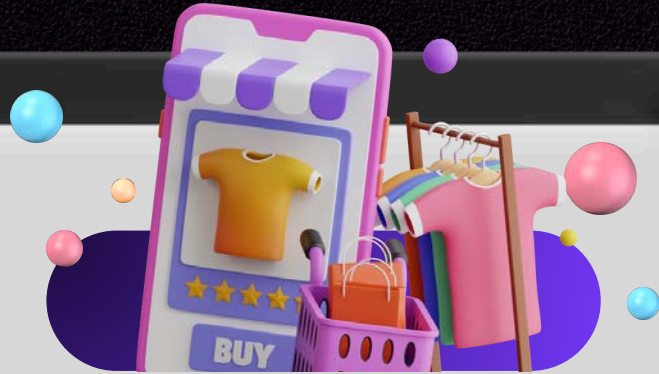


All About *online* Selling Habit

2024 JAKPAT SURVEY REPORT



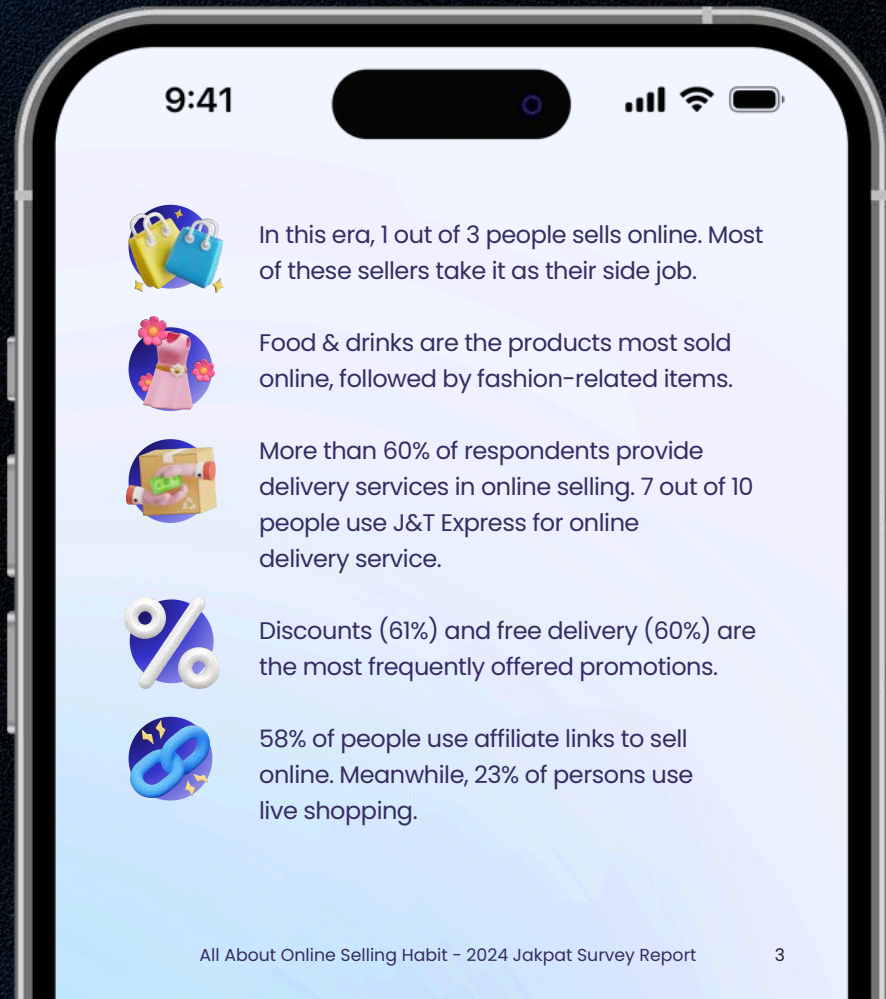
Forewords



Selling online is no longer unfamiliar. The Covid-19 pandemic has made this digital activity normal. Online sellers are also increasingly diverse, by many generations and various social classes. Apart from that, quite a few people make it a side job. In terms of strategy, ways to sell online are also increasingly varied, including through affiliate links and live shopping.

