Respondent profile (N=1050)

The survey is conducted to understand the online shopping lifestyle of urban population

Gender:
- Male, 50%
- Female, 50%

Age:
- 18-22, 33%
- 23-29, 33%
- 30-39, 33%

City:
- Hanoi, 50%
- HCM, 50%
Vietnam EC Market Highlight
Market still has room to grow

Vietnam E-commerce market (in billion USD)

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value (Billion USD)</td>
<td>3.0</td>
<td>4.07</td>
<td>5.00</td>
<td>6.20</td>
</tr>
</tbody>
</table>

2018: 6.2B USD
2020: 10B USD

Highlight – Online shopper behaviors

Online shopping frequency

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly and more</td>
<td>17%</td>
</tr>
<tr>
<td>Once - A few times / month</td>
<td>30%</td>
</tr>
<tr>
<td>Once / several months</td>
<td>18%</td>
</tr>
<tr>
<td>Never / Rarely</td>
<td>35%</td>
</tr>
</tbody>
</table>

17% shop weekly, 30% buy monthly.

Popular devices

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone (app)</td>
<td>47%</td>
</tr>
<tr>
<td>Home PC</td>
<td>23%</td>
</tr>
<tr>
<td>Smartphone (browser)</td>
<td>16%</td>
</tr>
<tr>
<td>Others</td>
<td>15%</td>
</tr>
</tbody>
</table>

Mobile app account for 47%.

Monthly spending

- <=300,000: 30%
- 300,001-700,000: 39%
- 700,001-1,000,000: 10%
- >1,000,000: 21%

Nearly 70% spend less than 700K.

Popular shopped categories

- Fashion: 78%
- IT: 50%
- Cosmetics: 44%

Fashion, IT, Cosmetics

Delivery destination

- My Home: 61%
- Office: 36%
- Others: 3%

1/3 are pickup at offices.

Payment methods

- Cash on delivery (COD): 20%
- Others: 80%

COD is still dominant method.
Highlight – Online shopping motivations & satisfactions

Online shopping usage

- Yes, 80% have shopped online.
- No, 20%

Customer satisfaction

- Very satisfied: 9%
- Satisfied: 58%
- Satisfied: 33%

80% have shopped online.

Reasons to shop online

- Order anytime (63%)
- Product variety (59%)
- Mobile phone friendliness (58%)

Top 3 reasons to shop: order anytime, product variety, phone friendliness.

Reasons not to shop online

- Quality concerns (50%)
- Real shop preference (28%)
- Security concerns (25%)

Biggest barrier to EC, quality concern, is unsolved throughout 2017-2018

Top 3 reasons for dissatisfaction

- Product quality (66%)
- Delivery cost (38%)
- Customer support (31%)

Dissatisfaction in product quality & customer support rose by 50% and 100% respectively.

Top 3 reasons for satisfaction

- Product variety (67%)
- Price (63%)
- Promotions (53%)

Top 3 reasons for satisfaction: product variety, price, promotions.
Highlight – Popular EC channels

Most popular EC sites

<table>
<thead>
<tr>
<th>Platform</th>
<th>Have used</th>
<th>Use most</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopee</td>
<td>75%</td>
<td>35%</td>
</tr>
<tr>
<td>Lazada</td>
<td>70%</td>
<td>20%</td>
</tr>
<tr>
<td>Tiki</td>
<td>58%</td>
<td>17%</td>
</tr>
<tr>
<td>Facebook</td>
<td>54%</td>
<td>14%</td>
</tr>
<tr>
<td>Sendo</td>
<td>44%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Customer profile of major EC sites

<table>
<thead>
<tr>
<th>Platform</th>
<th>Gender</th>
<th>Age</th>
<th>Bought products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopee</td>
<td>Male</td>
<td>Female</td>
<td>18-22</td>
</tr>
<tr>
<td></td>
<td>56%</td>
<td>44%</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>18-22</td>
</tr>
<tr>
<td>Lazada</td>
<td>Male</td>
<td>Female</td>
<td>18-22</td>
</tr>
<tr>
<td></td>
<td>36%</td>
<td>64%</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>18-22</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>51%</td>
<td>44%</td>
</tr>
<tr>
<td>Tiki</td>
<td>Male</td>
<td>Female</td>
<td>18-22</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>51%</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>18-22</td>
</tr>
<tr>
<td></td>
<td>49%</td>
<td>51%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Most recalled online store by category

- **Fashion**
  - Shopee: 16%
  - Lazada: 12%
  - Tiki: 10%
  - Thegioididong: 38%

- **Beauty**
  - Shopee: 
  - Lazada: 
  - Tiki: 
  - Thegioididong: 

- **Food**
  - Shopee: 
  - Lazada: 
  - Tiki: 
  - Thegioididong: 

- **IT**
  - Shopee: 
  - Lazada: 
  - Tiki: 
  - Thegioididong: 

Have used: 

- Shopee: 75%
- Lazada: 70%
- Tiki: 58%
- Facebook: 54%
- Sendo: 44%
Highlight – Online selling

Online selling

25% sell online some kind of products before.

