



## Vietnam EC market 2019 - 2020

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

A high-angle, over-the-shoulder shot of a person with blonde hair tied back, sitting at a wooden desk. They are holding a black smartphone with both hands, looking at the screen. On the desk, there is a silver laptop, a blue ceramic cup of coffee, a black notebook with a colorful striped cover, and a white notebook with a pen resting on it. The person is wearing a grey long-sleeved shirt and a green and blue striped wristband. A semi-transparent blue banner with white text is overlaid across the middle of the image.

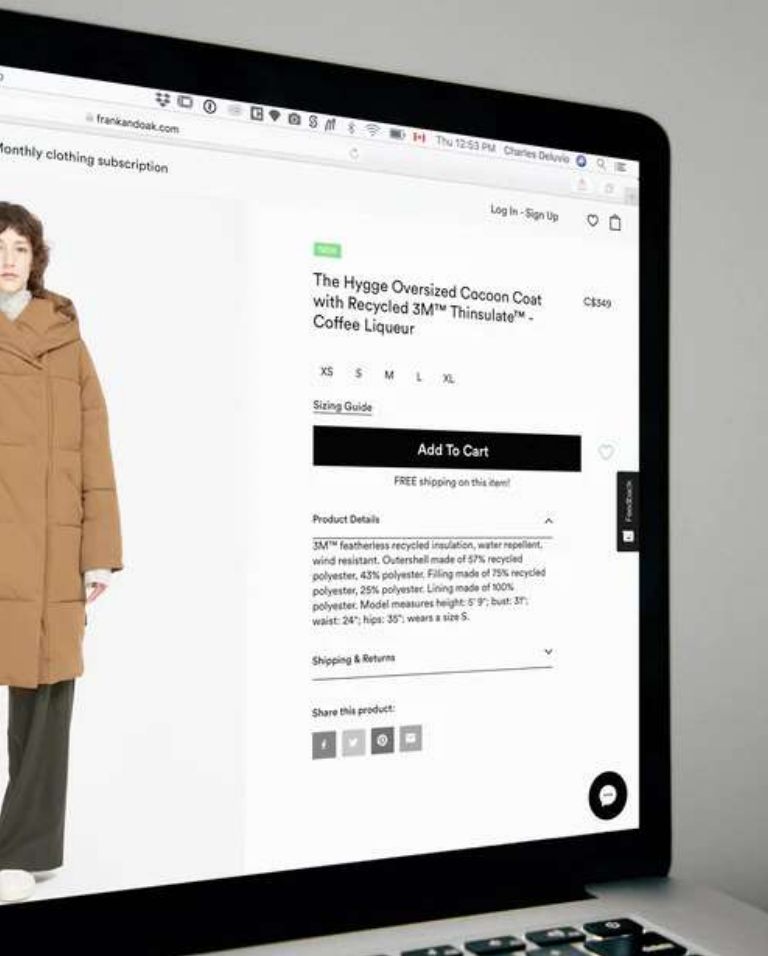
# Vietnam EC Market Highlight

# Vietnam EC potentiality

Vietnam EC market grows as double as the growth of the offline retail market. The recent report from Google indicate that Vietnam EC market will be as big as 25B USD, with one of the highest growth in South East Asia.

This report clarifies the latest consumer behaviors in online shopping as well as their preference of the channels to see how the brand could market their products online.

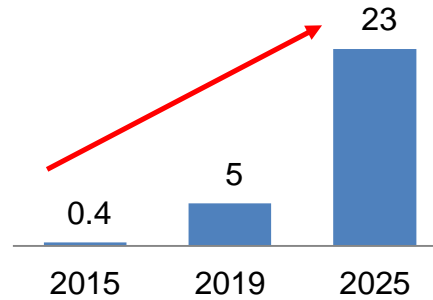
The survey was conducted in Dec, 2019.



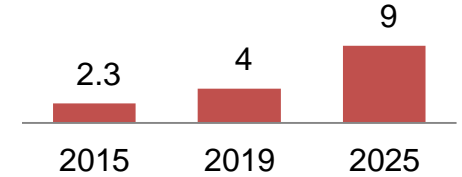
# Vietnam EC potentiality

Billion USD

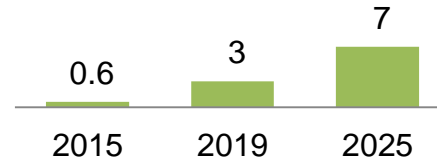
E-commerce



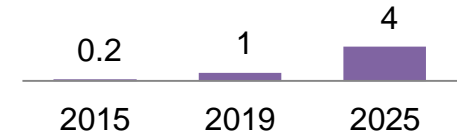
Online travel



Online media



Ride hailing



\* Source: e-commerce in SEA / Google, Temasek, Bain and company

# Key findings - Consumer behaviors

## Mobile app as dominant device

79% use mobile app to shop online and became the dominant channel to shop online. This helps user repeat the shopping as they have more touchpoint with the service provider



## Importance on Reviews and price check

Majority of users check pricing and reviews before making the purchase online to make the right product at the right channel. Internet surfing at the general site and EC site made them interests new offers



## Market driven by strong promotions

EC giants offer the strong promotions such as 11/11, 12/12 and black Friday. Those are well recognized and consumers take these opportunities to get the discounted product online





# Key findings - EC brands

## Shopee as the dominant popularity

Those who use Shopee the best increased rapidly compared with previous year, with good pricing and product variety image especially among youth and female



## Facebook / Zalo as one of the giant EC players

Vietnamese are social network savvy and thus shopping via Social channel continues to grow with a steady paces. Half of social network users use both of Facebook and Zalo



## Shopee as fun, Tiki as good quality

Shopee is equipped with the images of fun and exciting, while Tiki is linked with good quality and customer care and delivery. Shopee is for youth while Tiki is for adult.

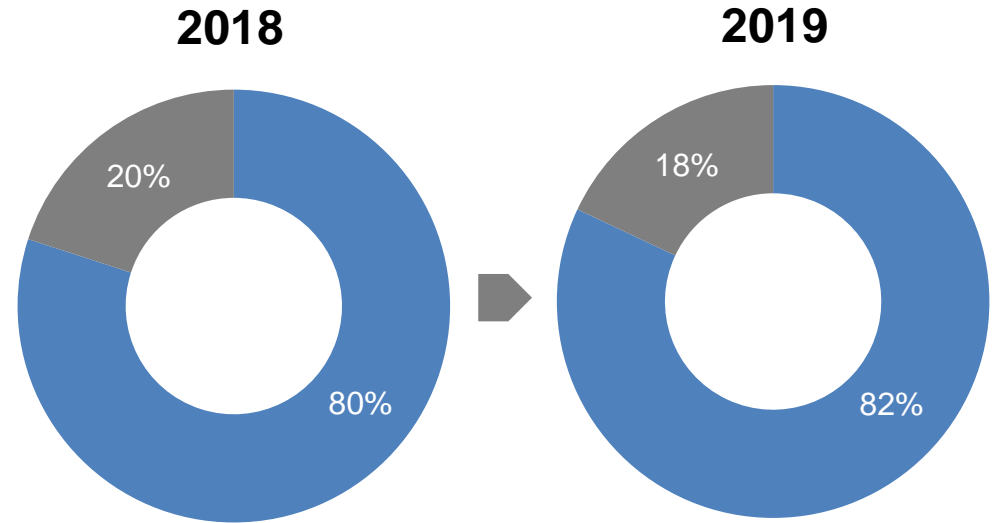


A close-up photograph of a person's hands typing on a laptop keyboard. The person is wearing a dark leather watch with a white face on their left wrist. The laptop screen displays a website with a large image of a person's face and some text. A semi-transparent blue banner with white text is overlaid across the middle of the image.