Jakpat conducted a survey of 2336 respondents nationwide about online selling habits. It focused on the platforms, products, also payment & delivery methods used by online sellers.

Research highlights



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Research details



DATA COLLECTION

- The survey was distributed to a total of **2336 respondents**
- The data were collected on **19–20th of March 2024**
- Margin of error **below 5%**
- The questionnaires were distributed via **Jakpat mobile app**
- Proportioned by **Indonesian internet population**

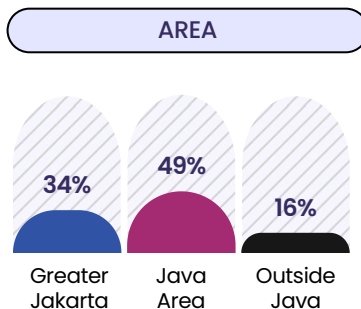
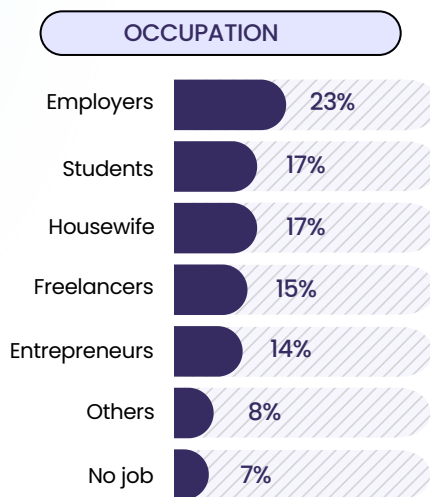
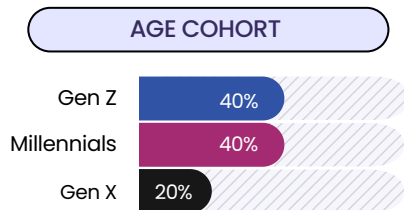
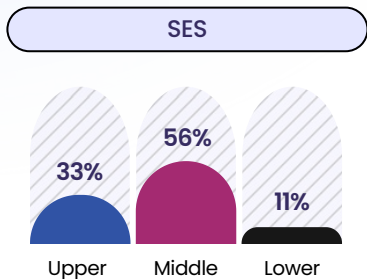
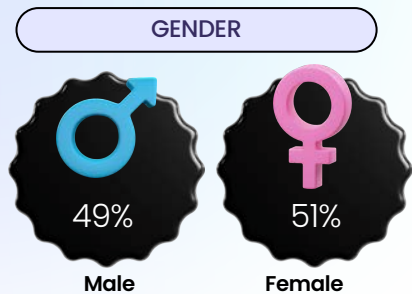
RESEARCH OBJECTIVE

PRODUCTS SOLD

PAYMENT & DELIVERY METHODS

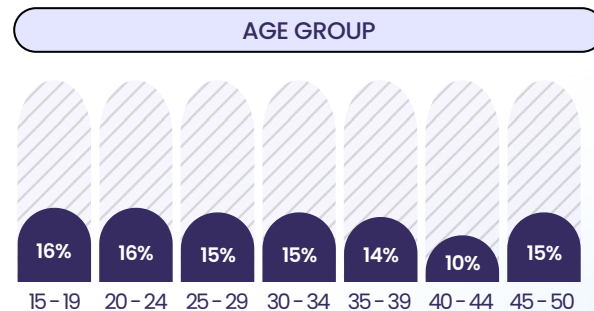
PROMOTION ONLINE

THE CHALLENGES



Demographic profile

n= 2336 respondents

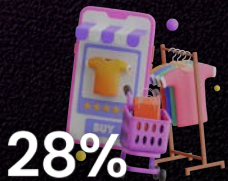


Area:

