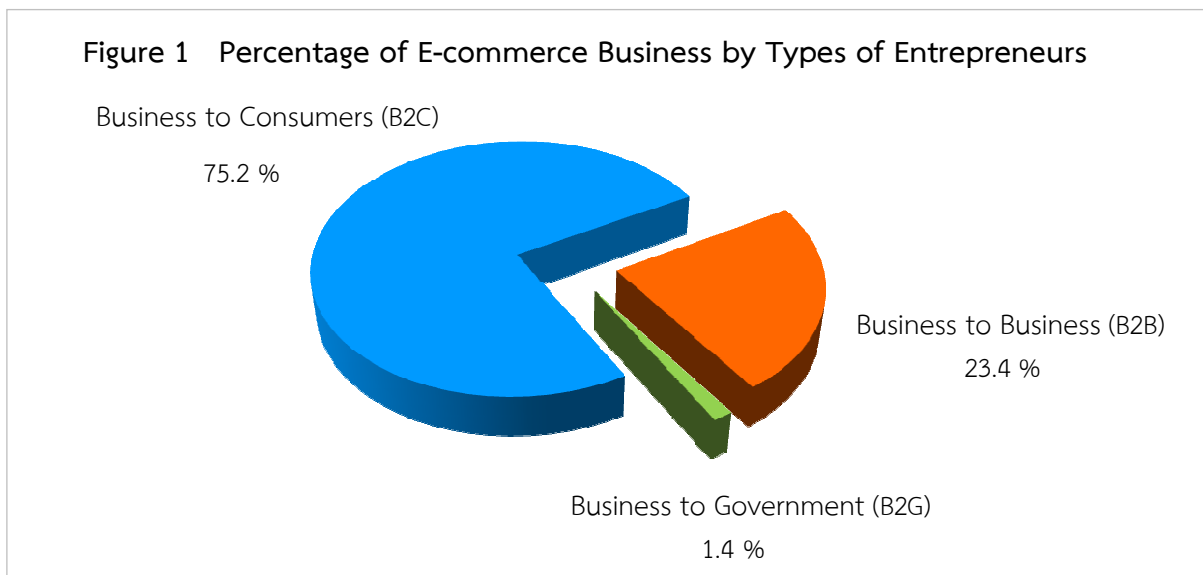


The National Statistical Office has conducted the survey of Electronic Commerce (E-commerce) Situation in Thailand continuously since 2007 and this is the 6th time. The purposes of the survey are to know how the current E-commerce situation is, the problems and suggestions for the government to support them. This information can be used as guidance in policy and plan formulation to encourage the development potential in E-commerce and international trade competition. At the same time, private sectors can use the information of this survey as a guide to expand the market and adapt to the competitive environment effectively.

The National Statistical Office (NSO) collected the data from entrepreneurs during March – May, 2012 by sending officials of the National Statistical Office to interview the population for data collection and the details of all E-commerce establishments /entrepreneurs (*except securities and mutual fund company*) that have the exact location or a registered electronic commerce. However, some establishments and entrepreneurs do not cooperate in providing the data. It is necessary to estimate the statistical data so that the data are estimated for the population covered by the survey.

