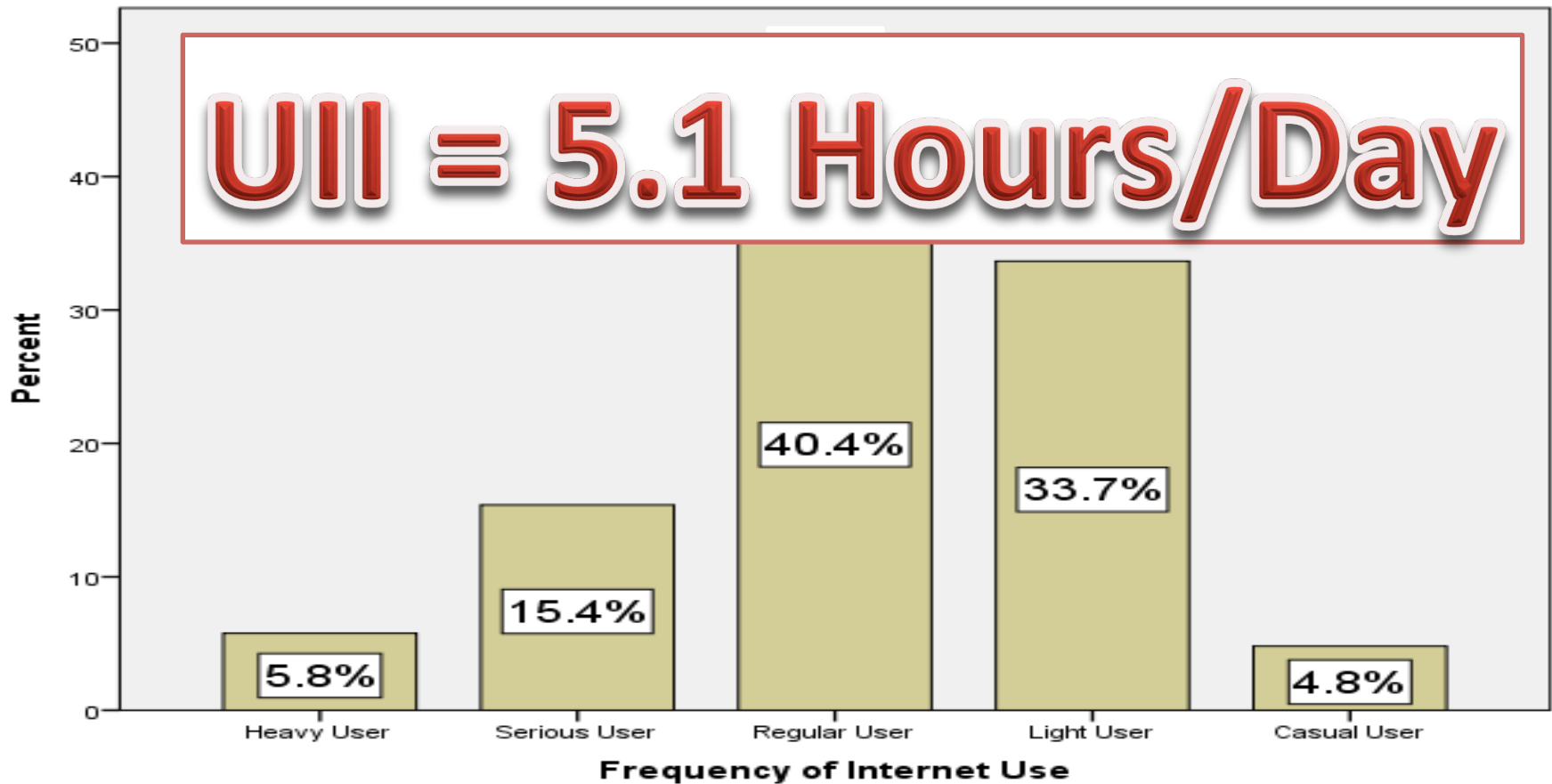
Internet Usage Intensity

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

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

Internet Usage Intensity as Stated by 105 Digital and E-Commerce Stakeholders in Baguio