Popular online sold products

Popular sold categories: fashion, cosmetics, food and beverages.

- Fashion: 39%
- Cosmetics: 28%
- Food, beverages: 25%

- IT: 22%
- Kitchen appliances: 15%

Popular EC sites for selling online

Facebook is the most used platform to sell, used by 66%.

No.1 Facebook 66%
No.2 Shopee 49%
No.3 Lazada 26%
Consumer behaviors in online shopping
80% said to have shopped online before.

Q. How often do you use online shopping? (including Facebook) (N=1050)
Online shopping frequency

17% are frequent buyer. 30-39 year-olds and high-incomers shops online more.

Q. How often do you use online shopping? (including facebook) (N=1050)
Why / Why not using online shopping

Mobile friendliness motivates a lot of people to shop online in 2018 compared to the previous years. No.1 reason not to shop is still quality concerns.

Q. What are the reasons that you use online shopping in general? (N=836)/ What are the reasons that you do not use online shopping? (N=234)
Q. Which devices do you use for online shopping? (Please choose all the devices that you use) (N=836)
Monthly spending for online shopping

70% online shoppers spend 700,000 VND or lower per month. Heavy online spenders (spend >1M VND/month) are male and 30-39 years old.

Q. How much do you spend for online shopping a month? (N=836)
What to buy on online shopping

IT/Mobile phones, cosmetics and books & stationaries are on strong increase.

Q. Please choose ALL the products that you have bought online in the last 12 months (exclude food delivery service). (N=836);
Please choose the product that you buy online the most. (N=836)
What to buy on online shopping by gender

1. Fashion (73%)
   - Women: 88%
   - Men: 69%

2. IT/Mobile phones (36%)
   - Women: 30%
   - Men: 68%

3. Cosmetics (33%)
   - Women: 73%
   - Men: 19%

4. Homeware (50%)
   - Women: 50%
   - Men: 35%

5. Food & Beverages (52%)
   - Women: 52%
   - Men: 31%

6. Other (44%)
   - Women: 44%
   - Men: 28%
Q. What was the first reason for knowing the product you purchased? Please choose if you have taken any of the following actions before purchasing the product. (N=836)
Q. How did you make a payment for that order? / Where did you receive your product at? / Where did you order the product from? (N=836)
Order Cancellation

Higher cancellation in 2018 could cause profitability issues for EC operators.

Q. Have you ever cancelled/returned the order in last 12 month? / What are the reasons for that? (N=836)
Satisfaction / dissatisfaction in online shopping

### Online shopping satisfactions

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>So so</th>
<th>Dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>51%</td>
<td>33%</td>
<td>9%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>58%</td>
<td>32%</td>
<td>9%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

### Satisfaction / dissatisfaction reasons

<table>
<thead>
<tr>
<th>Reason</th>
<th>'18</th>
<th>'17</th>
<th>'18</th>
<th>'17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product variety</td>
<td>67%</td>
<td>60%</td>
<td>66%</td>
<td>44%</td>
</tr>
<tr>
<td>Price</td>
<td>63%</td>
<td>62%</td>
<td>38%</td>
<td>33%</td>
</tr>
<tr>
<td>Promotions</td>
<td>53%</td>
<td>45%</td>
<td>31%</td>
<td>15%</td>
</tr>
<tr>
<td>Payment method</td>
<td>42%</td>
<td>37%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>Delivery speed</td>
<td>42%</td>
<td>45%</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Product quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delivery cost</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer support</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cancel inflexibility</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Positive changes are marked in green. The opposite is in red.

Q. How much are you satisfied with this EC site you use? (N=836)/ What are the things you are satisfied/dissatisfied with? (N=832/275)
Online shopping improvement (vs. 1 year ago)

Product quality is improving the slowest while the easiness to find is increasing the most.