# Consumer behaviors in online shopping



# Online shopping usage

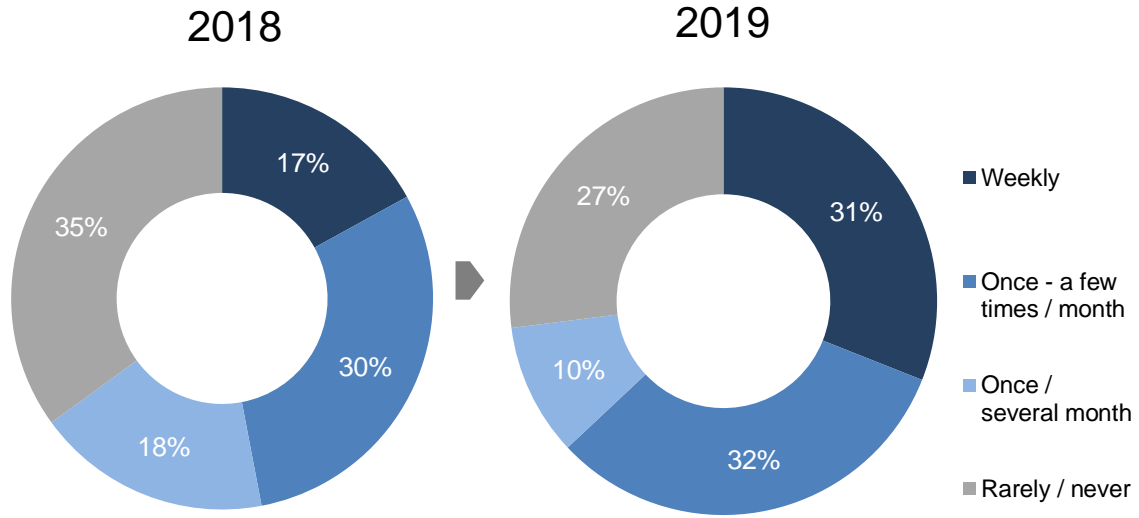


82% use online shopping before





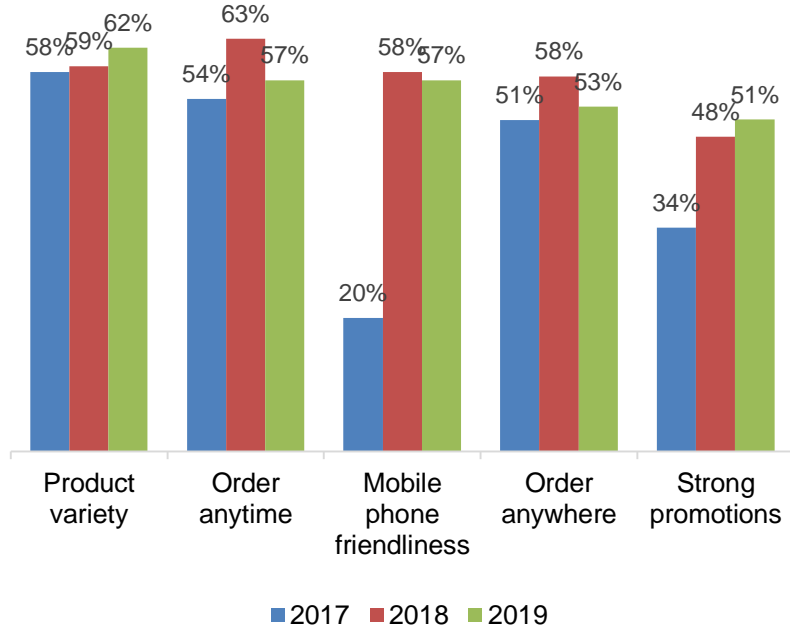
# Online shopping frequency



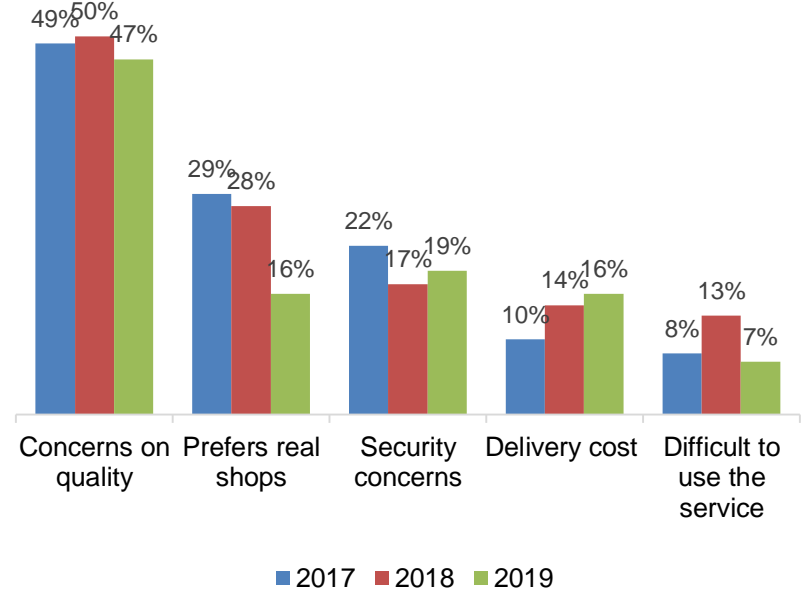
Higher frequency users are on the increase

# Why / Why not using online shopping

## Reasons to shop



## Reasons not to shop

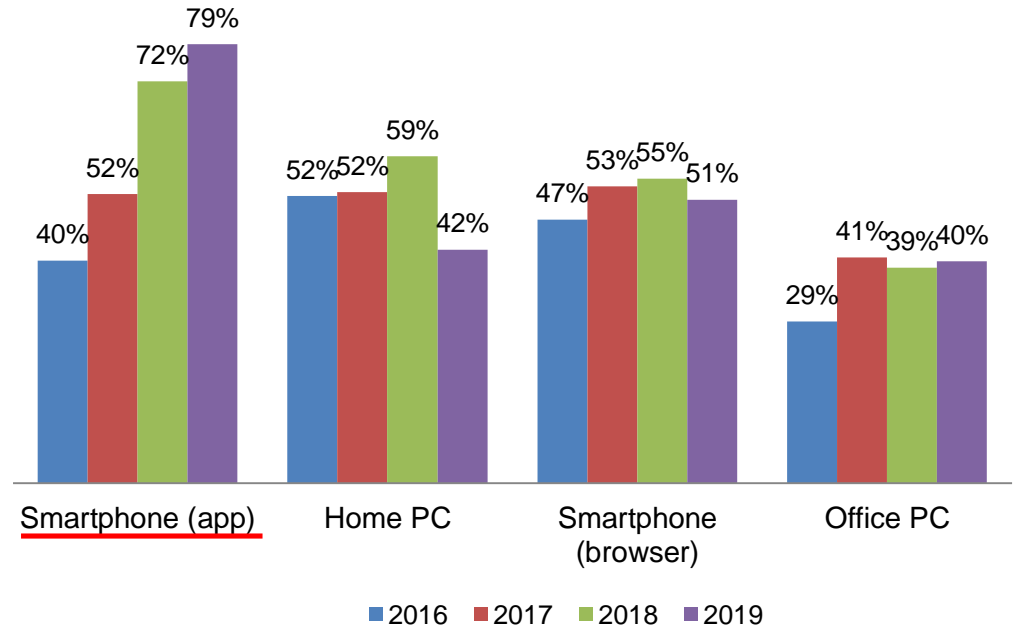


Mobile friendliness motivates a lot of people to shop online in 2018 compared to the previous years. No.1 reason not to shop is still quality concerns.

Q. What are the reasons that you use online shopping in general? / What are the reasons that you do not use online shopping?



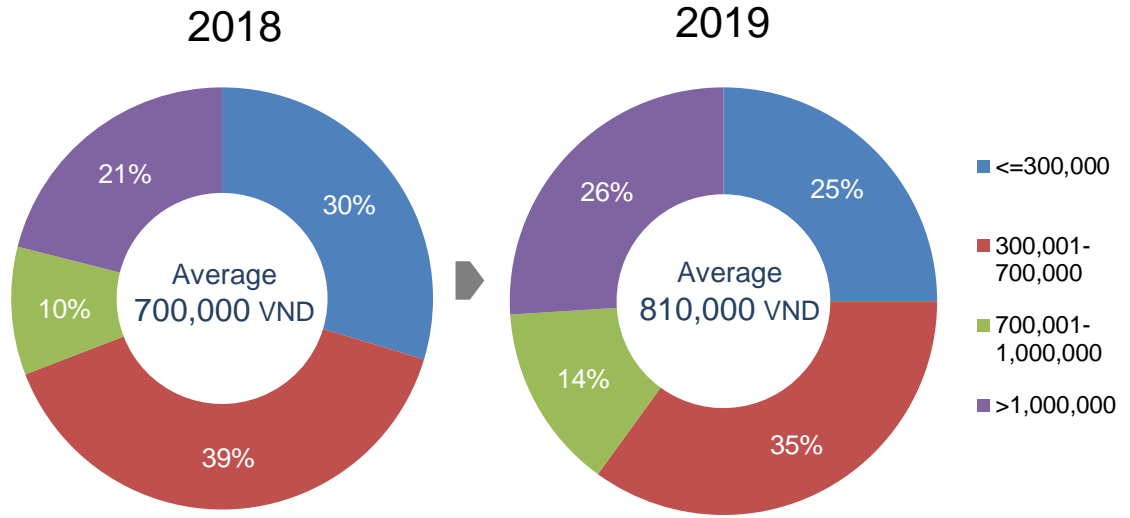
# Device to shop online



Smartphone app on the steady increase and used as dominantly popular device

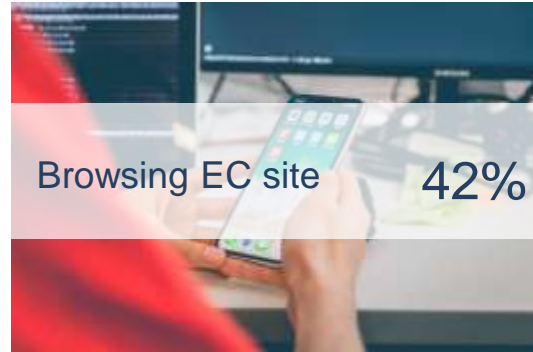


# Monthly spending for online shopping



Monthly average spending goes up by 15% to 810,000 VND per month

# Triggers to buy online

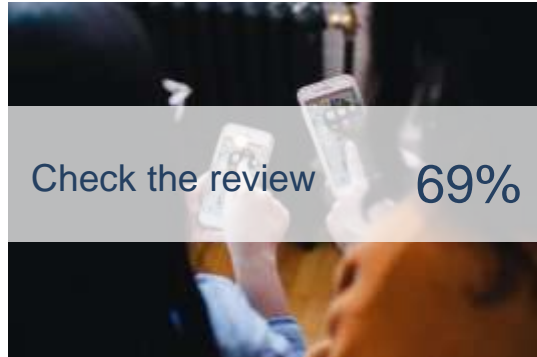


Internet surfing and browsing the site gave them interests about the products.  
Social network also plays important roles