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

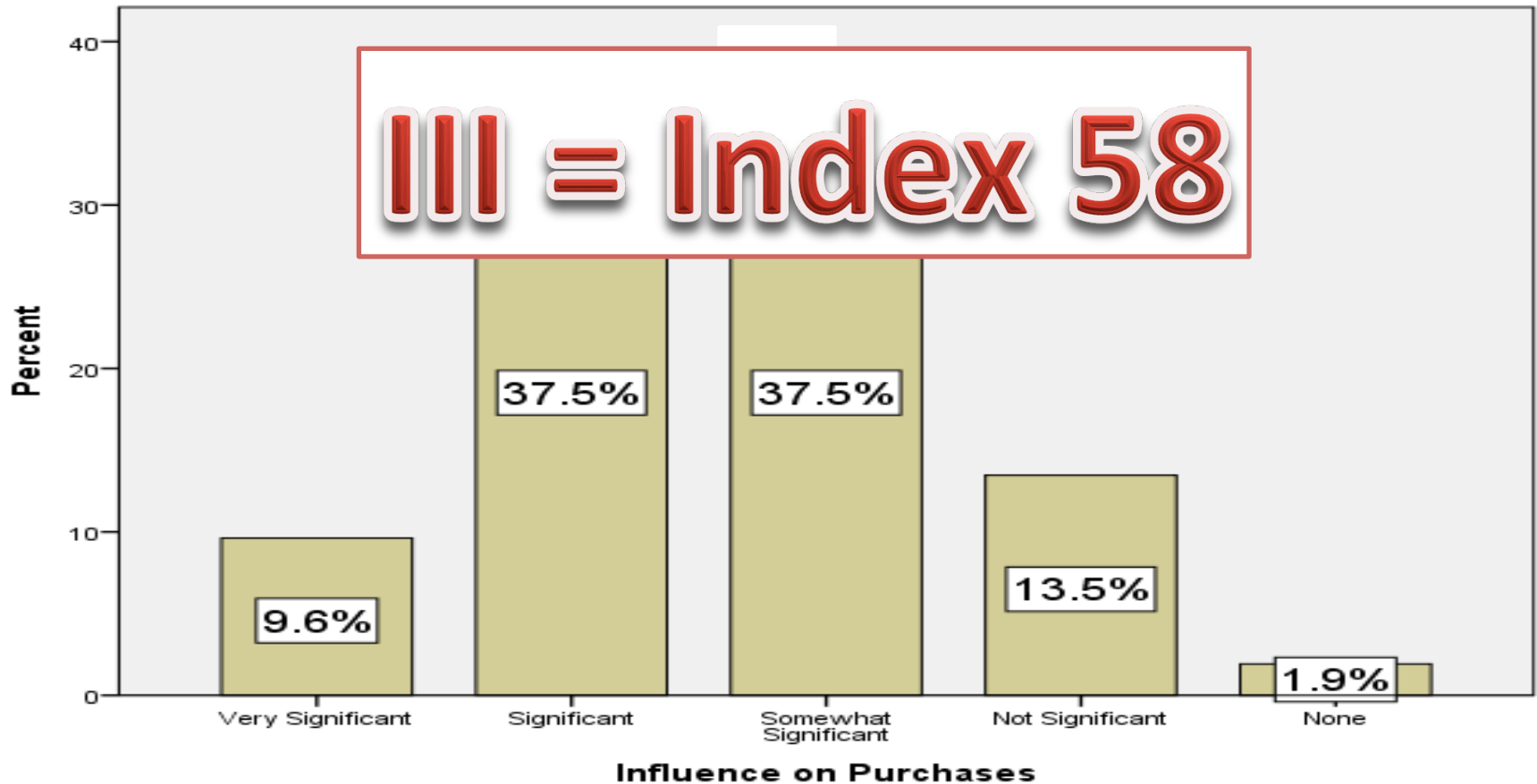
Internet Influence Index

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

$$\text{Usage Intensity Index} = (\text{VS}\% \times 95) + (\text{S}\% \times 75) + (\text{SS}\% \times 45) + (\text{NS}\% \times 30) + (\text{N}\% \times 0)$$

Influence of Internet in Purchase Decisions as Stated by 105 Digital and E-Commerce Stakeholders in Baguio



