



Q&Me is online market research provided by Asia Plus Inc.

# Why Vietnamese like social network shopping?

## Asia Plus Inc.



# Overview

Social network is one of the most common channel for online shopping in Vietnam. This survey was conducted to understand social network shopping (SNS shopping) usage among Vietnamese online shoppers.

This survey was conducted among online shoppers between the ages of 16 and 45 of 582 Vietnamese people in July 2019.



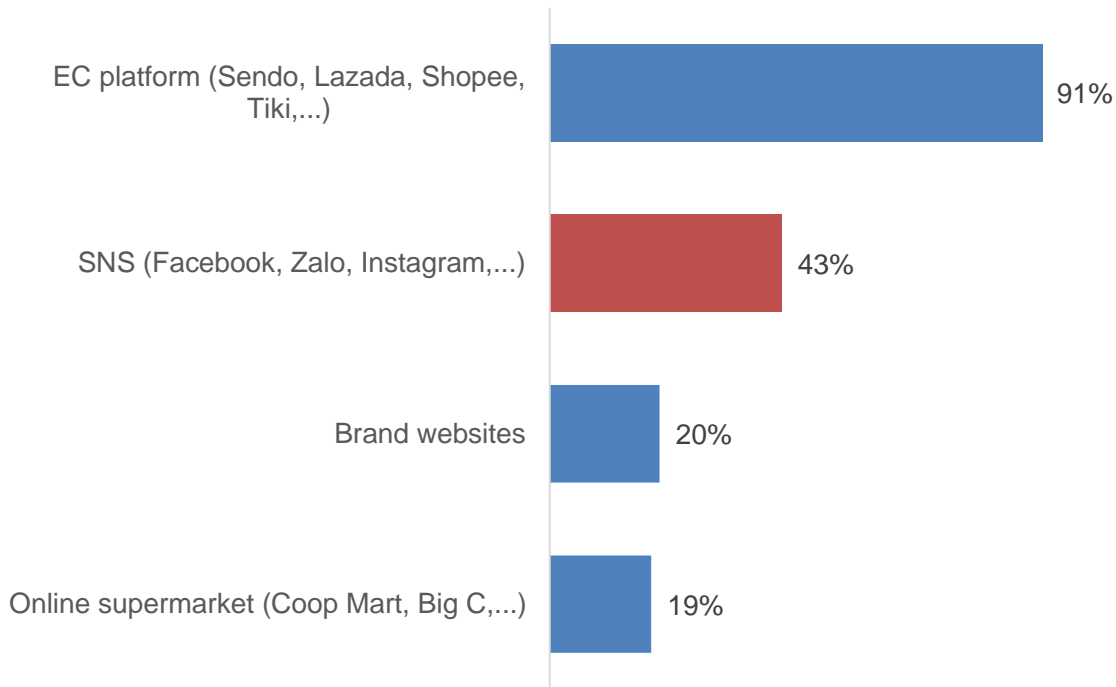
A photograph of three women sitting on a light-colored bench. The woman on the left is wearing a striped top and dark blue trousers, holding a smartphone. The woman in the middle is wearing a dark blue cardigan over a striped skirt and has her hands clasped. The woman on the right is wearing a light pink shirt and dark blue trousers, also with her hands clasped. Several shopping bags are on the ground: a brown bag, a black bag, and a large white bag with black handles. The background is bright and out of focus.

General online shopping behaviors



# Online shopping channels

EC platform is the most common channel for online shoppers, followed by SNS channel.



# Popular EC sites for online shopping

No.1  
Shopee (76%)



No.2  
Lazada (55%)



No.3  
Tiki (48%)



No.4  
Sendo (39%)



No.5  
Thegioididong (14%)



No.6  
Dienmayxanh (12%)



No.7  
Adayroi (7%)



