

## **E-COMMERCE CONNECTIVITY FOR INFORMATION FLOW IN ASEAN COUNTRIES**

Noor Azina Ismail<sup>1</sup> and Mehedi Masud<sup>2</sup>

<sup>1,2</sup>Department of Applied Statistics, Faculty of Economics and Administration,  
University of Malaya, Kuala Lumpur, Malaysia

### **ABSTRACT**

In order to assess the ASEAN market's potential, AT Kearny (2015) analysed the share of online shoppers and the share of e-commerce spenders in more matured markets such as the United States, Europe and Japan. The same criteria were also applied on the ASEAN countries to generate an estimate of the potential magnitude of the market, assuming that consumers have the same level of online usage similar to those in matured markets. The outcome revealed that Indonesia has an enormous potential although this may be more closely linked to its large population than the nation's average online spending. The same outcome also applies to the Philippines and Vietnam. In contrast, most of the e-commerce potential of Malaysia, Thailand and Singapore was noted to come from a relatively smaller share of spending. On the whole however, the ASEAN e-commerce market is expected to realize some of these potentials over the next few years. It is also expected to grow twice as fast as the e-commerce markets of Europe, the United States and Japan between 2013 and 2017. Connectivity of information flow is one of the factors that promotes successful e-commerce. We begin this paper by discussing the political and regulatory environment as well as the business environment related to e-commerce. This is followed by an investigation into the ICT infrastructure, affordability and skills at three levels of usage which encompass the individual stage, the business stage and the government stage.

**Keywords:** 1( E-Commerce 2( ASEAN

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<sup>1</sup> Email: nazina@um.edu.my