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

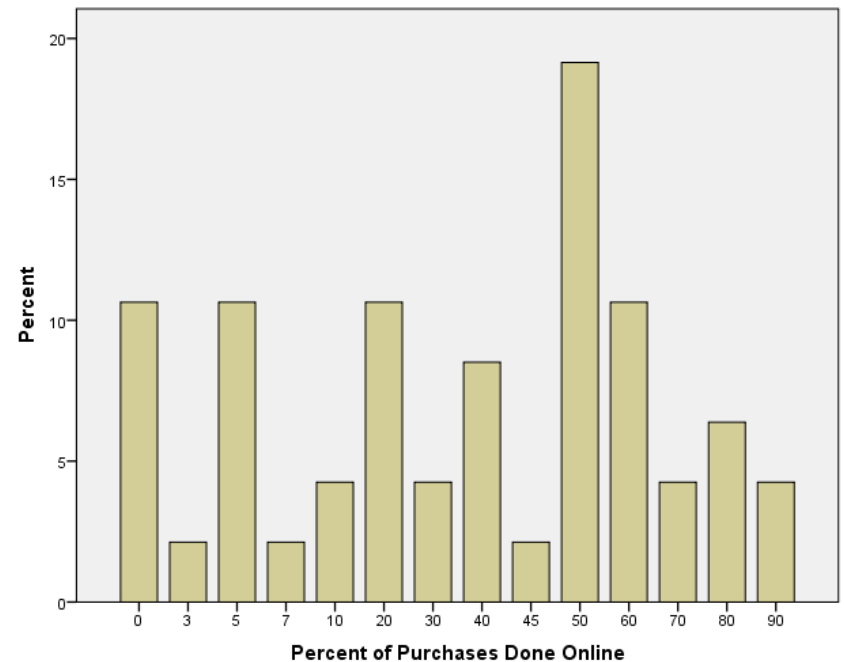


Internet Purchase Intensity: Percent of Personal Purchases Done Online as Stated by 105 Digital Stakeholders in Baguio City

Percent of personal purchases done online as stated by 105 digital stakeholders in Baguio City

Percent of personal purchases done online as stated by 105 digital stakeholders in Baguio City

IP_UI=37%



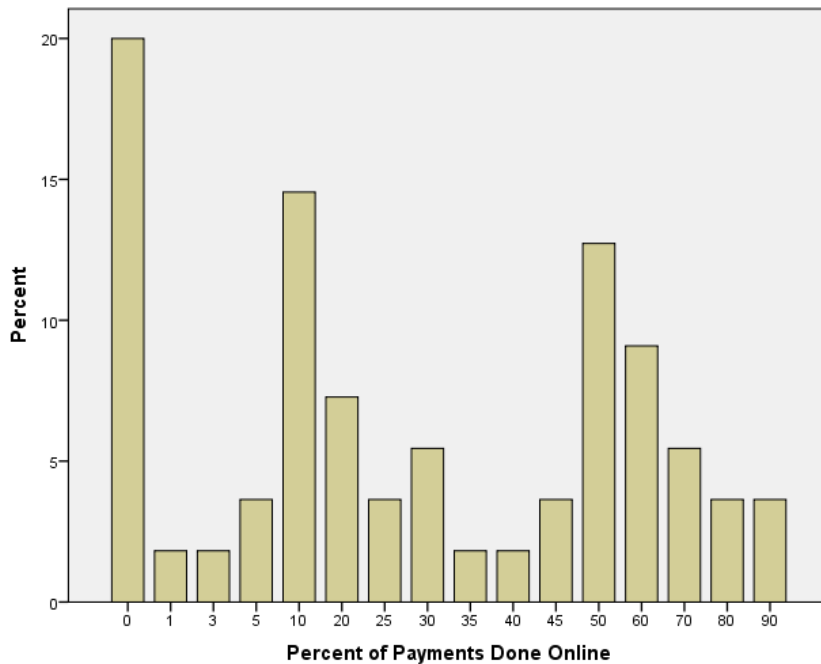
Mean

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 Payment Intensity: Percent of Payments Done Online as Stated by 105 Digital Stakeholders in Baguio

Percent of payments done online as stated by 105 digital stakeholders in Baguio City



Frequency

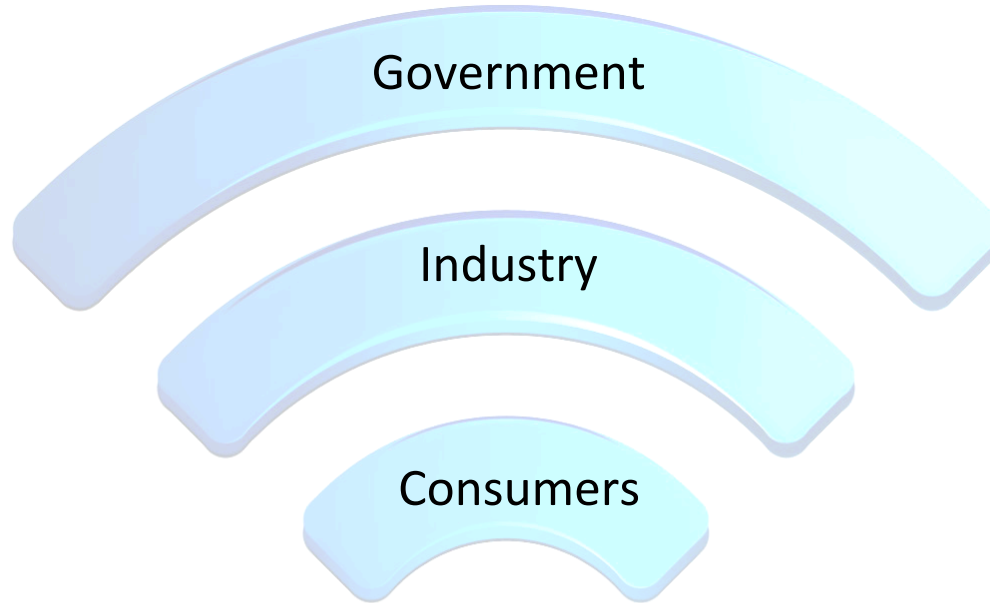
Percent of payments done online as stated by 105 digital stakeholders in Baguio City