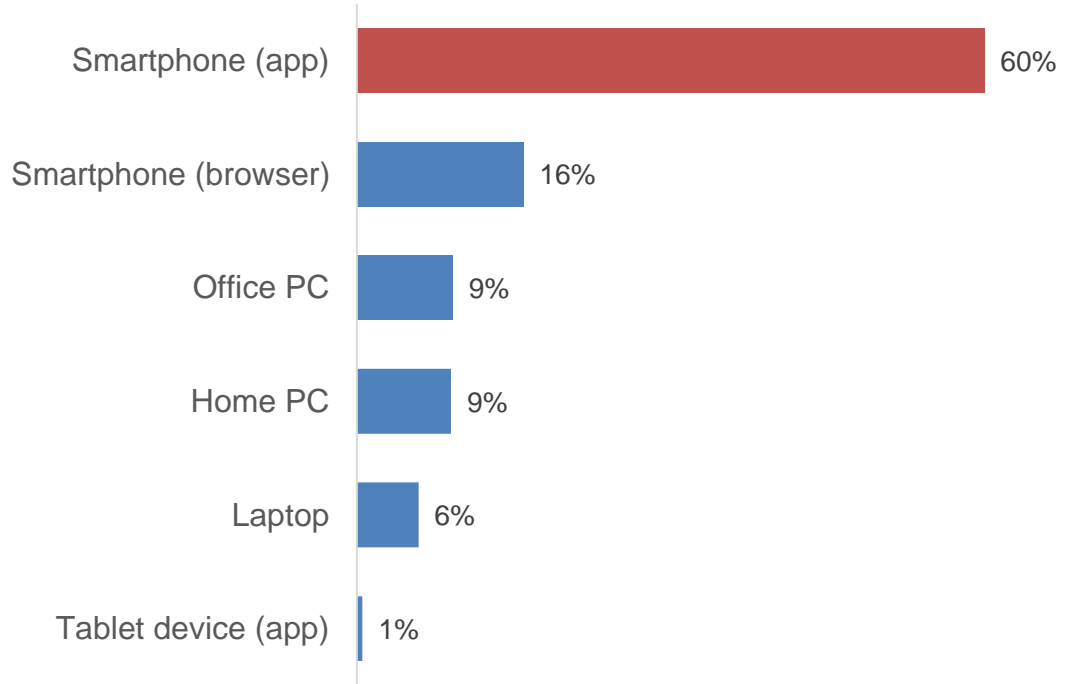
No.8  
FPT Shop (7%)






# Device for online shopping

Smartphone is used for online shopping the most



Q. Which device do you use the most often? (N=582)



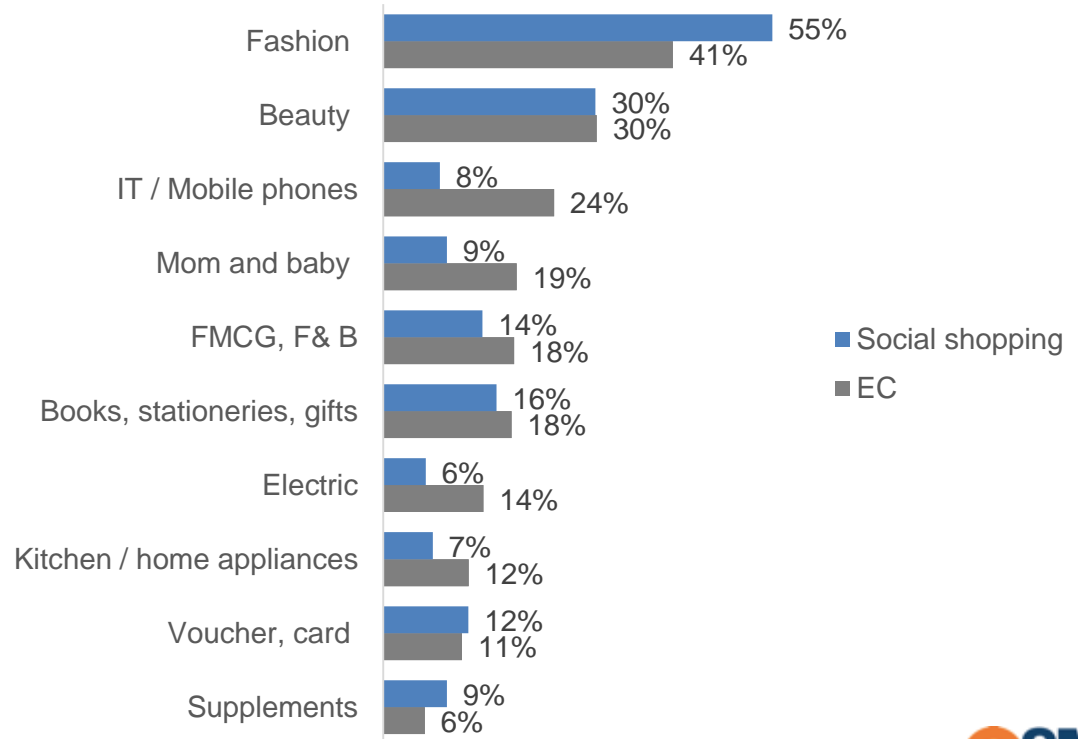
A photograph of three young women laughing and talking outdoors. The woman in the foreground is seen from the side, wearing a dark, textured sweater. Behind her, two other women are visible; one is wearing a black hat and sunglasses, and the other is wearing glasses. They are all smiling and appear to be in a joyful conversation. The background is slightly blurred, showing some architectural elements and a bright, sunny atmosphere.