Q. What was the first reason for knowing the product you purchased?



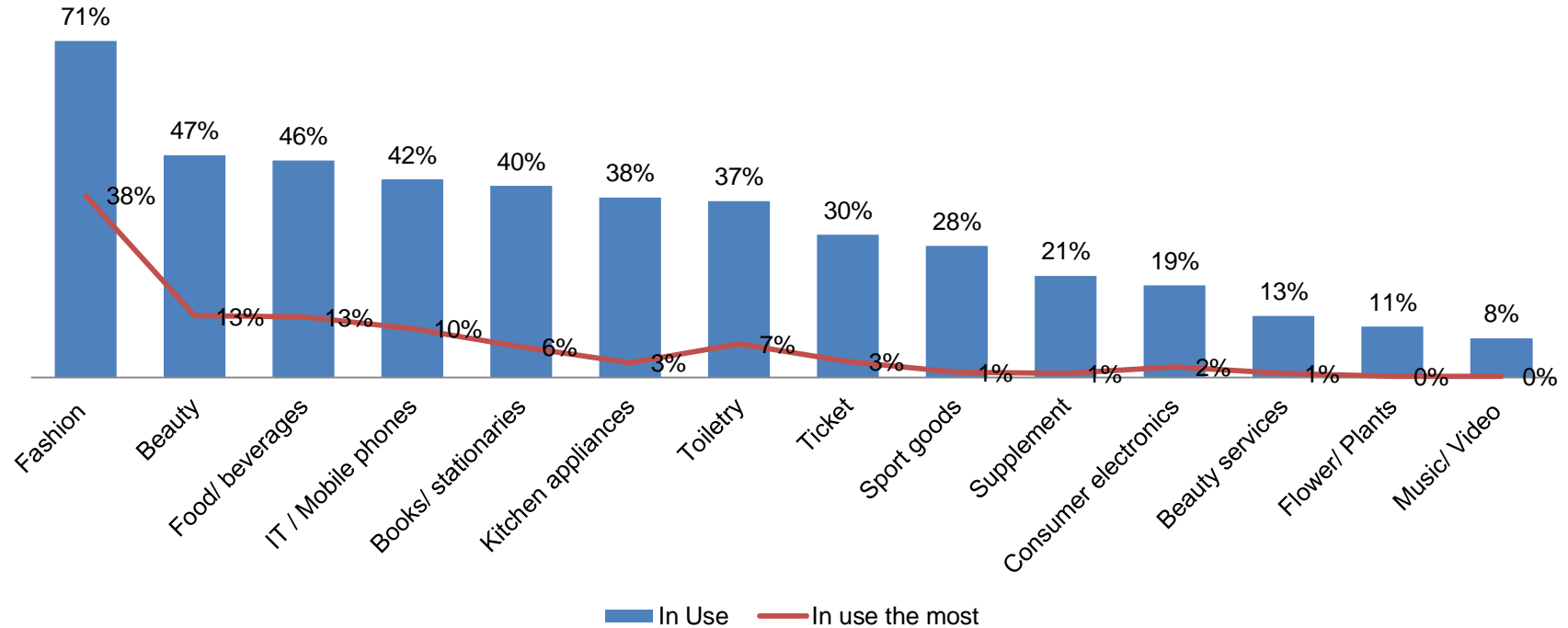
# Actions before buying the products



Online reviews and price comparison online are the common activities before making the purchase

Q. Please choose if you have taken any of the following actions before purchasing the product.

# What to buy on online shopping

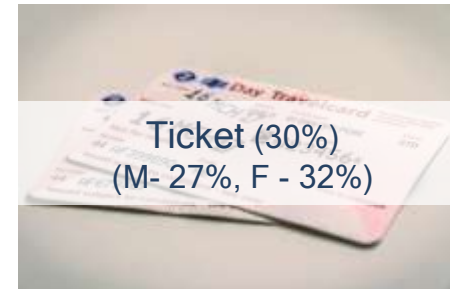
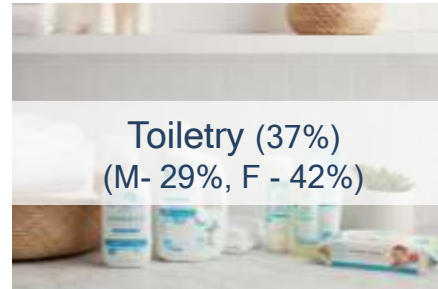
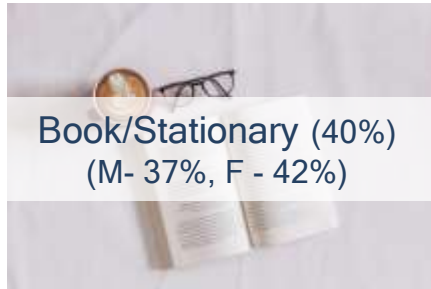


Fashion, Beauty are the two most common categories.

Q. Please choose ALL the products that you have bought online in the last 12 months (exclude food delivery service). / Please choose the product that you buy online the most.

# What to buy on online shopping - Gender differences

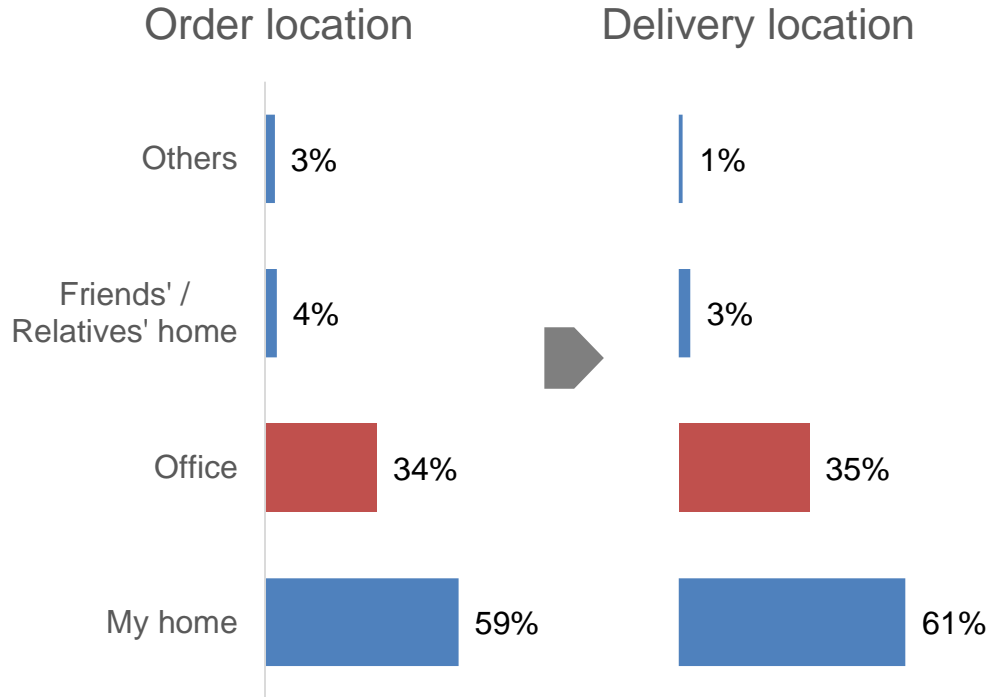
Male buys IT / Electronics, fashion and Food. Female buys fashion and beauty dominantly.





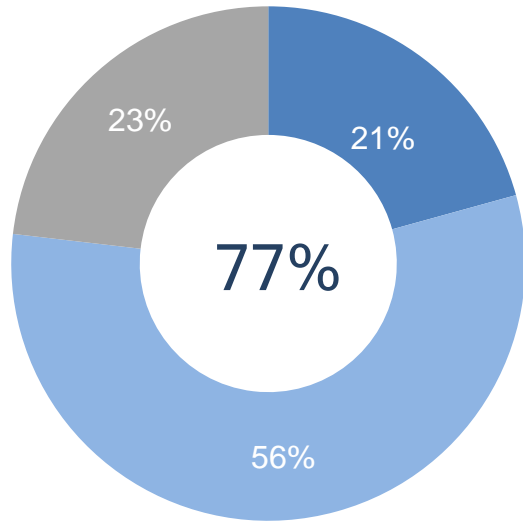
# Order and delivery location

Although home is the most popular location, 1/3 of the order and deliver is from / to the office