IP_a = 31%

Mean

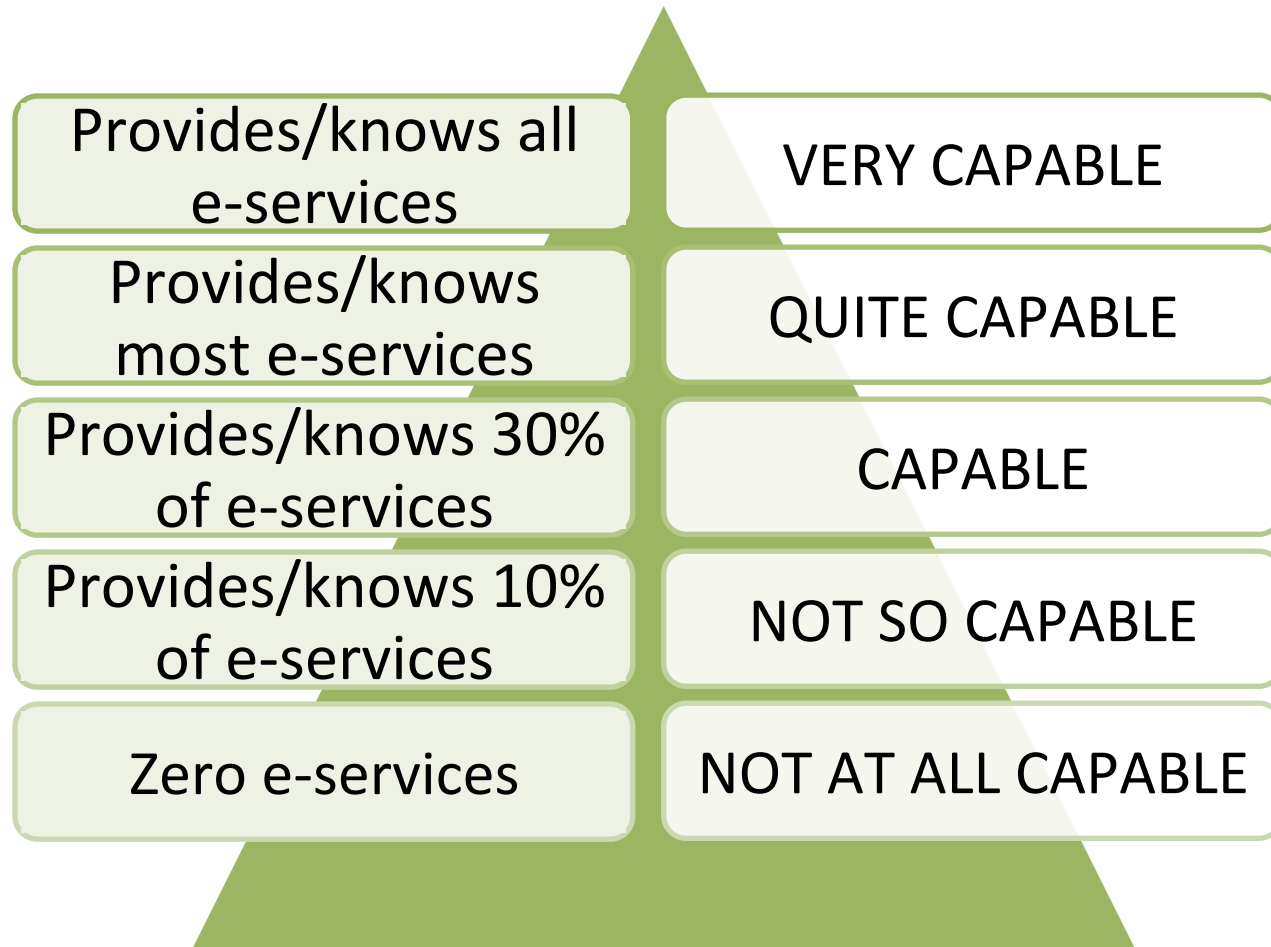
Q4. Of the total number of times that you paid a bill or bought something last month, how many percent were done using internet banking (including mobile, paypal, credit card) to pay for your bills and purchase online?