# Vietnamese SNS shopping behaviors



# Items to buy online

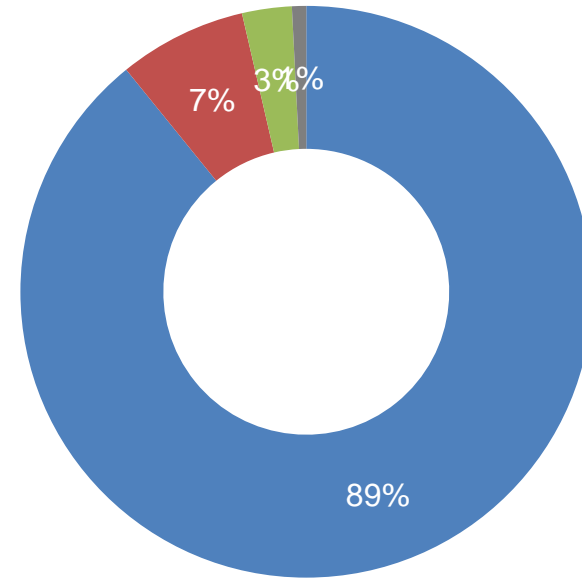
Fashion is dominant, followed by beauty goods and IT/mobile phones.





# Popular channel for SNS shopping

Facebook wins the dominant popularity



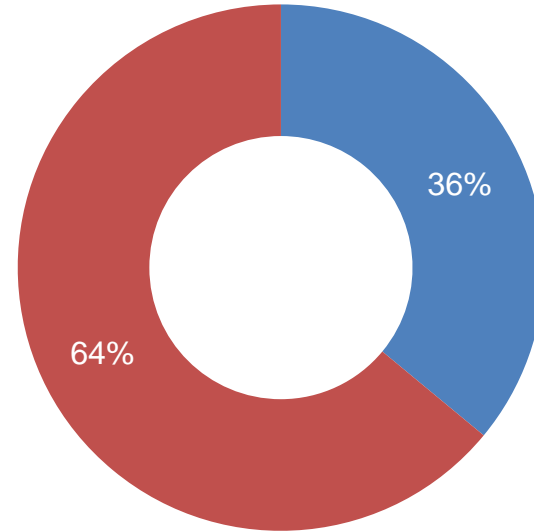
■ Facebook ■ Zalo ■ Instagram ■ Others



# Store familiarity on SNS shopping

2/3 of the shopping is from the shops that they have bought it before

Types of SNS stores that they used last time

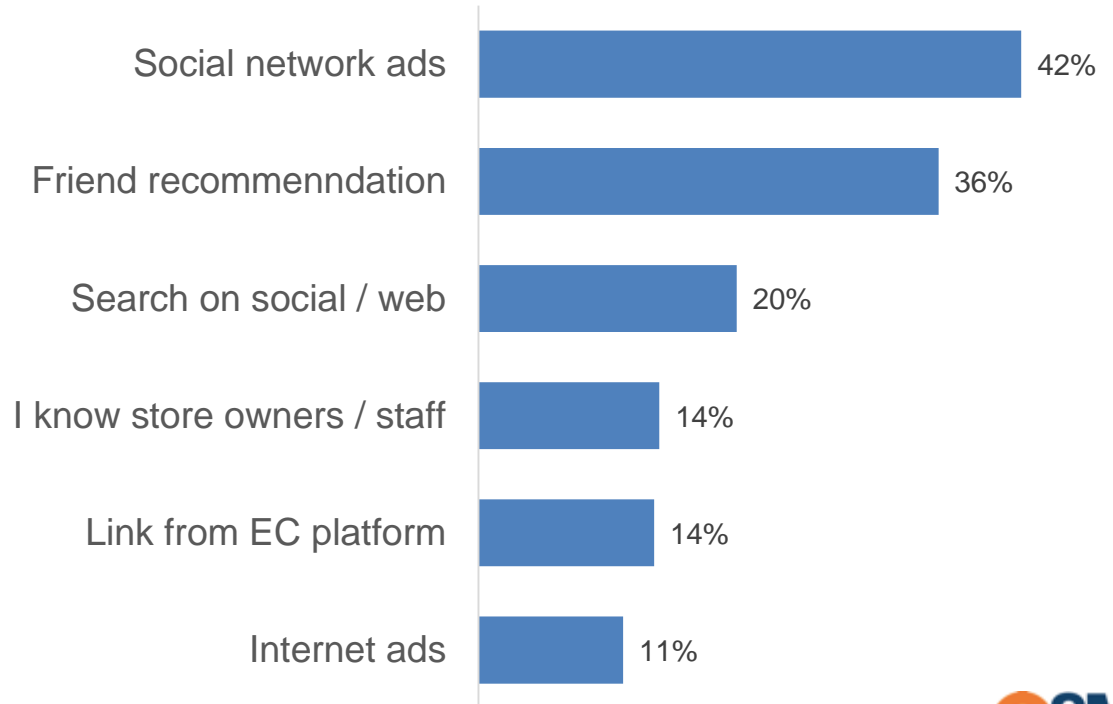


