



Making a difference digitally. E-Commerce in South Africa

By Felix Deubert

GRIN Verlag Gmbh Nov 2014, 2014. Taschenbuch. Book Condition: Neu. 211x151x11 mm. Neuware - Master's Thesis from the year 2014 in the subject Business economics - Miscellaneous, grade: 1,3, University Witten/Herdecke, language: English, abstract: According to the 'South African B2C E-Commerce Report 2012', South Africa was already in 2011 the fifth largest country in Africa in terms of the number of Internet users. Today in 2014, there are approximately 12,5 million South African Internet users . Since several years, the E-Commerce sector is facing a boom in South Africa. However, not everybody seems to profit from or participate in this boom. Economically and socially, South Africa is still deeply divided. The inequality within the population, the distance between rich and poor is extreme: The richest 20 percent of the population account for almost 70 percent of total income, the share of the poorest 20 percent is just under three percent. Almost a third (31.9%) of the population lives on the equivalent of less than 2 Dollars a day . Around seven million people are considered long-term unemployed with no job prospects, especially those living in informal settlements, the so-called townships . The social and economic inequality is a big problem...



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