Households not big on buying online

Internet shopping accounts for small proportion of total spending here: Poll

By JESSICA LIM

BRICKS-AND-MORTAR shops may grumble about online competition, but if a recent Singapore Polytechnic marketing survey is anything to go by, they have little to worry about. Households here spend relatively little on Internet purchases as reported in the survey conducted by the Department of Statistics (DOS) last week as part of the Household Expenditure Survey. The survey found that e-comm trades every five years.

It was the first time the survey looked at online spending. Singapore Polytechnic marketing student Tan Tian Yan and the figures were low compared to those in West Coast, West Region 1 and Region 2. A larger number of households with young adults shopped online. Among households with at least one member between 25 and 34 years old, 41 per cent did so. In households with the 10 among the bottom fifth. Average monthly incomes in the top fifth were $9,750 and 7.6 per cent of cinema-ticket sales were made online.

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