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| Approved by order of the Acting Head of the Buerau dated December 13, 2022 |
| no. 38 |

**Methodology for the formation of indicators for e-commerce statistics**

**Chapter 1. General provisions**

1. Methodology for the formation of indicators for e-commerce statistics (hereinafter - Methodology) refers to the statistical methodology, formed in accordance with international standards and approved in accordance with [subparagraph 5) of](http://adilet.zan.kz/rus/docs/Z100000257_#z91) Article 12 of the Law of the Republic of Kazakhstan "On State Statistics".

2. The purpose of the Methodology is to develop common approaches to the formation of statistical indicators on e-commerce, characterizing the development of e-commerce in the Republic of Kazakhstan, and to ensure the consistency and comparability of state statistics with generally accepted international standards, classifications and methods.

3. This Methodology is applied by the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan and its territorial divisions when conducting nationwide statistical surveys to form indicators on e-commerce statistics.

4. The following definitions are used in the Methodology:

1) retail trade - entrepreneurial activity for the sale to the buyer of goods intended for personal, family, household or other use not related to entrepreneurial activity;

2) wholesale trade - entrepreneurial activity for the sale of goods intended for subsequent sale or other purposes not related to personal, family, household and other similar use;

3) specialized electronic trading platform - an electronic trading platform where goods of one class, works and services of one type of economic activity are sold;

4) internal trade - entrepreneurial activity of individuals and legal entities, aimed at the sale and purchase of goods on the territory of the Republic of Kazakhstan;

5) the subject of domestic trade - an individual or legal entity, carrying out, in accordance with the procedure established by the legislation of the Republic of Kazakhstan, domestic trade;

6) electronic commerce - entrepreneurial activity in electronic commerce, as well as the sale of services, carried out through information and communication technologies;

7) electronic commerce - entrepreneurial activity for the sale of goods, carried out through information and communication technologies;

8) electronic trading platform - an Internet resource that provides infrastructure for participants in electronic commerce, including the conclusion of contracts between them for the provision of works and services using information and communication technologies;

9) participants in electronic commerce - individuals and legal entities participating as a buyer, seller and (or) an electronic trading platform;

10) household - an economic entity consisting of one or more individuals living together, pooling all or part of their income and property and jointly consuming goods and services.

**Chapter 2 . Features of conducting nationwide statistical observations on statistics ecommerce**

5. The sources of data on e-commerce from the supply side are the national statistical observations “Report on e-commerce” (E-commerce index, annual frequency), “Report on the use of information and communication technologies in enterprises” (3-inform index, annual frequency) .

6. The sources of data on e-commerce on the demand side are the nationwide statistical observations “Questionnaire for household survey on the use of information and communication technologies” (index H-020, annual frequency), “Daily expenditure diary” (index D003, quarterly frequency) and the Quarterly Questionnaire on Household Expenditure and Income (index D004, quarterly).

7. The purpose of nationwide statistical observations e-commerce is to measure the volume and characteristics of e-commerce from the supply side and from the demand side to monitor and analyze e-commerce.

8. The subjects of nationwide statistical monitoring from the supply side are legal entities, individual entrepreneurs selling goods and services via the Internet, from the demand side - households that purchase or order goods and services via the Internet.

9. An order is a consumer's proposal to manufacture, supply, sell him products, goods of a certain type and quality, or perform work, provide services . One order includes the purchase of one or more items.

10. Statistical observations of enterprises ( from the supply side) include questions about the characteristics of e-commerce activities, such as: the type of goods and services sold or purchased online, the number of orders, the number of enterprises using their own Internet resource and e-commerce platform, the volume of sales of goods and services delivery methods, electronic platforms used for e-commerce, or electronic platforms, payment methods for online purchases.

11. Statistical observations of households ( from the demand side) include questions about the characteristics of e-commerce activities, such as: for what purpose the Internet is used, including the purchase or order of goods or services, the sale of goods or services, categories of goods and services, general cost, method of payment, methods of delivery of goods and services ordered via the Internet, reasons for the absence of orders for goods and services via the Internet.

12. National statistical observation enterprises carried out by a continuous method according to the catalog for large and medium-sized enterprises, by a selective method - for small enterprises (sample of 10%). The sample size ensures representativeness at the national level for economic activity and the size of enterprises.