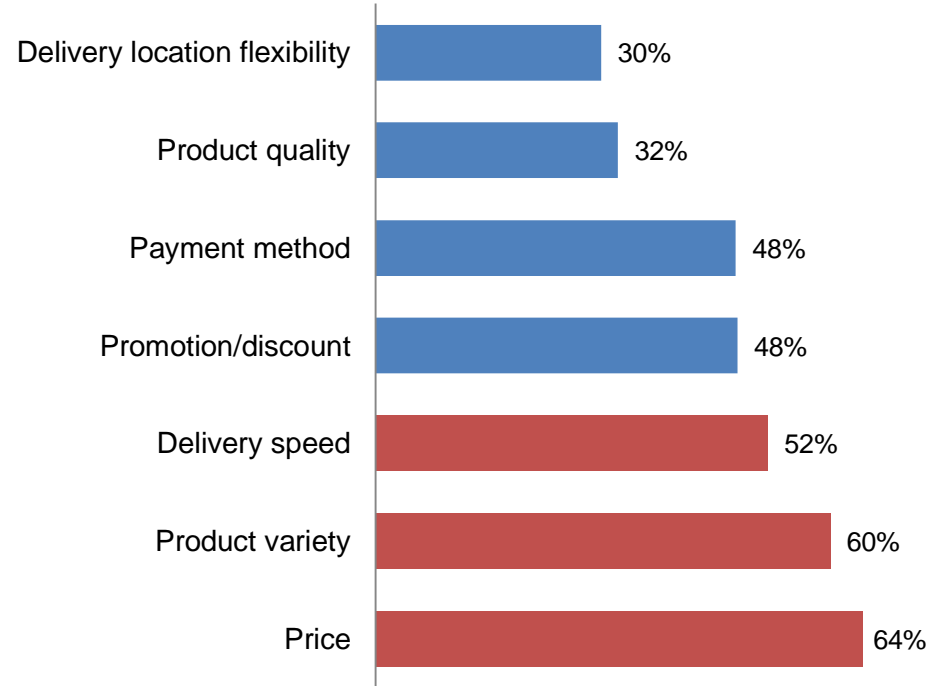


Q. Where did you order the product from? / Where did you receive your product at?

# Satisfaction factor



■ Very satisfied      ■ Satisfied  
■ Average            ■ Not satisfied



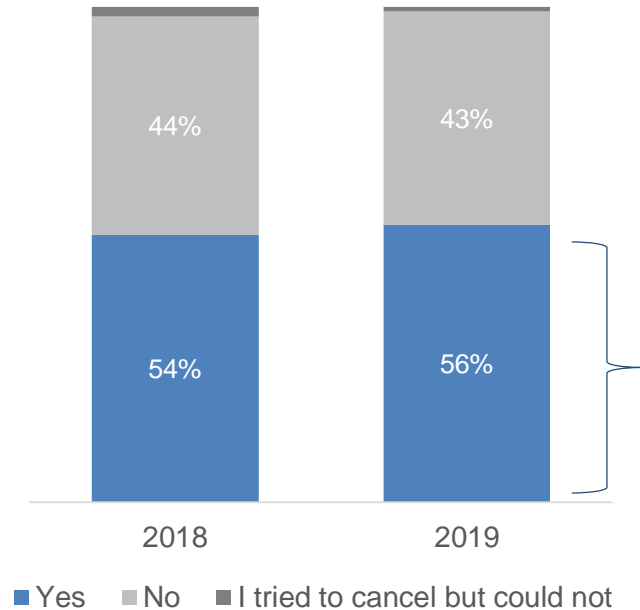
**77% are satisfied due to good pricing, variety and delivery speed**

Q. How much are you satisfied with this EC site you use? / What are the things you are satisfied with?

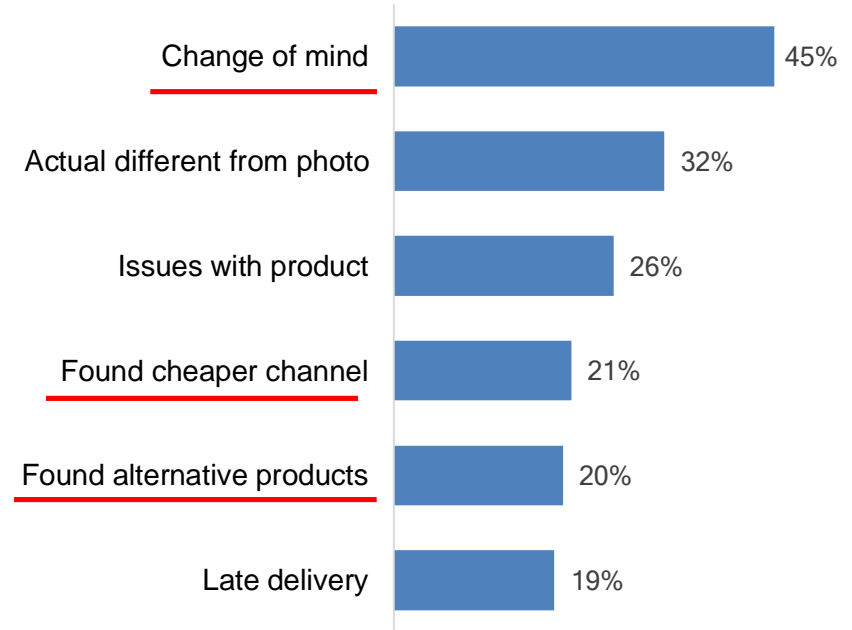


# Order Cancellation

## Cancellation experiences



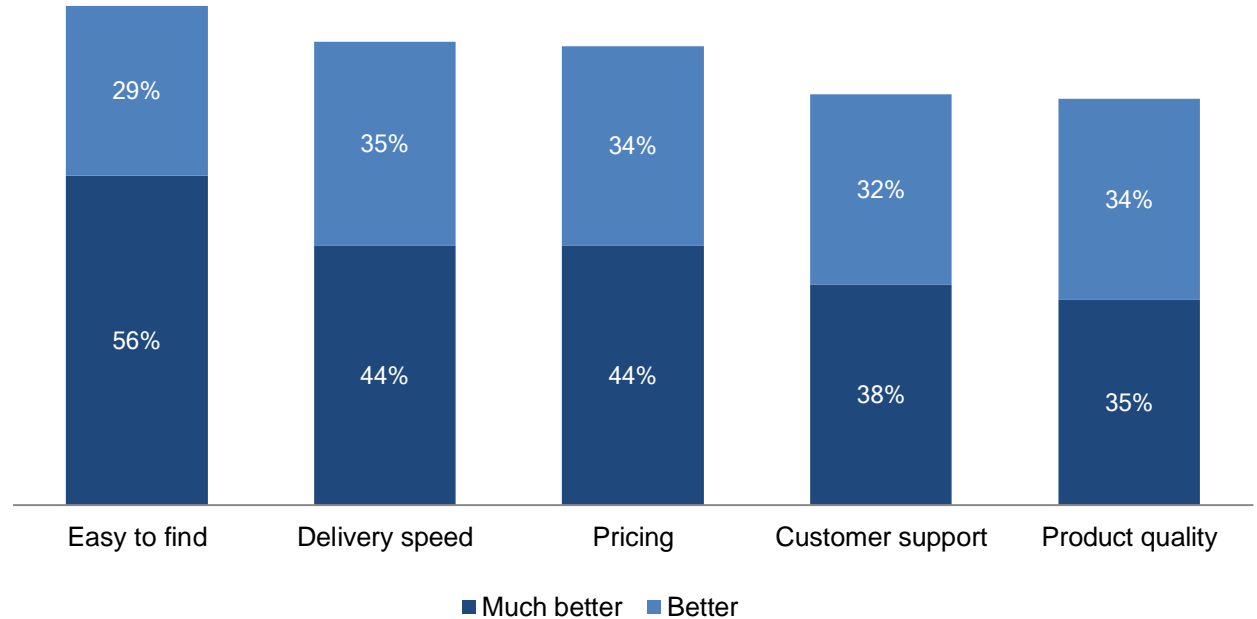
## Reason for cancellation



Cancellation remains high and it is also due to users' motivation to purchase elsewhere



# Online shopping improvement (vs. 1 year ago)



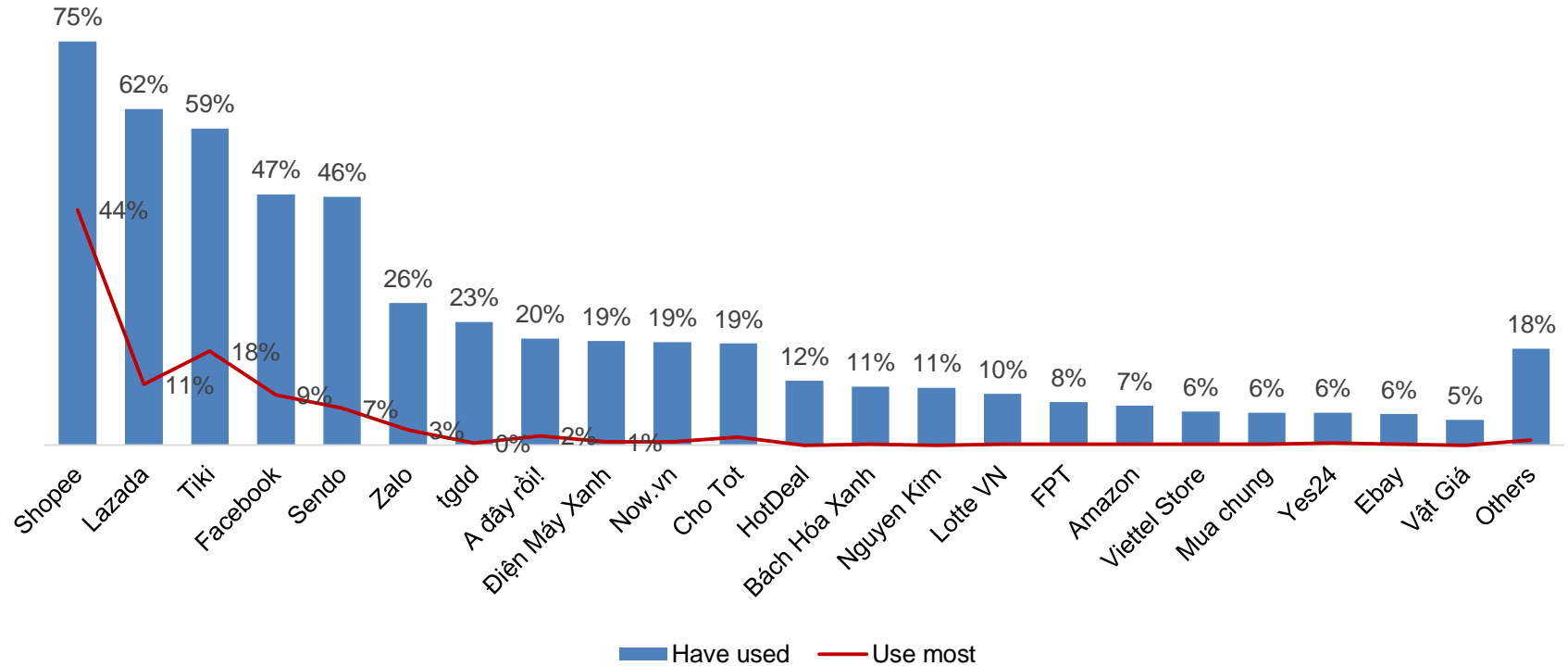
Overall, many items are recognized as improved vs previous year, especially in easiness to find and delivery speed