E-COMMERCE MATURITY SCORECARD



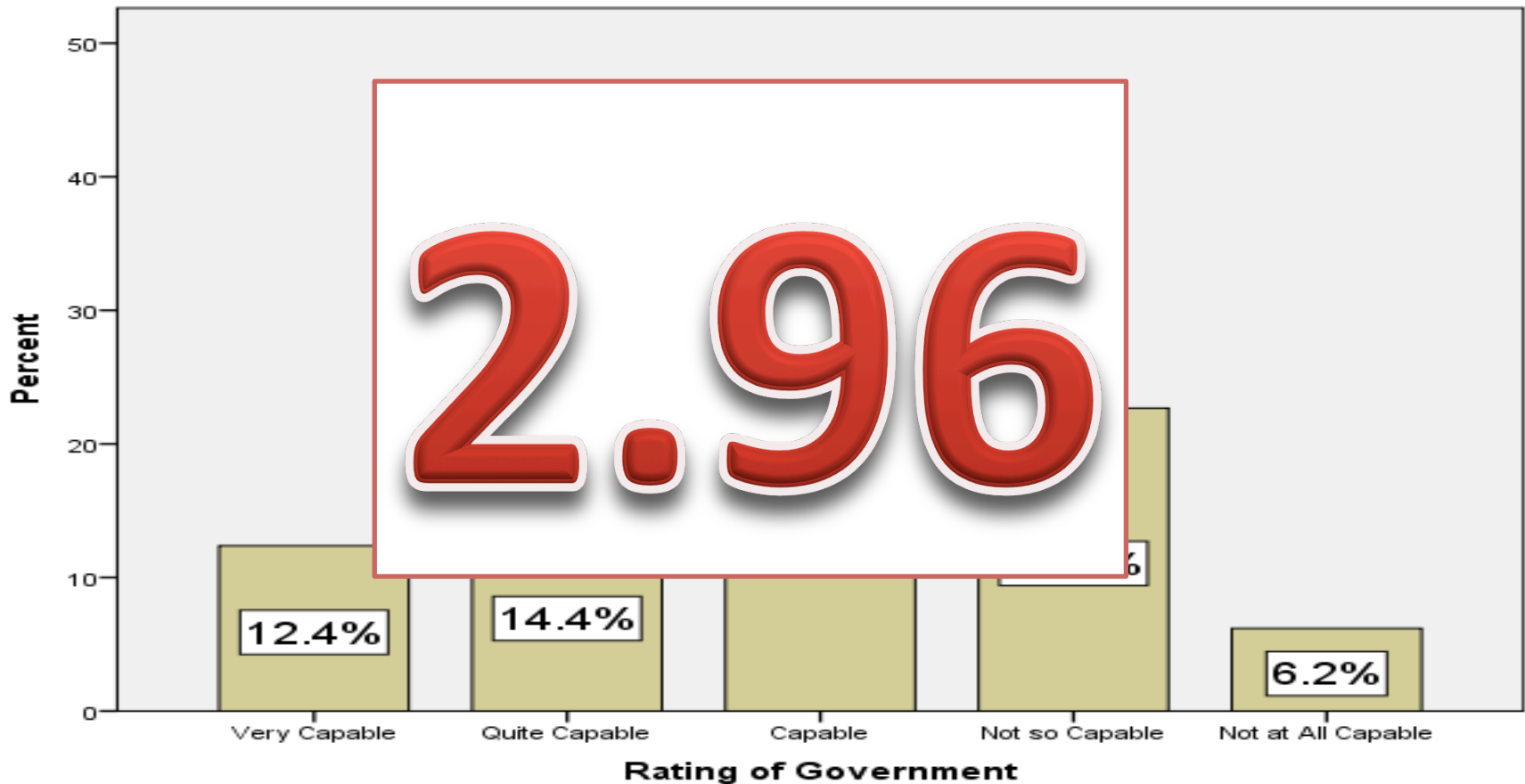
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MATURITY SCALE