13. Household surveys are carried out by the method of conducting interviews, specially trained interviewers, by visiting households and self-completing statistical forms by households .

14. The source for the formation of a sample of households is the information system "Statistical register of housing stock", a component of the integrated information system "e-Statistics". The general population includes households living in all types of dwellings, with the exception of those living in shared communal apartments, dormitories, nursing homes for the elderly and persons with disabilities, orphanages, prisons, hotels, religious communities and other similar dwellings.

15. The main categories of e-commerce, depending on consumers and target audience:

B 2 B (“Business-to-Business”, “Business for business”) implies commercial relations between legal entities, economic entities of the market, determines the interaction of commercial organizations with each other, for example, the conclusion of transactions, partnership contracts for the supply, sale, purchase of goods or services;

B 2 C ("Business-to-Consumer", "Business for the consumer") involves trade in goods and services between legal entities and individuals, implies retail trade, but only with the help of online platforms - shops, services, banks;

B2G (“Business-to-Government”, “Business for Government”) is e-commerce based on competitions, tenders with large transaction sizes with strict requirements for market participants and includes the following market participants: legal entities - companies, corporations, brands, on the one hand, and municipal authorities, state authorities, on the other;

C2C ("Consumer-to-Consumer", "Consumer to Consumer") involves the implementation of transactions between individuals and is based on the commercial relations of users through an electronic announcement system;

G2C (“Government-to-Citizens”, “Government for Citizens”) provides public access to government information through online services, for example, paying taxes and fines, registering projects and forms of commercial activity, and obtaining permits.

**Chapter 3 Metrics of E-Commerce statistics**

16 . The number (share) of enterprises selling in e-commerce is broken down by type of economic activity, size of enterprises, payment method, delivery method, types of goods and services provided, and is divided into the following categories:

enterprises that have their own Internet resource;

enterprises using a third-party e-commerce platform (marketplace);

enterprises owning an e-commerce platform (marketplace);

enterprises that own an e-commerce platform (marketplace) and carry out activities for the organization and information support of passenger transportation.

17 . The volume of sales of goods (services) characterizes the amount of cash proceeds received for the sold goods, products and services rendered for cash and non-cash payments.

18. The volume of sales of goods (services) via the Internet is formed from the volume of sales of goods and services of enterprises using their own Internet resource for sales and volume payments passing through the e-commerce platform (marketplace) for completed transactions.

19 . The volume of payments of buyers (consumers) of goods and services passing through the e-commerce platform (marketplace) consists of the volume of payments of buyers of goods and the total amount of orders for the services provided.

20. The share of e-commerce in retail trade reflects the intensity of e-commerce in the total volume of retail trade, is determined by the ratio of the volume of retail trade via the Internet to the total volume of retail trade and is calculated using the following formula:

$$S\_{1}= \frac{V\_{ec}}{V\_{rt}}\*100\%$$

Where,

S 1 - the share of electronic commerce in the total volume of retail trade;

V ec - the volume of retail trade via the Internet;

Vrt - the volume of retail trade in value terms.

21. Share of e-commerce in wholesale trade reflects the intensity of e-commerce in the total volume of wholesale trade, is determined by the ratio of the volume of wholesale trade via the Internet to the total volume of wholesale trade and is calculated by the following formula:

$$S\_{2}= \frac{V\_{eе}}{V\_{оо}}\*100\%$$

Where,

S 2 - the share of electronic commerce in the total volume of wholesale trade;

V e o - the volume of wholesale trade via the Internet;

V oo - the volume of wholesale trade in value terms.

22. The share of spending on Internet purchases in household consumer spending reflects the share of Internet purchases in total household consumer spending and is calculated using the following formula:

$$D\_{i}= \frac{E\_{i}}{E\_{T}}\*100\%$$

Where,

D i - the share of Internet purchases in household consumer spending;

E i - the amount of expenses for purchases via the Internet;

E T - household consumer spending.

Matching results

Agency for Strategic Planning and Reforms of the Republic of Kazakhstan - Director of the Department Samat Sovetovich Zhasuzakov, 06.12.2022 18:14:12, positive result of verification of EDS

Ministry of Justice of the Republic of Kazakhstan - Alma Kairatovna Mukanova, Vice Minister of Justice of the Republic of Kazakhstan, 09.12.2022 20:24:10, positive result of EDS verification

Signing results

Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan – Acting Head Zh.