Q. Please choose what is applicable to you compared with a year ago, about online shopping?

# Online brand characteristics

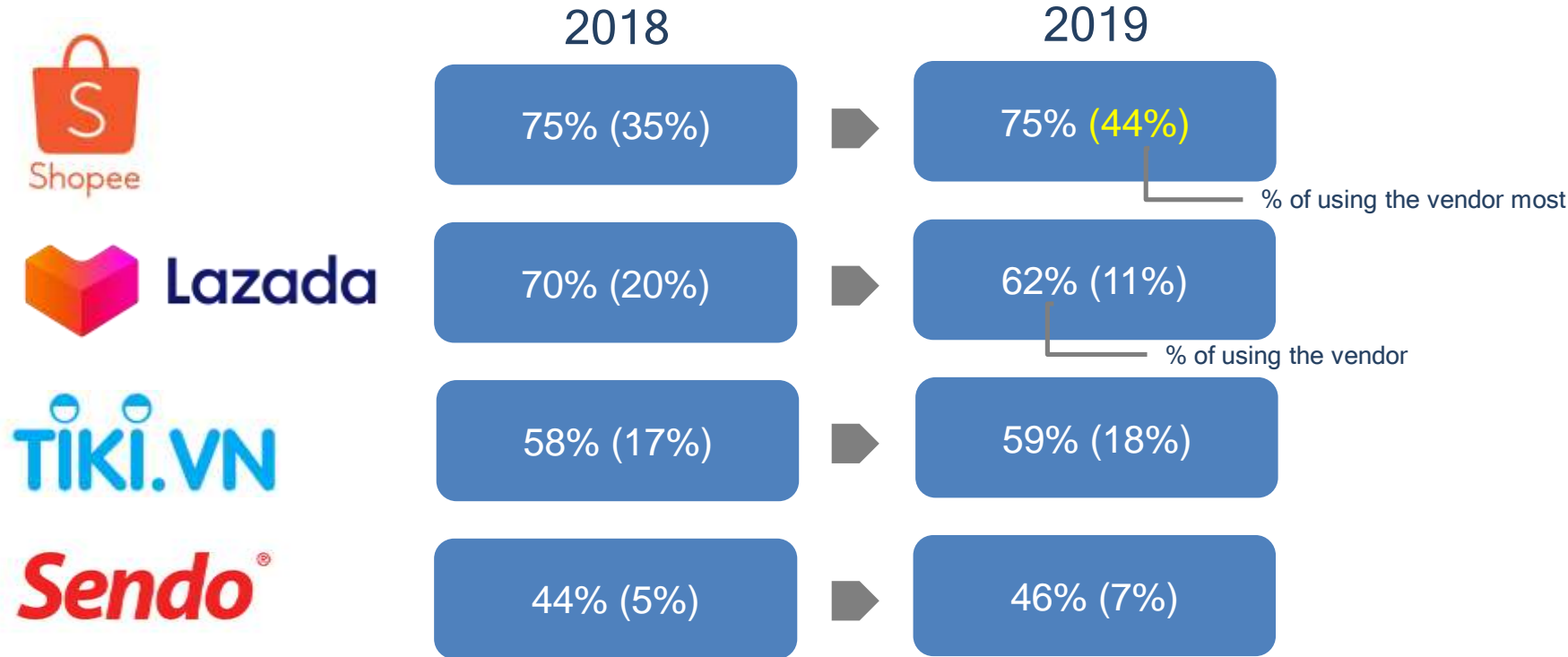


# Popular EC sites for shopping



Shopee, Lazada and Tiki are the 3 most popular EC sites. Facebook comes at 4<sup>th</sup>.

# Popular EC sites for shopping - vs. previous year

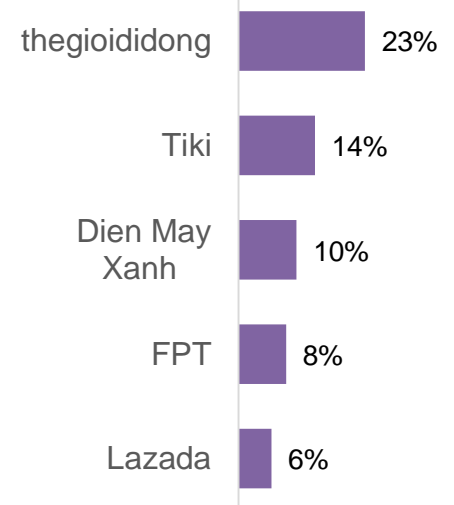
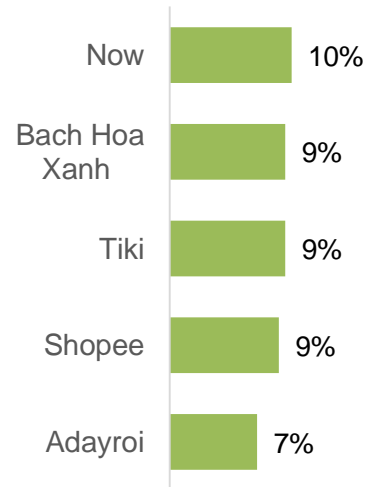
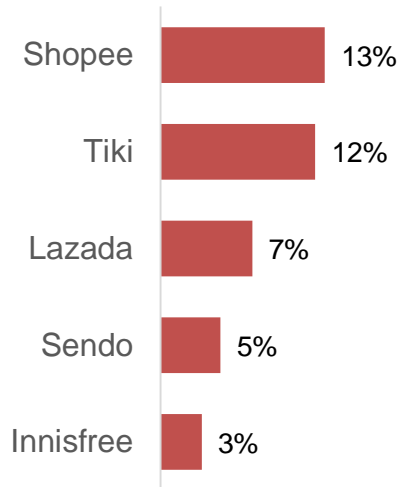
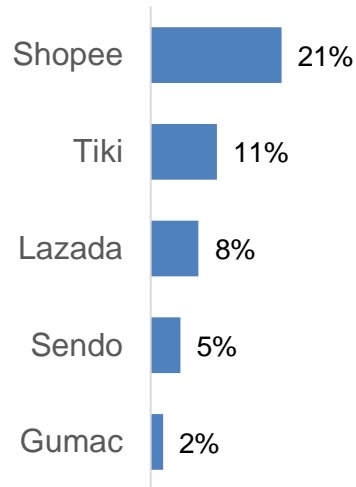


Those who choose Shopee as the vendor to use the most increased rapidly



# Popular online shops by category

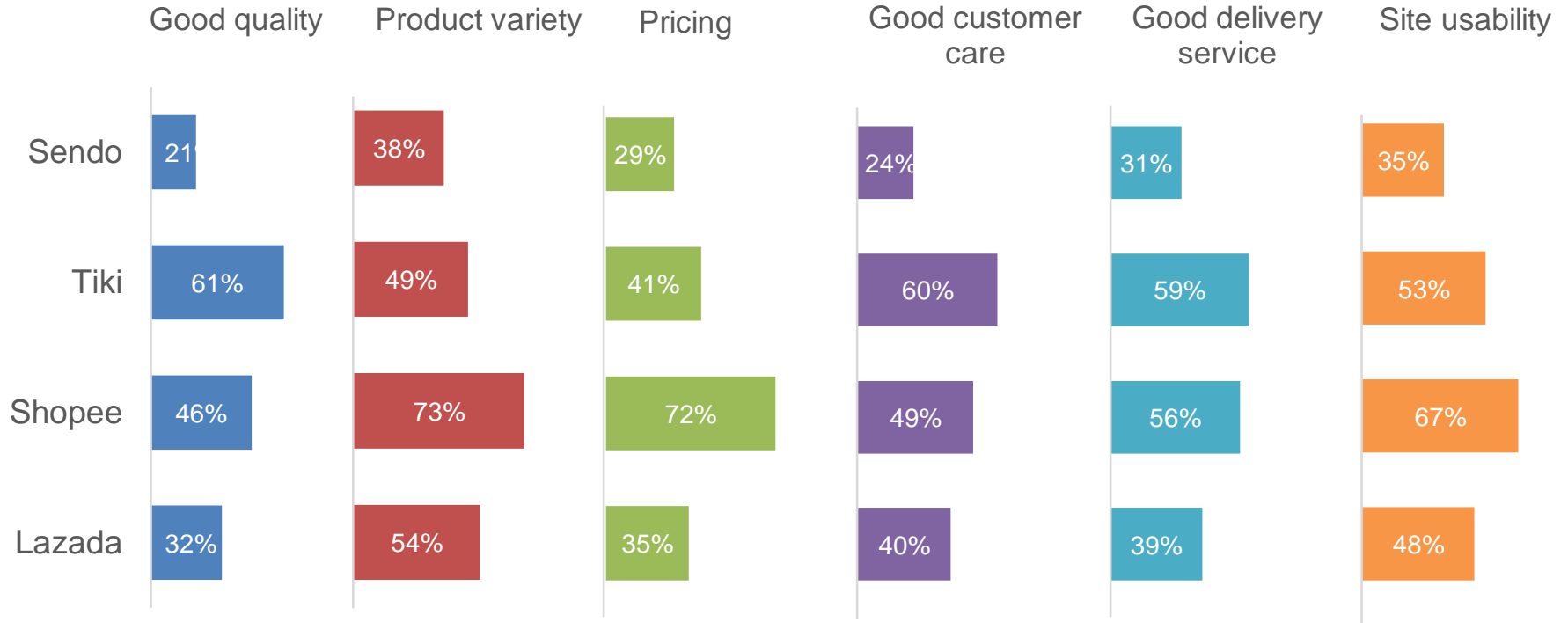
Shopee is strong for fashion / beauty. Food is associated with Now and Bach Hoa Xanh.  
TGD is strong for IT category