- Greater Jakarta: Jakarta Pusat, Jakarta Barat, Jakarta Selatan, Jakarta Timur, Jakarta Utara, Kota Bogor, Kota Depok, Kota Tangerang, Kota Tangerang Selatan, Kota Bekasi.
- Java: Jawa Barat (exclude Kota Bogor, Kota Depok, Kota Bekasi), Banten (exclude Kota Tangerang, Kota Tangerang Selatan), Jawa Timur, Jawa Tengah, DI Yogyakarta.
- Outside Java: Big cities outside Java: Bali, Medan, Padang, Palembang, Pekanbaru, Bandar Lampung, Samarinda, Balikpapan, Manado, Makassar, Jayapura.

n= 2336 respondents

34% of respondents sell *online*



sell online as side job



do not online seller

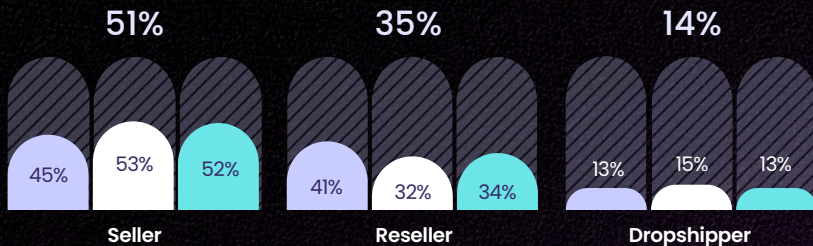


sell online as main job

WHAT CATEGORY OF ONLINE SELLING ARE YOU?

■ Gen Z ■ Millennials ■ Gen X

n= 803 respondents who sell online



In this era, **1 out of 3 people sells online**. Most of these sellers take it as their side job. Half of them are sellers, who sell their products, and the rest are resellers or dropshippers.

Based on age cohort, all generation sellers mostly sell stuff directly to customers. However, the **percentage of respondents who are resellers tends to be higher among Gen Z** with a ratio of 4 out of 10 people.



RESELLER Buys stuff from a seller and sells it to customers.

DROPSHIPPER Sells stuff without keeping it in stock, they get it shipped directly from the seller to the customer.

3 out of 10 people sell food & drinks *online*

n= 803 respondents
who sell online

WHAT PRODUCTS DO YOU SELL ONLINE?



28%
Food &
drinks



22%
Women's
clothing



14%
Fashion
accessories



14%
Men's
clothing



13%
Gadget &
accessories



13%
Makeup &
skincare



12%
Bags



12%
Moslem's
clothing



11%
Kids'
clothing

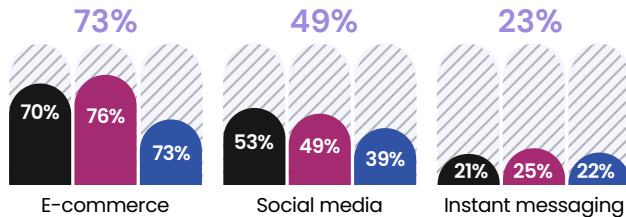


11%
Shoes

What platform do you use to sell

ONLINE

■ Gen Z ■ Millennials ■ Gen X



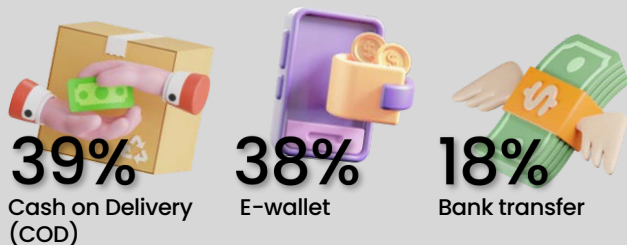
Food and drinks are the favorites among online sellers, with the most people choosing to sell them, followed by fashion-related items. Other stuff that are also sold include gadgets and makeup & skincare with the percentage of 13% each.

In terms of platform, **73% of respondents sell on e-commerce**. However, half of sellers also rely on social media such as Instagram, Facebook, TikTok, etc. 2 out of 10 people sell their products on instant messaging namely WhatsApp, Telegram, LINE, etc.