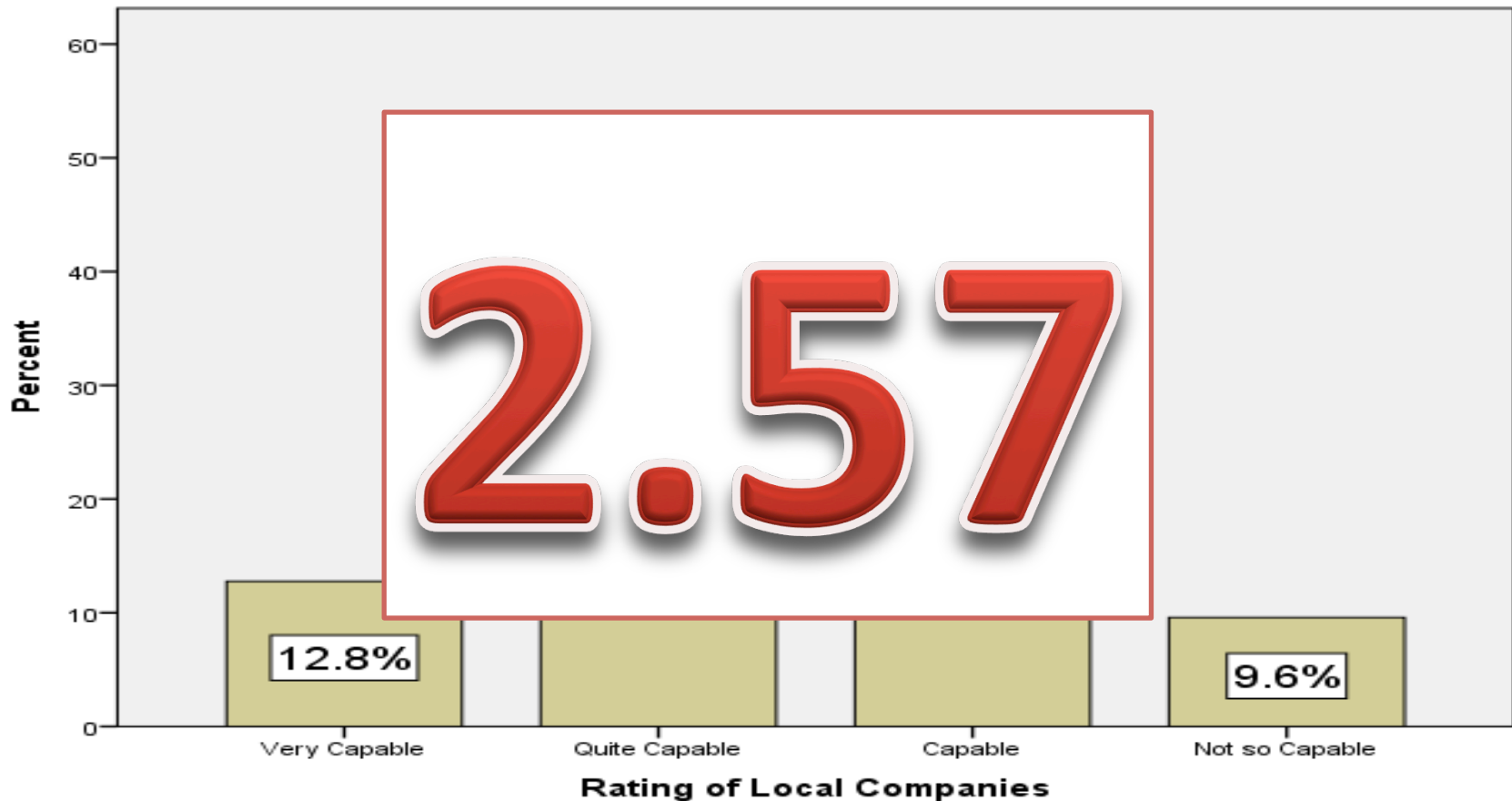
E-COMMERCE MATURITY SCORECARD: Local Government

Perceived E-Commerce Readiness of the Local Government as Evaluated by 105 Digital Influencers in Baguio City (on a scale from 1 to 5 with 1 as very capable)