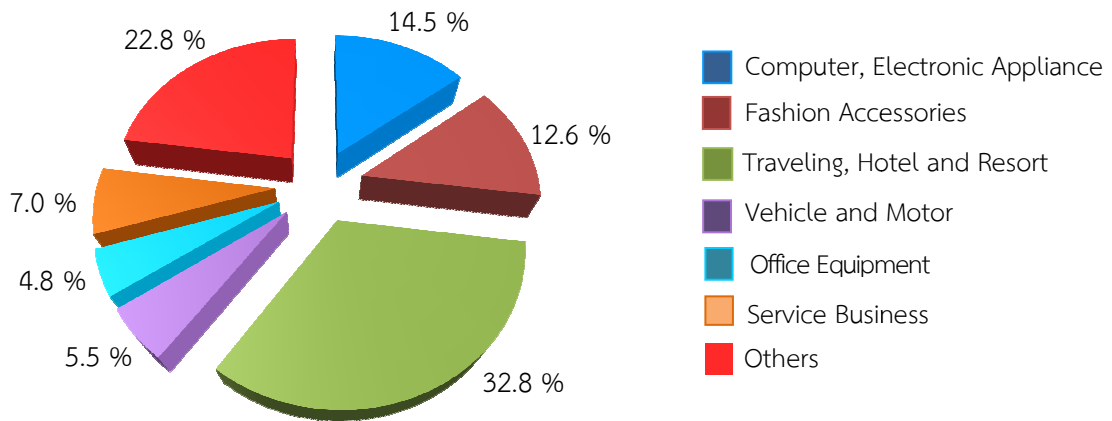
Results of the survey

1. General information of E-commerce business



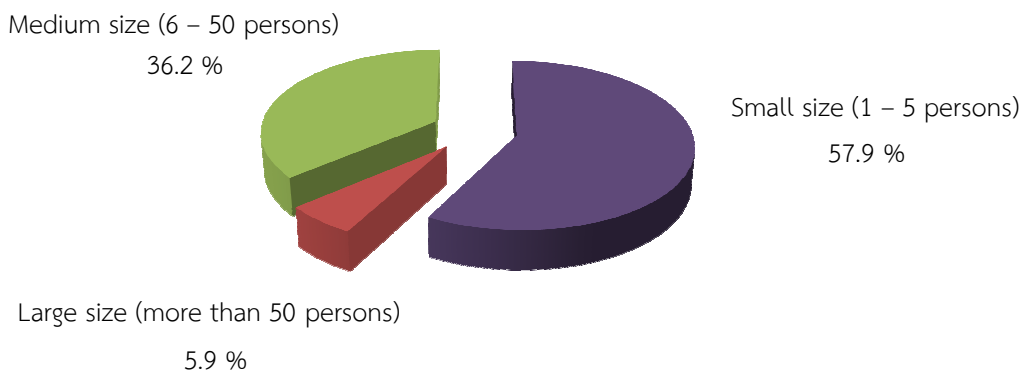
Most of the entrepreneurs in E-commerce business were B2C about 75.2 percent. Followed by those engaged in B2B were about 23.4 percent. Those engaged in B2G that exclude procurement by e-Auction of the government were accounted about 1.4 percent. (Figure 1)

Figure 2 Percentage of E-commerce Business by Industry Groups



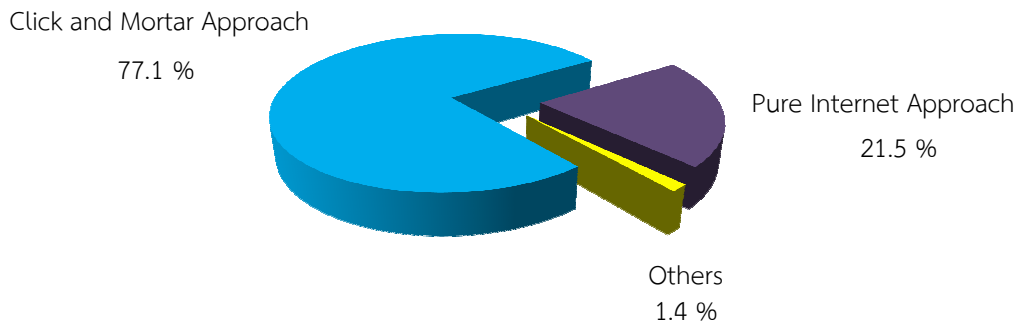
The results of the survey showed that the highest proportion of E-commerce business, about 32.8 percent, engaged in traveling hotel and resort. Those engaged in computer, electronic appliance and internet were about 14.5 percent. About 12.6 percent of E-commerce business was fashion industry, accessories and jewelry. Those engaged in service business were about 7.0 percent, engaged in vehicle and motor were about 5.5 percent. And the proportion of E-commerce business engaged in office equipment and others were about 4.8 and 22.8 percent respectively. (Figure 2)

Figure 3 Percentage of E-commerce Business by Sizes of Business



Considered by size of business specified by number of persons, it was found that most of E-commerce businesses (about 57.9 percent) were small size, with 1-5 persons. Followed by those, with 6-50 persons, were medium size (about 36.2 percent), while E-commerce business with more than 50 persons, were large size, accounted with small proportion about 5.9 percent. (Figure 3)