Q. What online store name comes up when you think about <Category name>?

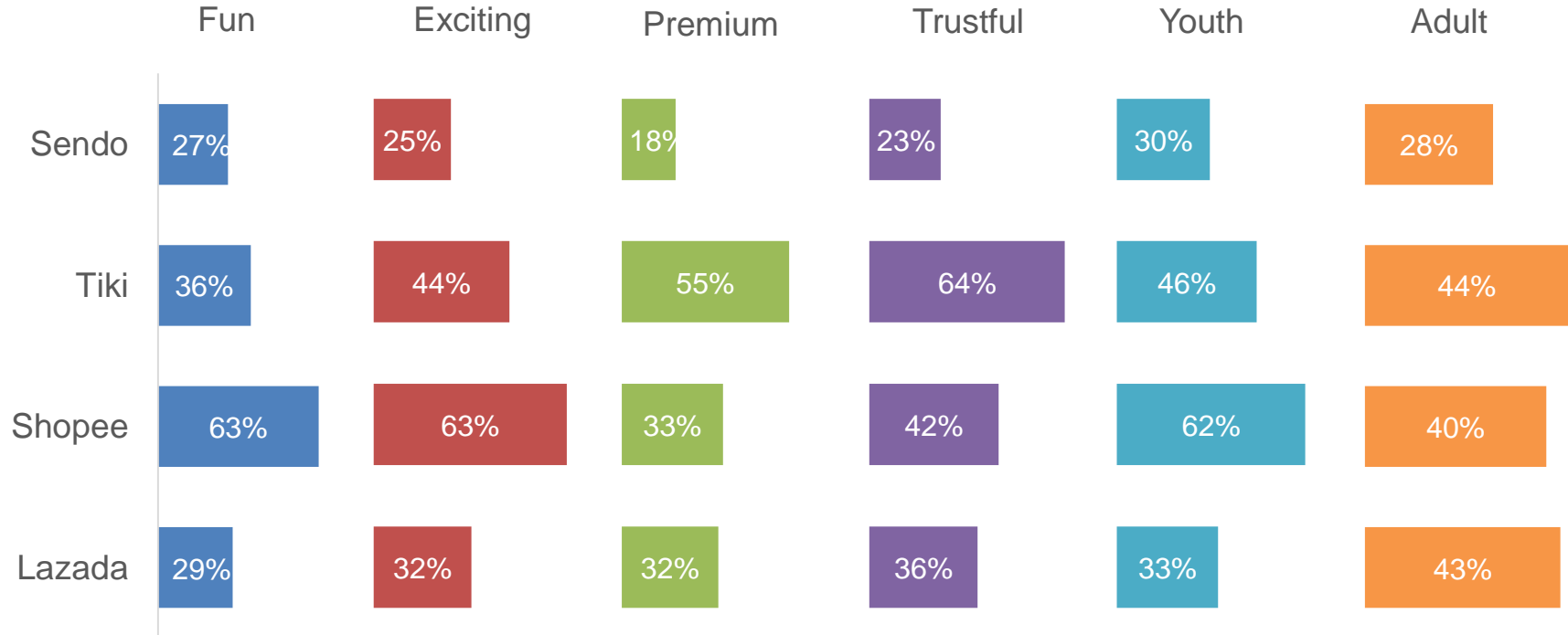
# Top brand image - Features

Shopee outnumbers in product variety, pricing and site usability. Tiki is good with good customer care and quality



# Top brand image - Image

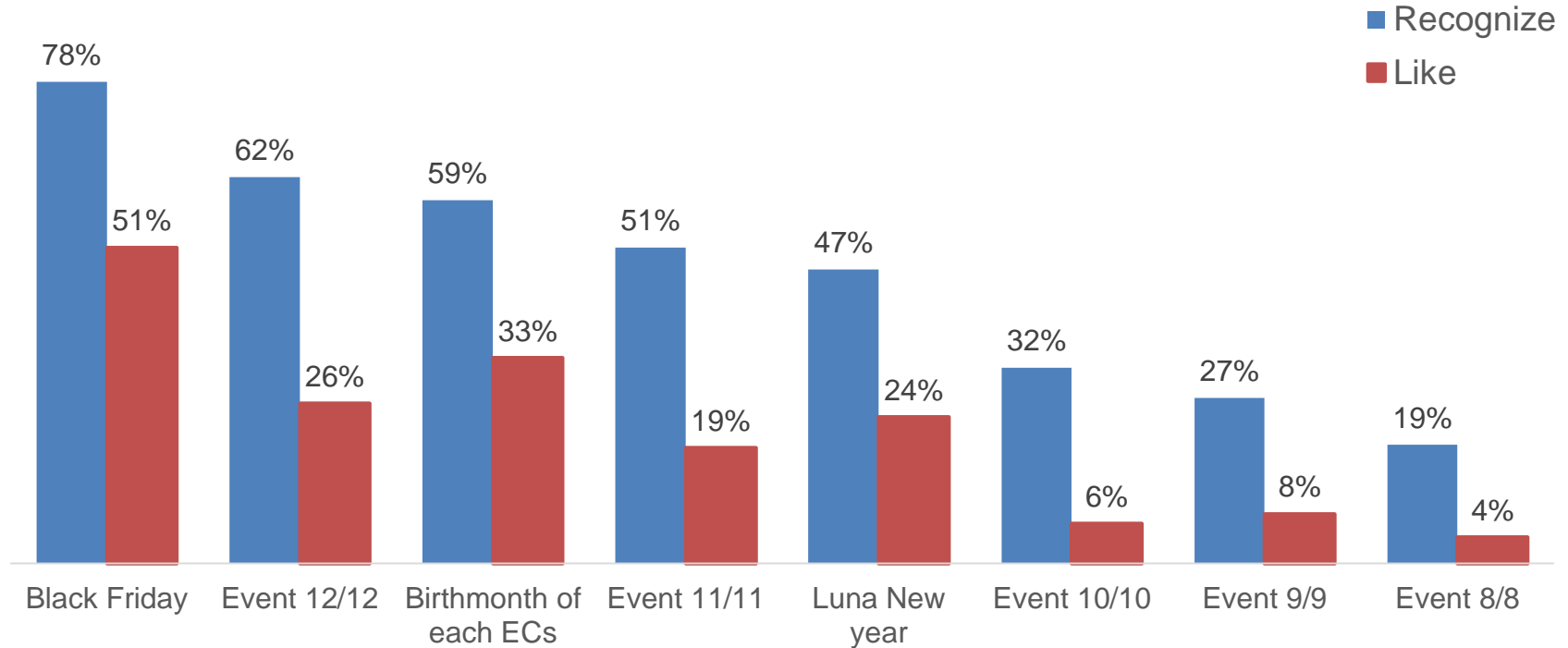
Shopee is federated with fun, exciting, youth image. Tiki is good with premium and trustful image.



A red sign with white text is the central focus, advertising a 'WEEKEND SALE' for 'MEN / WOMEN' with 'UP TO 70% OFF'. The sign is positioned in front of a clothing store window at night. Inside the window, mannequins and racks of clothes are visible, though blurred. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the text 'Promotion awareness' in white. The background shows the warm interior lights of the store contrasting with the dark exterior.