■ First store ■ Repeat stores



# Triggers to know the store

Social ads and friends interactions are the top source

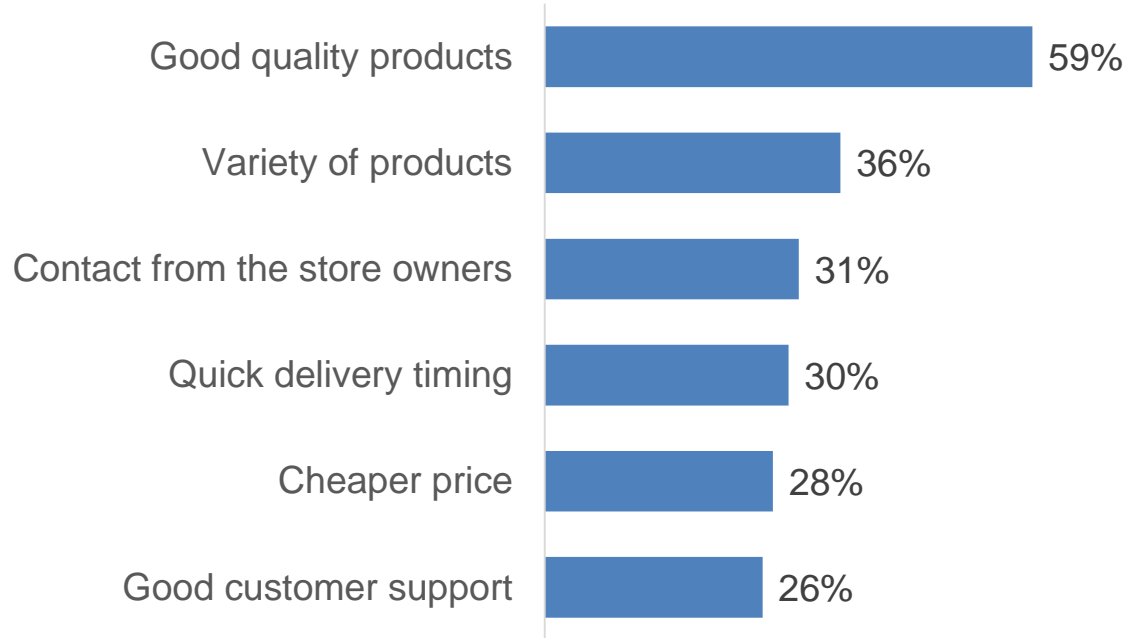


Q. How did you know about the store?



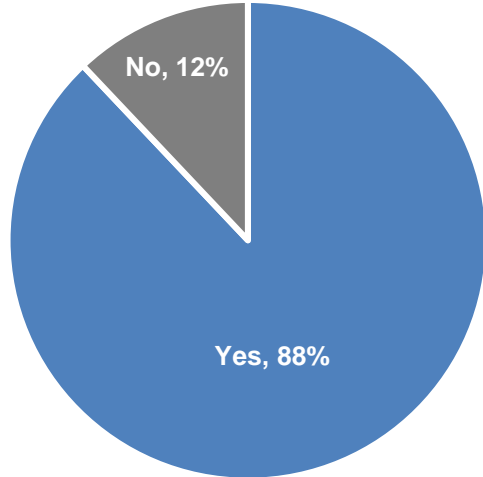
# Triggers to come back to the store

Satisfaction from the previous shopping experiences and chat contact motivate them to come back

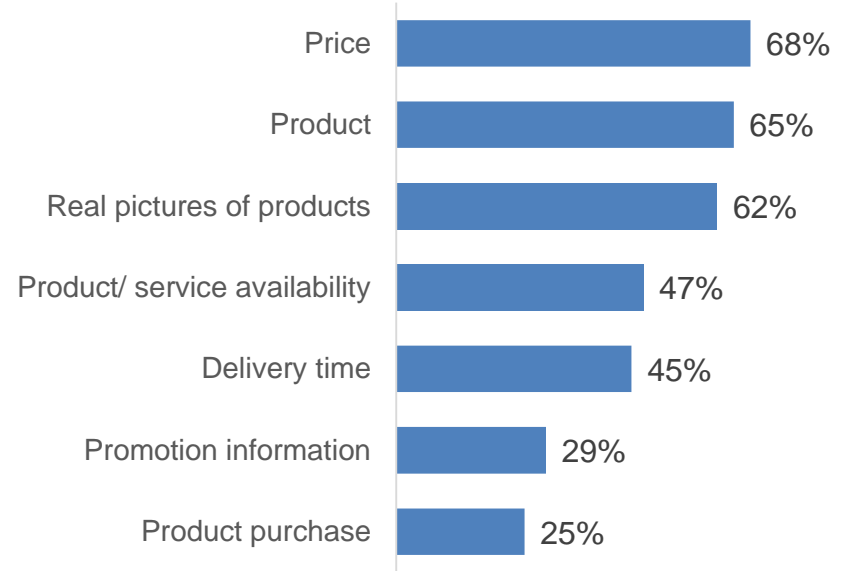


# Importance on the chat talk in SNS shopping

Whether getting information or not



What information to get