Q. Please choose what is applicable to you compared with a year ago, about online shopping? (N=643)
Online channel characteristics
Shopee, Lazada and Tiki are the 3 most popular EC sites. Facebook comes at 4th.

Q. Please choose ALL the online services you use for online shopping. (N=836)/ Please choose the online site that you use the most? (N=836)
<table>
<thead>
<tr>
<th>No.</th>
<th>Category</th>
<th>Shop/Website</th>
<th>(2017: Rank)</th>
<th>All: % M: % F: %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fashion</td>
<td>Shopee</td>
<td>(2017: No.2)</td>
<td>16%/15%/17%</td>
</tr>
<tr>
<td>2</td>
<td>Beauty care</td>
<td>Lazada</td>
<td>(2017: No.1)</td>
<td>15%/18%/12%</td>
</tr>
<tr>
<td>3</td>
<td>Food</td>
<td>Lazada</td>
<td>(2017: No.4)</td>
<td>7%/7%/7%</td>
</tr>
<tr>
<td>4</td>
<td>IT/Electronics</td>
<td>Shopee</td>
<td>(2017: No.3)</td>
<td>10%/9%/12%</td>
</tr>
</tbody>
</table>

Q. What online store name comes up when you think about <Category name> - Fashion (N=791); Beauty care (N=757); Food (N=754); IT/Electronics (N=779)
Top brand diagnosis - Shopee

User gender:
- Male: 56%
- Female: 44%

User age:
- 18-22: 35%
- 23-29: 38%
- 30-39: 27%

Device to shop:
- Smartphone (app): 64%
- Home PC: 14%
- Smartphone (browser): 10%
- Others: 12%

Popular products:
- Clothing: 85%
- Beauty: 52%
- Food: 49%

Customer loyalty:
- Promoters: 20%
- Passives: 58%
- Detractors: 22%

Reasons to like the brand:
- Pricing (60%)
- Delivery time (56%)
- Product quality (53%)
- Payment method (46%)
Top brand diagnosis - Lazada

User gender
- Male: 36%
- Female: 64%

User age
- 18-22: 38%
- 23-29: 31%
- 30-39: 31%

Device to shop
- Smartphone (app): 41%
- Home PC: 24%
- Smartphone (browser): 24%
- Others: 11%

Popular products
- 76%
- 62%
- 37%

Predicted customer loyalty
- Promoters: 27%
- Passives: 24%
- Detractors: 49%

Reasons to like the brand
- Pricing (60%)
- Delivery time (56%)
- Product quality (51%)
- Payment method (42%)
Top brand diagnosis - Tiki

User gender
- Male: 49%
- Female: 51%

User age
- 18-22: 32%
- 23-29: 39%
- 30-39: 29%

Device to shop
- Smartphone (app): 40%
- Home PC: 28%
- Office PC: 17%
- Others: 15%

Popular products
- 1st: 75%
- 2nd: 68%
- 3rd: 57%
- 4th: 43%
- 5th: 35%

Customer loyalty
- Promoters: 46%
- Passives: 40%
- Detractors: 14%
- Total: 31pts

Reasons to like the brand
- Delivery time (76%)
- Product quality (71%)
- Pricing (65%)
- Payment method (51%)
Tiki and Sendo have the most loyal customers. The remaining three, despite having many users, are very low in customer loyalty.

Q. Please rate how you were satisfied with the latest online shopping service that you used (N=836)
Increasing popularity of social commerce
More than 70% have purchased online via social network. Facebook is used dominantly.

Q. Do you use Facebook or Zalo for online shopping? (N=836) / Which one do you use more for online shopping - Facebook or Zalo? (N=274)
Fashion is the dominant, followed by cosmetics. In general, people are more reserved when buying most product types on social media.

Q. What products have you ever bought via Facebook or Zalo? (N=600)
Reasons to use social commerce

- Easy to order: 47%
- Able to ask the sellers: 45%
- More advertisements/updated information about products: 34%
- More familiar with the supplier: 33%
- Price is negotiable/cheaper: 21%
- Fast delivery: 18%
- Flexible return policy: 10%
- Good customer care: 10%
- Others: 4%

Easiness to order and pricing decreased significantly.