Promotion awareness

# Recognition of promotion dates

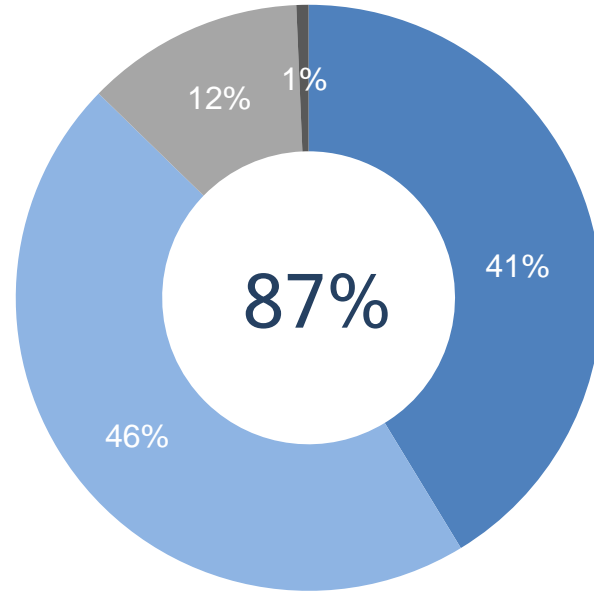


Many special promotion dates are highly recognized including black Friday, 12/12 etc.





## Promotion satisfaction

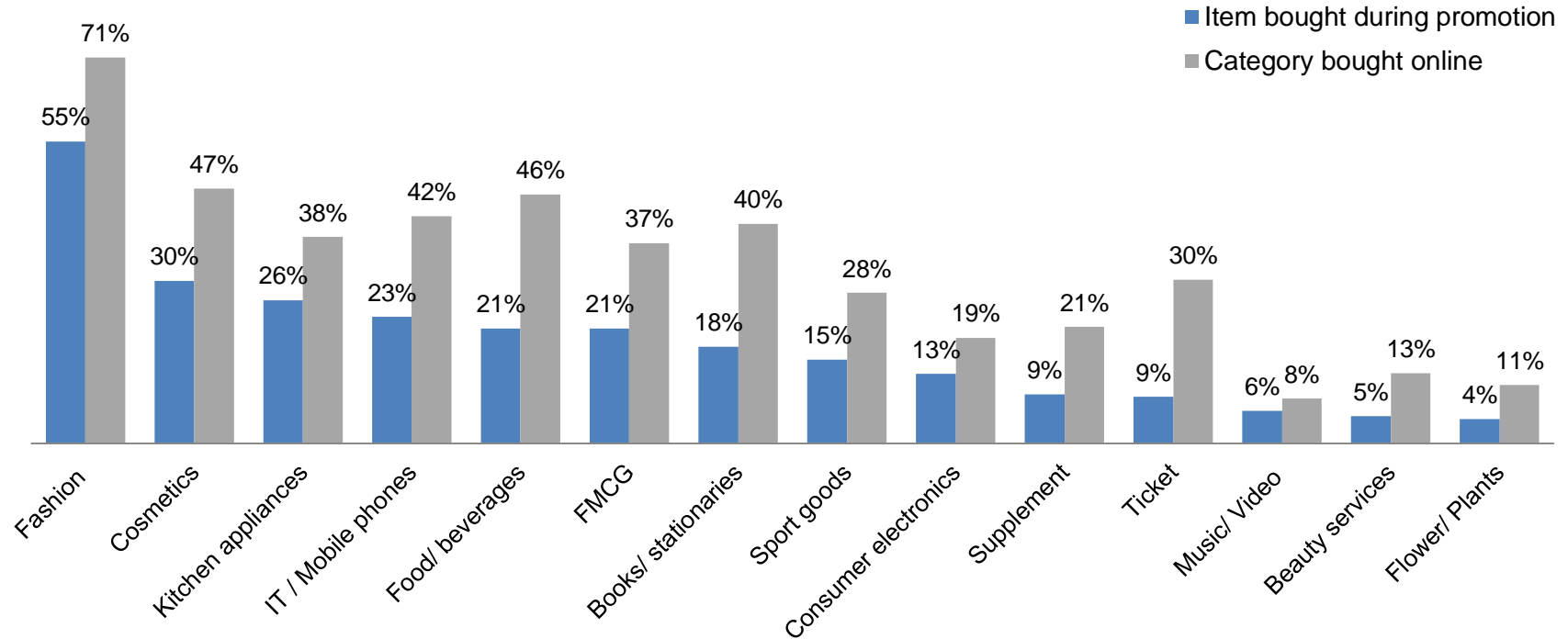


■ Very satisfied ■ Satisfied ■ Average ■ Not satisfied

87% are happy with the promotional offers

Q. What do you feel about these promotion event?

# What to buy on online shopping



Fashion is dominantly popular together with Beauty and kitchen appliances

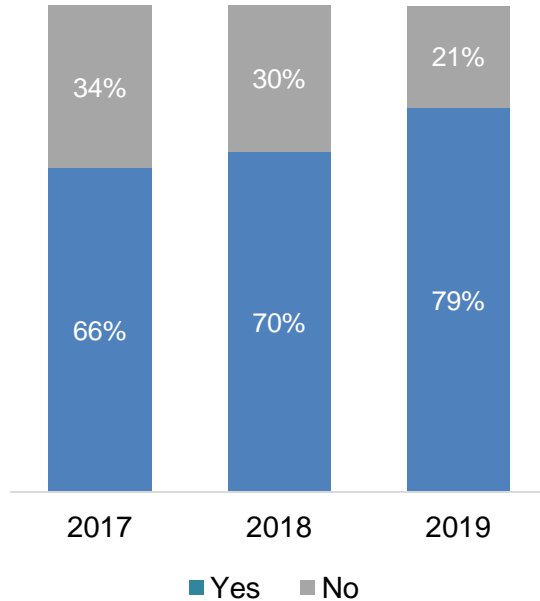
Q. What product did you buy for that order from promotion event?



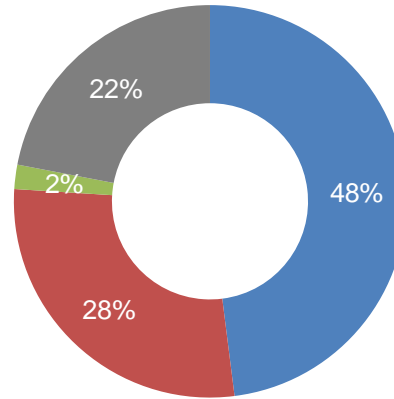
Increasing popularity of social commerce

# Usage rate of social commerce

FB shopping users trend

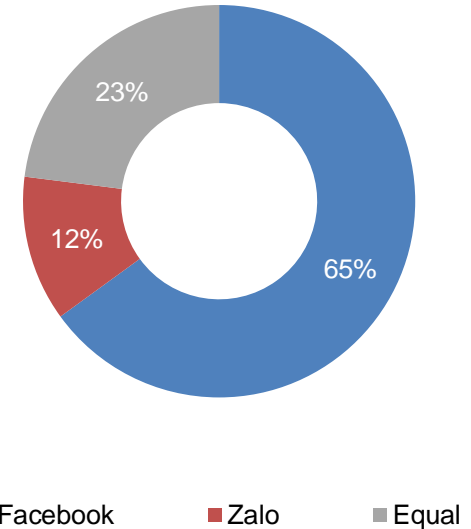


Medias in use



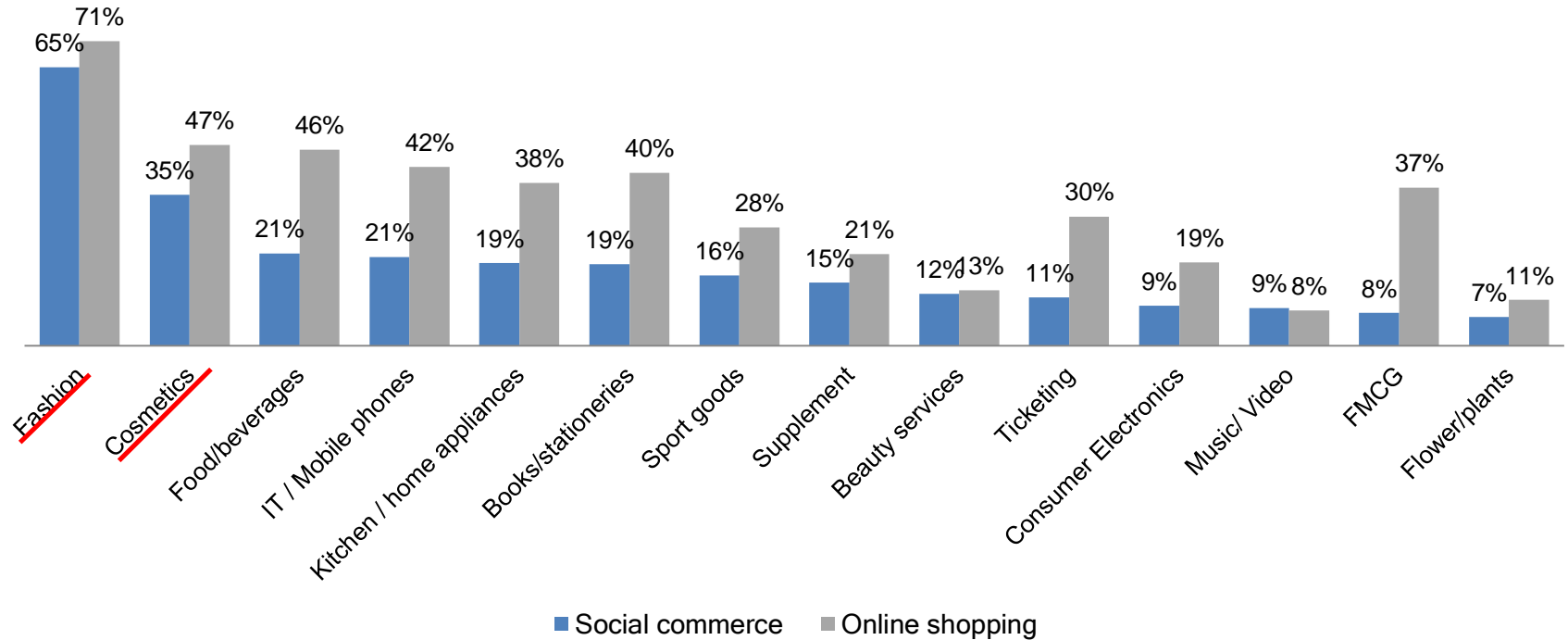
Popular medias

\*Among people who use both for shopping



79% have purchased online via social network. The ratio increase year by year and Facebook is used dominantly.