88% chat with store staff for the information. Common information are price, product and the images on the site



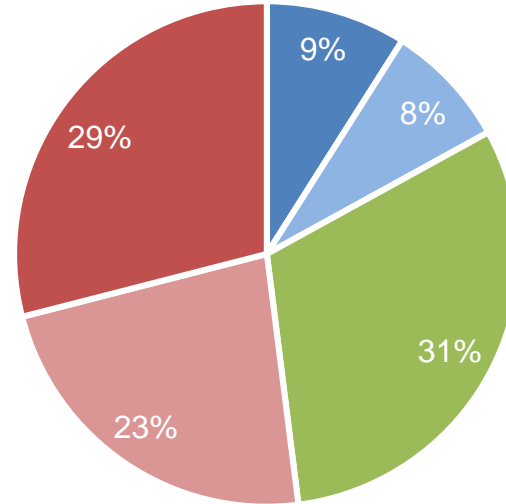
Why SNS shopping is popular among Vietnamese





# Which do you like - EC / SNS?

17% prefers the shopping via SNS shopping over usual EC



- Definitely like SNS
- Slightly like SNS
- Both are the same
- Slightly like EC platforms
- Definitely like EC platforms

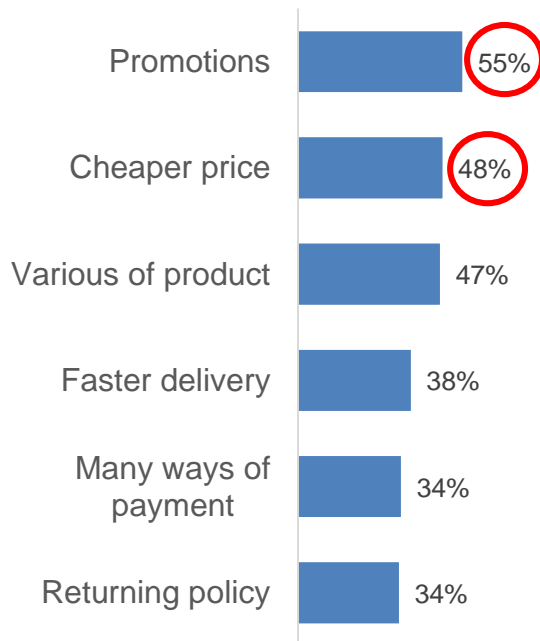
Q. Do you like to buy items at EC platforms or SNS? (N=58)