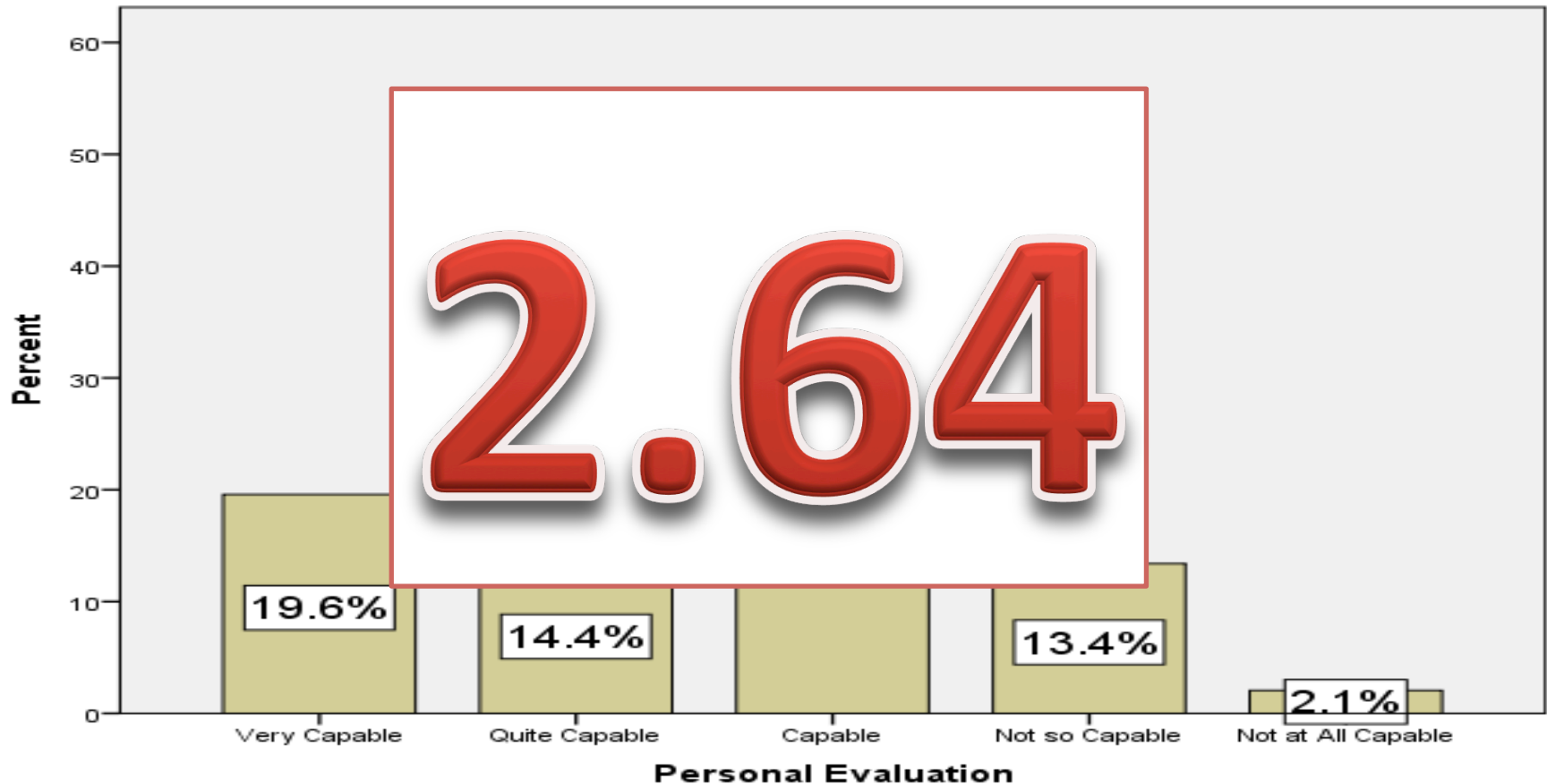
E-COMMERCE MATURITY SCORECARD: Local Companies

Perceived E-Commerce Readiness of the Local Government as Evaluated by 105 Digital Influencers in Baguio City (on a scale from 1 to 5 with 1 as very capable)



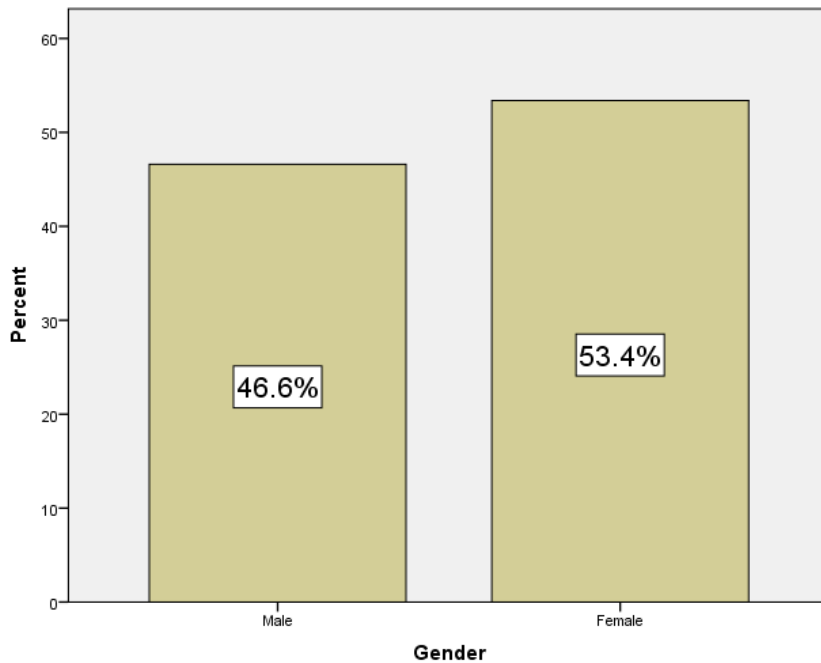
E-COMMERCE MATURITY SCORECARD: Personal Assessment