# Popular items on social commerce



Fashion is the dominant category in social commerce, followed by Beauty and food / beverages

# Reasons to use social commerce

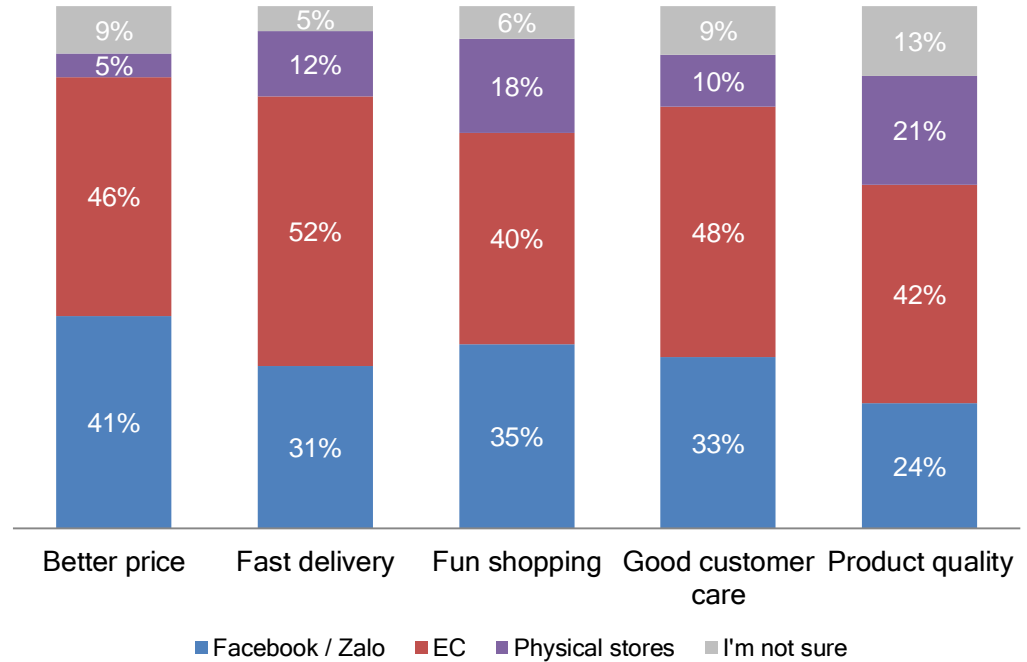


Easiness to order and pricing decreased significantly.





## Channel image differences



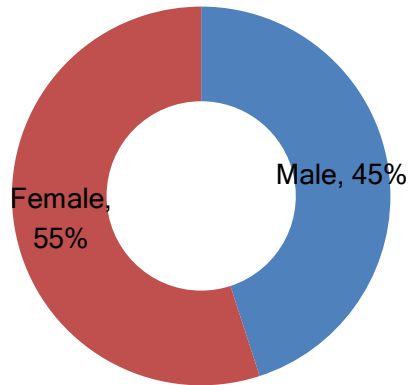
Social commerce has higher ratio for fun shopping and better price.

Q. Which one do you think is more applicable to the following keyword?

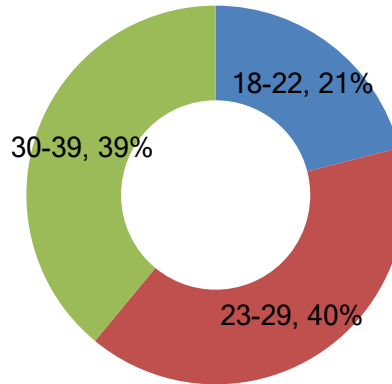
# Respondent profile (N=535)

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

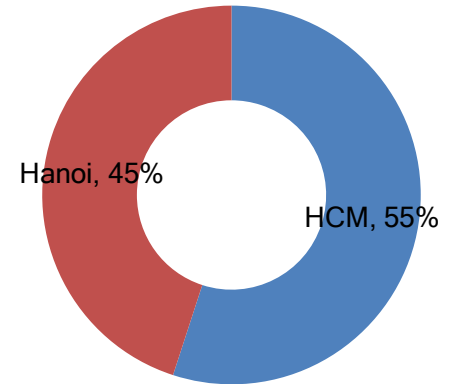
Gender



Age



City





## Q&Me - About Online Market Research Services

# Our service

We offer the opportunity for you to understand Vietnamese consumers better with technology.



## Online market research

Understand consumers quick and deep with over 500K direct Vietnamese panels.



## Offline market research

Traditional market research with technology, for better and quicker data collections



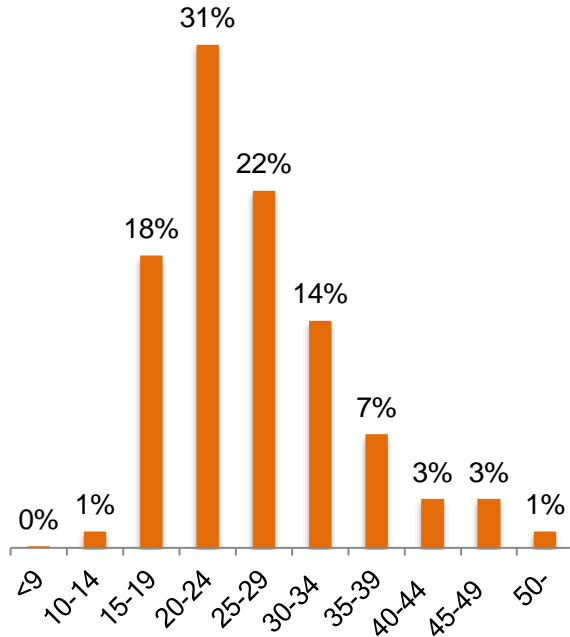
## Field marketing app

Cloud-based solutions to ease manual-based operations in the field

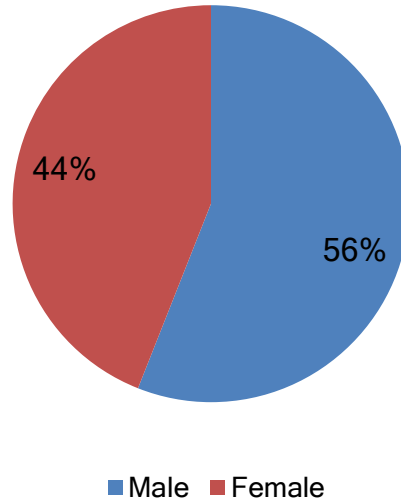
# Our advantage: Direct Panel Management

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

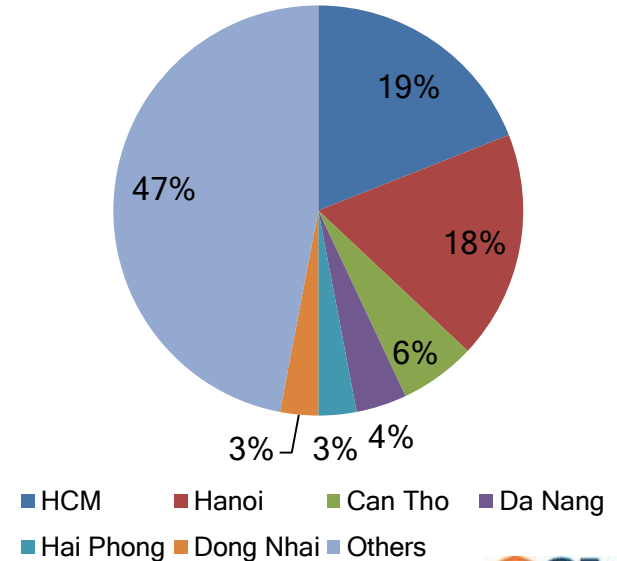
Age



Gender



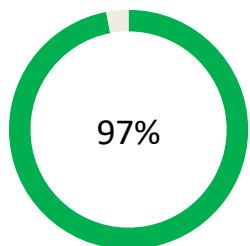
City



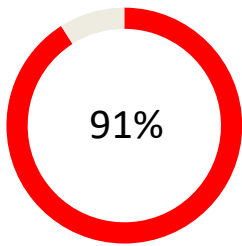
# Our advantage - Quick with quality

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

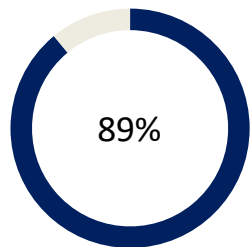
## *Our quality score by SSI*



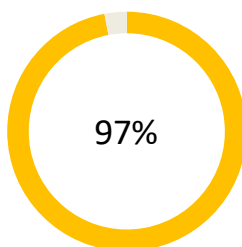
FACT CONSISTENCY SCORE



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

URL: <http://www.qandme.net>

Contact: [info@qandme.net](mailto:info@qandme.net)

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