# Why do you like - EC / social?

SNS shopping is preferred for **convenience and interaction**

## Reason for EC



## Reason for SNS shopping



# Why SNS shopping - Interest

Interest

Purchase

Check out

Delivery / Support

SNS shoppers like the **shopping experiences with one apps**, from the recognition to the checkout.

*Why social shopping..*



Now that they spend hours on social network, they have **more opportunities to recognize the new information** through it

*Why social shopping..*



They could enjoy all the shopping process **within one app** through Facebook that they use most often

*Why not EC..*



They feel **hassle of launching the other app**. Although they tend to face the issues of login for the apps that they use less often



# Why SNS shopping - Purchase

Interest

Purchase

Check out

Delivery / Support

SNS shopping is taken as the channel that they could get what they are satisfied, through the **chat advice from the specialists**

*Why social shopping..*



Each stores on social network tend **to specialize a certain categories**, so more chances that they will find the product that **they do not find anywhere else**

*Why social shopping..*



They could enjoy the **advice from the customer support** who are **familiar with the products** via chat in a timely manner

*Why not EC..*



EC and social network shopping is different. They use EC when they have a certain product in mind and **look for the cheapest**.

# Why SNS shopping - Check out

Interest

Purchase

Check out

Delivery / Support

SNS shoppers do **not feel the hassle of manual information input** as they are familiar with communication via chat so much.

*Why social shopping..*



They are familiar with chat-based communications and okay with telling them profile or delivery information each time via chat

*Why not EC..*



Although they acknowledge the convenience of EC maintaining profile information, they do not feel it as a big differentiator.

*Why not EC..*



EC supports more variety of payment. However majority of Vietnamese pay by cash-on-delivery and payment support are not big.

# Why SNS shopping - Check out

Interest

Purchase

Check out

Delivery / Support

SNS shoppers **feel more comfortable of getting the reply by chat**, rather than fishing for information themselves (even though those information are more detailed).

*Why social shopping..*



They like to get the reply by chat app in a timely manner, as they feel it easy and quick

*Why social shopping..*



They feel more closer with the shop by having more communications with product specialists

*Why not EC..*



They feel unhappy of the late reply from customer support via email, or the hassle of looking for the information themselves





# Who are the SNS shoppers?

Female in 20's

Spend longer hours on social network

Experience of using higher number of online stores

Higher attention for the products with good design

Frequent checking of Facebook posts from the stores that he/she follows

Use both of EC and SNS shopping. EC for the specific products, SNS shopping for emotional buying with getting advice from shop owners

# What products get popular in SNS shopping?

Categories that requires the consultation

Chat works as the best tool to get ride of shoppers' concern

Categories that has a wide variety of products

Demand for specialty store to ft the trend and preference of the target users

Categories that avoid the direct price wars

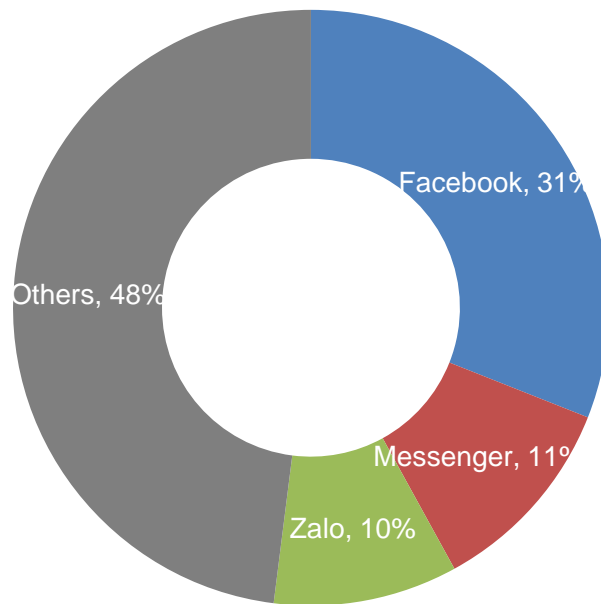
Commercial products tend to be int he pricing war that SME has difficulty to play