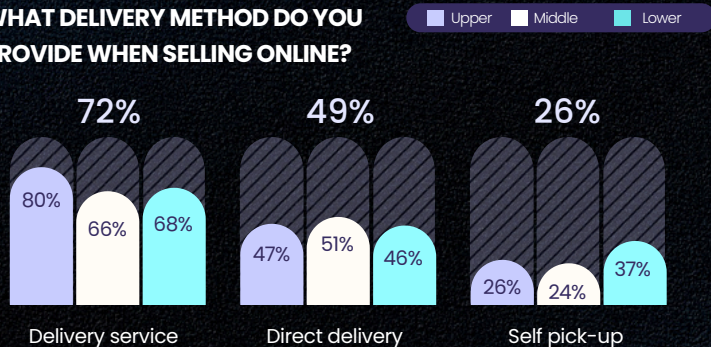
Buyers love COD

n= 803 respondents who sell online

What payment methods are most popular for buyers?



WHAT DELIVERY METHOD DO YOU PROVIDE WHEN SELLING ONLINE?



Cash on Delivery (COD) has become the most popular payment method for online buyers, followed by e-wallets such as GoPay, OVO, DANA, etc. Some buyers also still use bank transfers for online transactions.

More than 70% of respondents provide delivery services in online selling. Upper SES online sellers are the ones who provide this method the most. Meanwhile, almost half of middle SES sellers provide a direct delivery method to buyers and most lower-class sellers provide a self pick-up method. **7 out of 10 people use J&T Express for online delivery service.**

The busiest online transaction time is 12 AM–3 PM



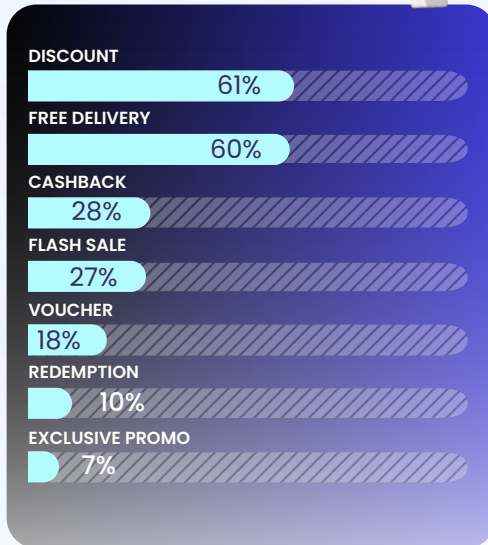
WHAT BRAND OF DELIVERY SERVICE DO YOU OFTEN USE?



n= 803 respondents who sell online

Free delivery promo is preferred over discounts

Promotions given when selling online



Online sellers provide many promotions to attract buyers' interest. **Discounts (61%) and free delivery (60%) are the most frequently offered promotions.** Turns out, these two things are also the ones most used by buyers.

Gen Z sellers admitted that discounts are preferred over free delivery. On the other hand, Millennials and Gen Z say that their **buyers use free delivery promos more.**

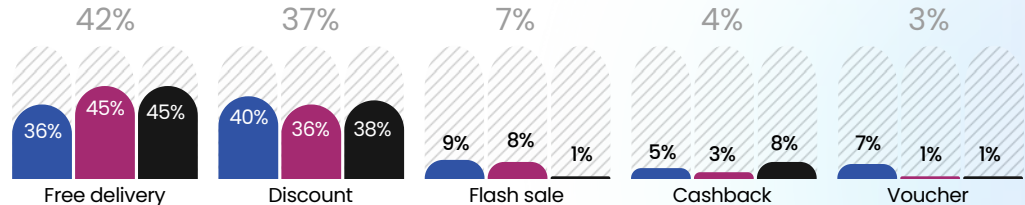
1 out of 10 online sellers don't give any promotions



The most used promotions by buyers

■ Gen Z ■ Millennials ■ Gen X

n= 725 respondents who give online promotions



Most affiliate links lead to Shopee

n= 803
respondents
who sell online

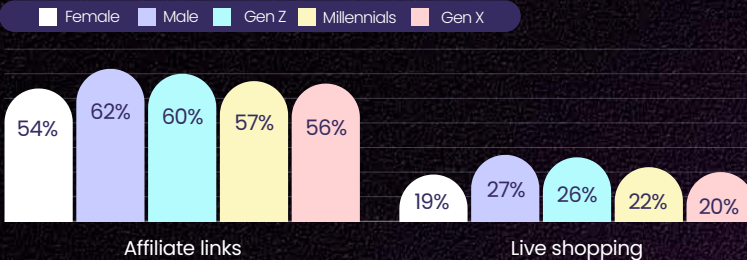
Which features do you use for selling online?