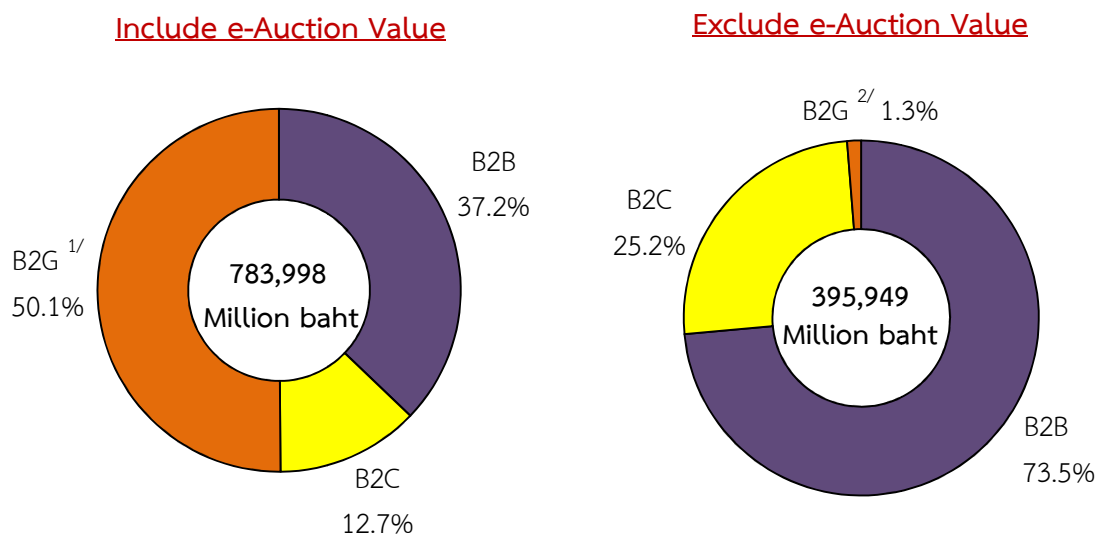
Figure 4 Percentage of E-commerce Business by Types of Selling and Service



About 77.1 percent of all E-commerce business had selling products and services through click and mortar approach. The following engaged in selling products and services through pure internet approach were about 21.5 percent. And about 1.4 percent had selling products and services through others such as sending direct sales etc. (Figure 4)

2. Business Profits

Figure 5 Value of E-commerce in 2011 by Types of Entrepreneurs



Notes: ^{1/} Value of the survey, including the value of procurement by e-Auction of the government.
^{2/} Value of the survey.

In 2011, E-commerce business had total selling about 783,998 million baht. Of this amount, about 291,209 million baht (about 37.2 percent) were total selling of Business to Business (B2B). About 99,706 million baht (about 12.7 percent) were total selling of Business to Consumers. The rest, of about 393,083 million baht (about 50.1 percent) were total selling of Business to Government. In the part of Business to Government was divided in to 2 parts. The first was the value from the survey that was the values of entrepreneurs deal with the government **not through** e-Auction approach was about 5,034 million baht (about 0.6 percent). The second was the value of procurement by e-Auction approach of the government (the data from Comptroller General's Department) was 388,049 million baht (about 49.5 percent)

The market of E-commerce (exclude the value of e-Auction by the government) was domestic market about 82.6 percent of total selling. The rest, of about 17.4 percent was abroad market. (Table 1)

Table 1 Value of E-commerce in 2011 by Types of Entrepreneurs

| Selling | Value (Million baht) | Percentage |
|---|----------------------|--------------|
| Total | 783,998 | 100.0 |
| B2B | 291,209 | 37.2 |
| B2C | 99,706 | 12.7 |
| B2G ^{1/} | 393,083 | 50.1 |
| <i>The survey</i> | 5,034 | 0.6 |
| <i>e-Auction (from CGD ^{3/})</i> | 388,049 | 49.5 |
| Market ^{2/} | 395,949 | 100.0 |
| Domestic | 327,199 | 82.6 |
| Abroad | 68.750 | 17.4 |

Note: ^{1/} B2G is the value from the survey of E-commerce establishments which deal with the government not through e-Auction approach, including the value of procurement by e-Auction approach of the government (from CGD).

^{2/} Exclude the value of procurement by e-Auction of the government (from CGD).

^{3/} The Comptroller General's Department.

The approach used to take care of customers of E-commerce business showed that most of them used Call Center about 82.2 percent. The following used E-mail or sending the question through website was about 68.0 percent. Using Social media such as facebook, twitter was about 17.7 percent and using the chat client system (Live Chat) such as MSN, Skype, Gtalk etc. was about 10.8 percent.