# What makes SNS shopping popular in Vietnam

Facebook, YouTube and Zalo account for **51%** of users' time. High dependency on these social network and messaging apps

App usage by length



Source: From screen time collection of 108 customers

# What makes SNS shopping popular in Vietnam



Devotion to social network  
(Facebook)



Familiarity with messaging  
for all the communications



High entrepreneurship and  
side job culture



Low labor cost to sustain  
good support via chat



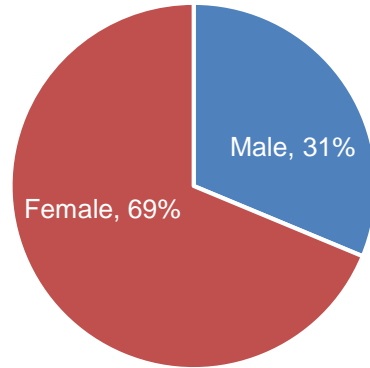
# Summary

- SNS shopping became one of the biggest shopping platform in Vietnam
- SNS shopping gets popularity due to the demand that Vietnamese would like to deal with the shopping easily in one platform, getting all the necessary information via chatting
- SNS shopping fills the demand that EC platform cannot with their niche product lineup and good customer support via chat.
- Fashion and beauty are the two top categories that social network shopping are popular
- The culture and behaviors of SNS shopping matches with Vietnamese who spend hours on social network and deal with many communications via chat.