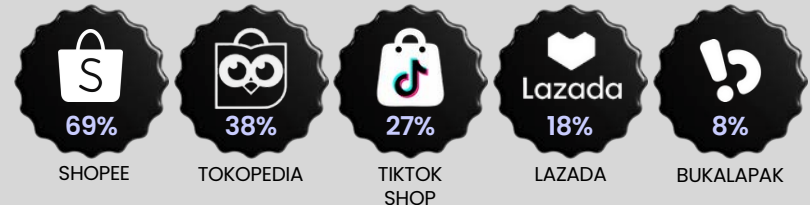
6 out of 10 people use affiliate links to sell online. Meanwhile, 23% of people use live shopping. Men and Gen Z sellers are the categories that use these two features the most.

Shopee is the most e-commerce destination from affiliate links with a percentage of almost 70%. In addition, 1 in 4 people embed an affiliate link connected to their shop account on Tokopedia.

FEATURES USED FOR SELLING ONLINE



To which platform do you provide affiliate links?



TikTok Live tends to bring in more visitors

n= 184 respondents who do live shopping

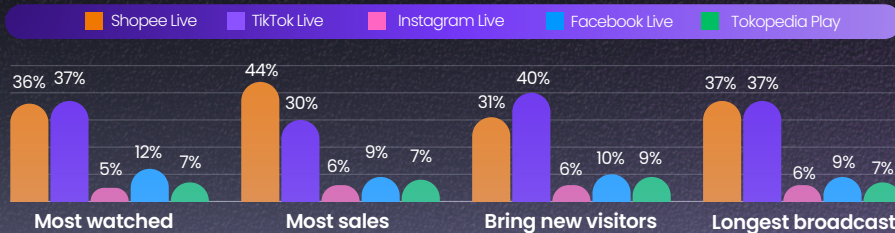
Shopee Live and TikTok Live are the two most widely used e-commerce features for live shopping. However, 1 in 5 online sellers still rely on social media, such as Instagram Live and Facebook Live.

In terms of function, Shopee Live is proven to generate the most sales. Meanwhile, TikTok Live tends to bring in more visitors.

What platform do you use for live shopping?



PLATFORMS' FUNCTION ON LIVE SHOPPING



Limited *delivery services* is the biggest problem

WHAT ARE OBSTACLES TO SELLING IN E-COMMERCE?



45%
Capital shortage



38%
Lack of demand



32%
Bad internet access



29%
Limited delivery services



15%
Skilled labor shortage

n= 589 respondents who sell on e-commerce

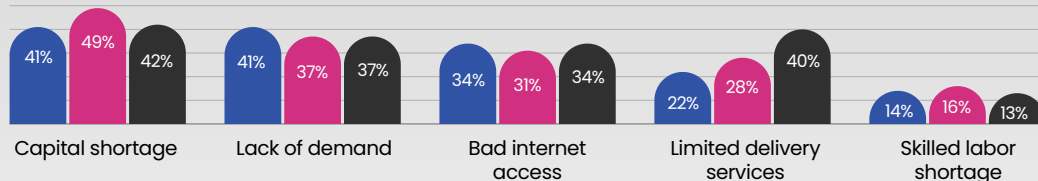
3 out of 10 online sellers complain about **bad internet access**

Selling online certainly has some challenges. **Almost 50% of respondents admitted that they lack capital to sell**, with Millennials experiencing this the most. There are also those who complain about the lack of buyers.

Based on area, **limited delivery services is the most common problem experienced by sellers outside Java**. Meanwhile, capital shortage is a challenge for those who sell online in Java.

The obstacles to selling in e-commerce based on *area*

■ Greater Jakarta ■ Java ■ Outside Java



A Comprehensive Insight about E-commerce and Social Media Habit in Indonesia:



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