Q. What are the reasons for shopping on FB and not on EC sites? (N=600)
## Popular shopping pages on Facebook

<table>
<thead>
<tr>
<th>Logo</th>
<th>Name</th>
<th>Category</th>
<th>Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://goo.gl/7YCKsQ" alt="ChichBong" /></td>
<td>Kitchen/home appliances; cosmetics; decorations etc.</td>
<td>1,404,272</td>
<td><img src="https://goo.gl/gZ4eYP" alt="Link" /></td>
</tr>
<tr>
<td><img src="https://goo.gl/7YCKsQ" alt="TOTO" /></td>
<td>Fashion</td>
<td>1,349,379</td>
<td><img src="https://goo.gl/7YCKsQ" alt="Link" /></td>
</tr>
<tr>
<td><img src="http://bit.do/eBqtq" alt="re möingay" /></td>
<td>Fashion</td>
<td>1,178,815</td>
<td><img src="http://bit.do/eBqtq" alt="Link" /></td>
</tr>
<tr>
<td><img src="http://bit.do/eBqt9" alt="VEOBAGS" /></td>
<td>Fashion</td>
<td>1,153,661</td>
<td><img src="http://bit.do/eBqt9" alt="Link" /></td>
</tr>
<tr>
<td><img src="http://bit.do/eBqtM" alt="NEM" /></td>
<td>Fashion</td>
<td>1,152,602</td>
<td><img src="http://bit.do/eBqtM" alt="Link" /></td>
</tr>
<tr>
<td><img src="http://bit.do/eBqu9" alt="Mia" /></td>
<td>Fashion (Luggages)</td>
<td>1,116,967</td>
<td><img src="http://bit.do/eBqu9" alt="Link" /></td>
</tr>
<tr>
<td><img src="http://bit.do/eBqwP" alt="iVivu" /></td>
<td>Travel</td>
<td>1,053,462</td>
<td><img src="http://bit.do/eBqwP" alt="Link" /></td>
</tr>
</tbody>
</table>
Social shopping image differences

Social commerce – Fun shopping. EC – Better price, fast delivery. Physical stores – Product quality

Q. Which one do you think is more applicable to the following keyword? (N=600)
Selling via online
Popularity of selling online

25% have sold products online.

Q. Do you sell any products online in the last 12 months? (N=1,050)
Online selling usage

Popular products are fashion, cosmetics and food/beverages

Q. Please choose ALL the products that you have sold online/ sell most often in the last 12 months (N=267)
Online EC sites for selling

Facebook is No.1 EC place for individuals to sell products. Shopee and Lazada follow.

Q. Please choose ALL the online services you use for online sales (N=267)/ Please choose the main online sales platform that you use (N=267)
Our research solutions
Provide the research services driven by the technologies

Admin platform  Plan, Manage and Analyze data

Consumer research app  Collect surveys from online consumers

Traditional market research  Effective retail audit or data collection
Our advantage: Direct Panel Management

Our strength is 16-39 years old and urban areas. This is where most biz customers would like to research. 400,000 members as of Nov, 2018.
Our advantage – Quick with quality

Online is considered to be “cheap and bad” in general. Q&Me provides several methods providing data with quality

Our quality score by SSI

- FACT CONSISTENCY SCORE: 97%
- THOUGHT CONSISTENCY SCORE: 91%
- STRAIGHT-LINER/ FLAT-LINER SCORE: 89%
- SPEEDERS SCORE: 97%

QUALITY CHECK SURVEY SPECIFICATION

<table>
<thead>
<tr>
<th>Specification</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>N (Sample size)</td>
<td>300</td>
</tr>
<tr>
<td>IR (Incident rate)</td>
<td>100%</td>
</tr>
<tr>
<td>LOI (Lenght of Interview)</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Success Criteria</td>
<td>Overral score of 80% or higher</td>
</tr>
</tbody>
</table>

THE RESULTS

- Overal score: 93.5%
- Average score in the industry: 73%

(*) QC scores are generated by Survey Sampling International (SSI), the Worldwide Leader in Survey Sampling and Data Collection Solutions. Asia Plus (Q&Me) is the preferred partner of SSI in Vietnam.
**Our quality assurance process**

- **Questionnaire based on the exact profile**
  - Refined and very derailed database panel

- **Take out users with irrelevant replies**
  - Remove Fake questions hit users
  - Remove Contradicted answer users
  - Take out straight answer users

- **Take out speed users**
  - We count the average median time and take out those who are less than that

- **Manual check by the experienced researchers**
  - Our experienced researchers will check the relevance as well as open comments

- **Re-assortment of panelist priorities**
  - Based on the survey results, bad users are screened out while prioritizing those who return good feedbacks.
Contact Us

URL: http://www.qandme.net
Contact: info@qandme.net

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