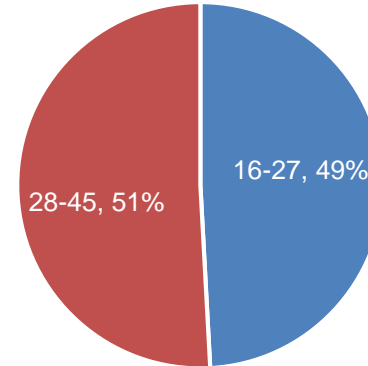


# Respondent profile (N=582)

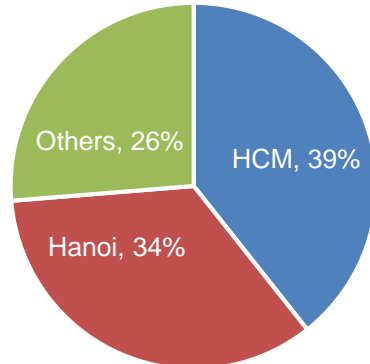
Gender



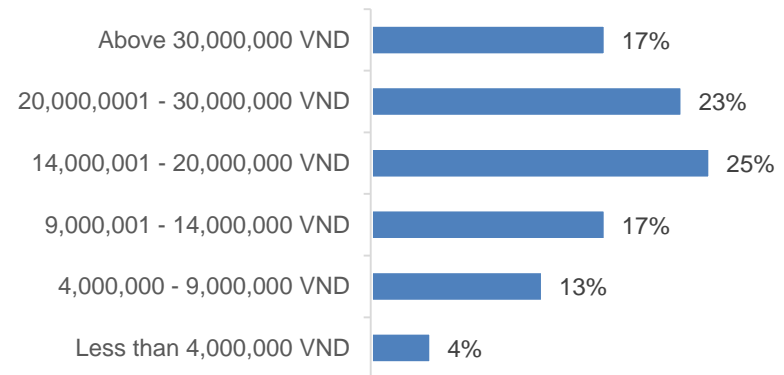
Age



City



Household income





## Q&Me – About Online Market Research Services

# 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

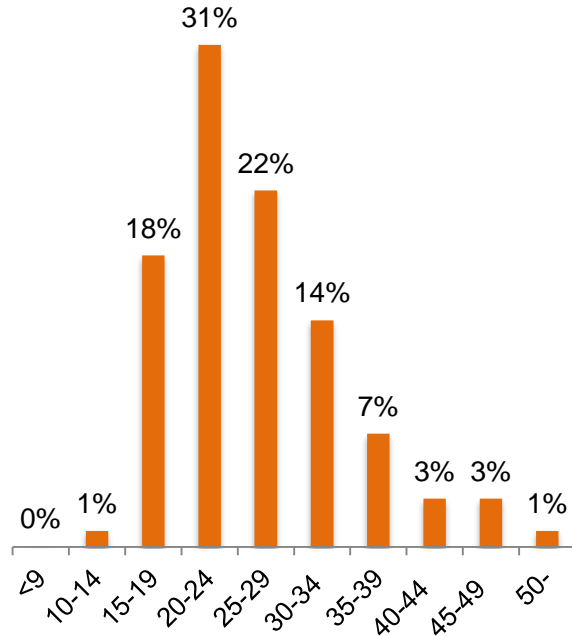




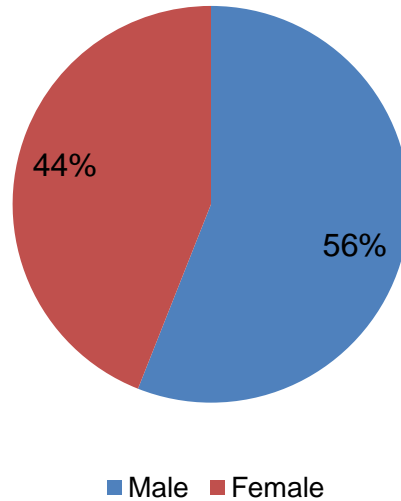
# Our advantage: Direct Panel Management

Our strength is **16-39 years old and urban areas**. This is where most biz customers would like to research. **500,000 members** as of July, 2019

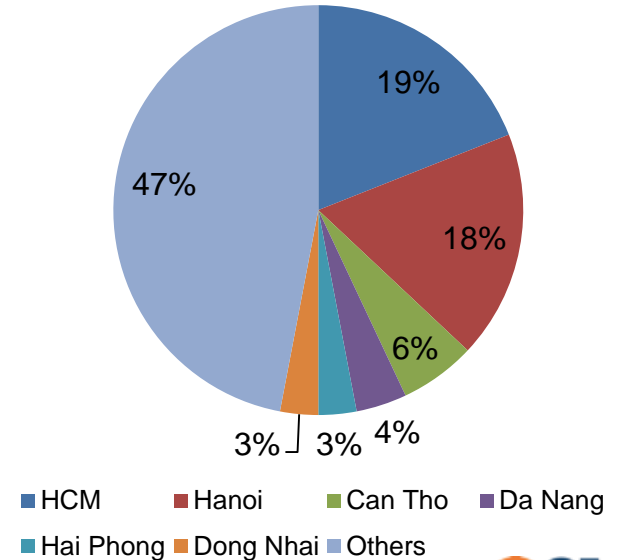
Age



Gender



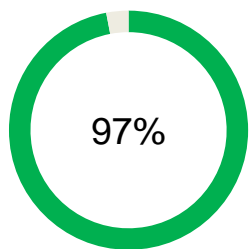
City



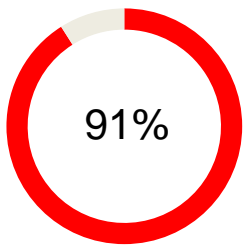
# Our advantage – Quick with quality

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

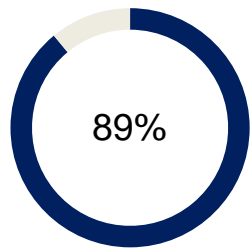
## Our quality score by SSI



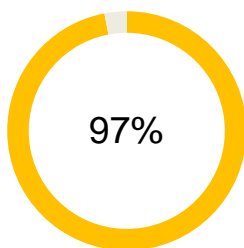
FACT CONSISTENCY SCORE



THOUGHT  
CONSISTENCY SCORE



STRAIGHT-LINER/ FLAT-  
LINER SCORE



SPEEDERS SCORE

### QUALITY CHECK SURVEY SPECIFICATION

N (Sample size)	300
IR (Incident rate)	100%
LOI (Length of Interview)	10 minutes
Success Criteria	Overall score of 80% or higher

### THE RESULTS

**Overall score** **93.5%**

Average score  
in the industry 73%

# Our quality assurance process



## Questionnaire based on the exact profile

- Refined and very detailed 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 s good feedbacks.

# Contact Us

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