Perceived E-Commerce Readiness of the Local Government as Evaluated by 105 Digital Influencers in Baguio City (on a scale from 1 to 5 with 1 as very capable)

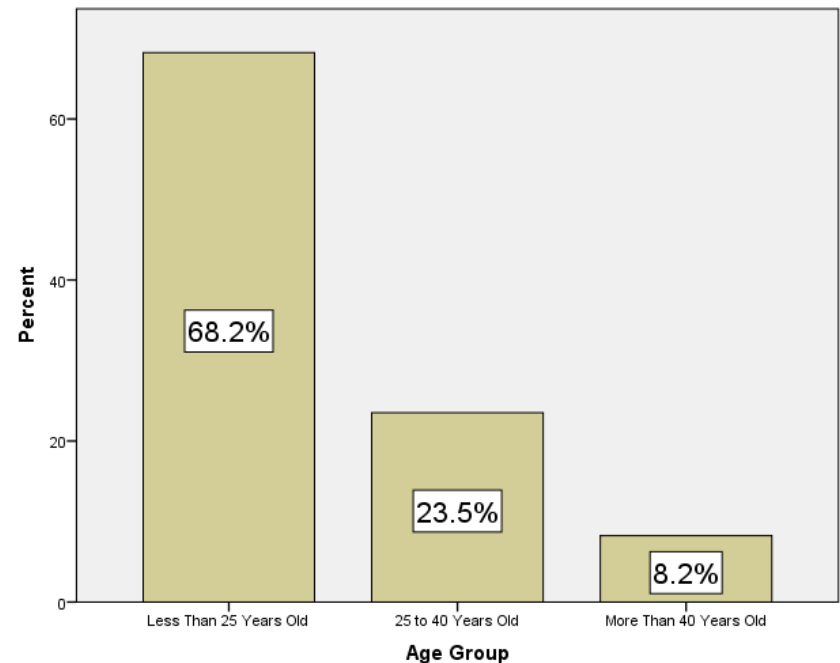


E-COMMERCE MATURITY SCORECARD: Respondent Profile

Respondent Profile by Gender

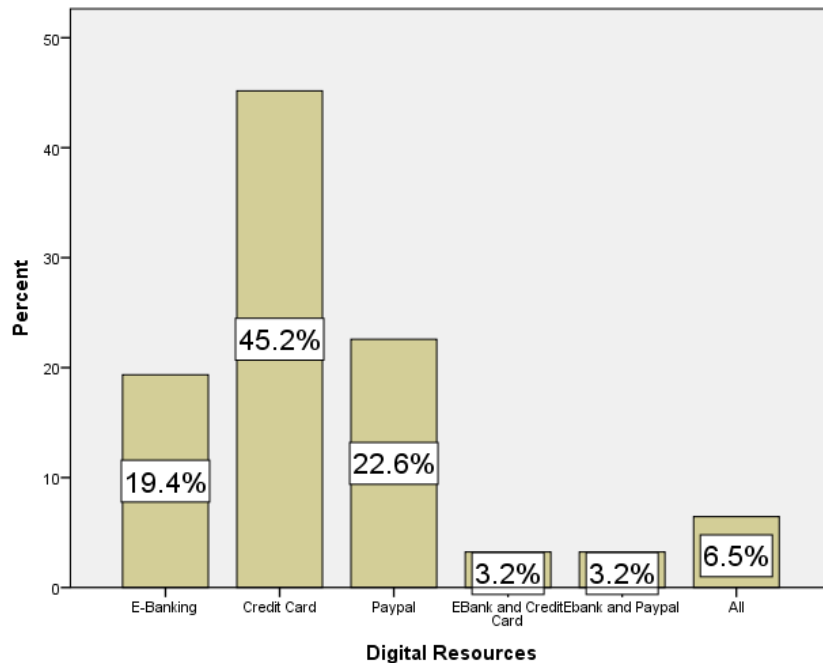


Respondent Profile by Age



E-COMMERCE MATURITY SCORECARD: Respondent Profile

Respondent Profile by Digital Resources Used



Respondent Profile by Type of Internet Access

