



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

# Vietnamese Youth Lifestyle (2020)

Asia Plus Inc.



# Overview

This research focuses on understanding the lifestyle of the youth (18 - 25 years old), who came to have more economical power and generate the trend into Vietnam.

This research is consist of the 2 phase - The quantitative survey reveal the youth trend in their lifestyle, then we had the intensive focus group with the youth influencers to understand their insight in depth.

# Research method

We conduct the quantitative survey to understand the trend and conducted the focus group for the young influencers



Online quantitative survey for 436 respondents from 18-25 years old



Group interview for the young influencers in HCM (those who have 1,000 followers and above)

# Group interview respondents

We hear the voice of the youth in HCM who have strong influencing powers, so that we know the lifestyles of the early adaptors

## Female group



Kieu, 22, A  
58,000 followers



Phuong, 23, A+  
6,000 followers



Nguyen, 25, A+  
71,000 followers



Tu, 24, A+  
6,000 followers



Thao, 2, A  
500 followers



Ha, 20, A  
4,300 followers

## Male group



Nguyen, 25, A+  
21,000 followers



Khoa, 23, A  
36,000 followers



Vo, 24, A  
27,000 followers



Tran, 24, A  
1,400 followers



Vi, 20, A+  
8,900 followers



Truong, 23, A  
6,800 followers



Youth lifestyle

# Average expenses

\* Average among those who spend for the each service themselves



Housing (rent)  
960,000 VND



Food & Beverage  
1,000,000 VND



Fashion  
597,000 VND



Entertainment  
464,000 VND



Travel  
654,000 VND



Health / Sport  
433,000 VND



Study  
654,000 VND



Beauty  
410,000 VND



Transportation  
458,000 VND



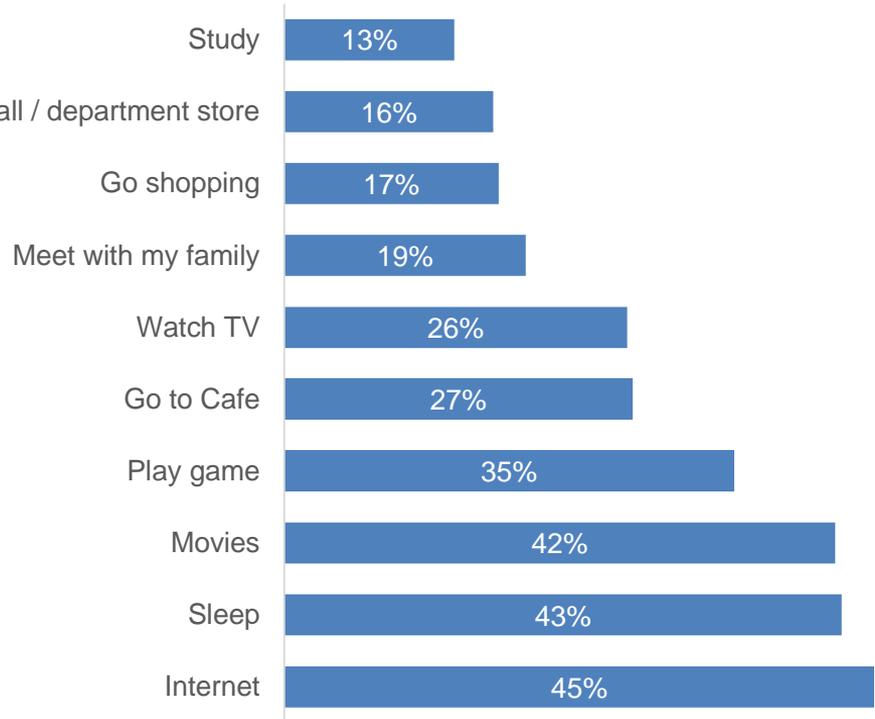
Technologies  
386,000 VND





# Favorite weekend activities

Internet, sleeping, movies are the top 3 activities. Games are popular among male.



# Weekend activities

The youth are aware there are many “fake” commercial information and distinguish the **trustful information based on “Who”**



Environment to **chat with friends**. Prefer to have the **cozy place** rather than crowded atmosphere. They also likes to play cards at cafe

Hanging around + cinema. Prefers to go to the one with a **variety of products**. Place for them to **enjoy shopping with comfortable stay**.

Options for a long days off. Popular locations for Saigonees are Da Lat, Nha Trang, Phu Quoc, Ha Noi. Big motivation for **new excursion and photo taking**

Relaxing at home by **playing games, listening to music and net surfing** and watch **YouTube** and sleeping. Female also goes to **SPA**.

**Dancing / Yoga** is popular activities for female, while male also likes the fitness and ball game like football. **Health conscious** and well disciplined.

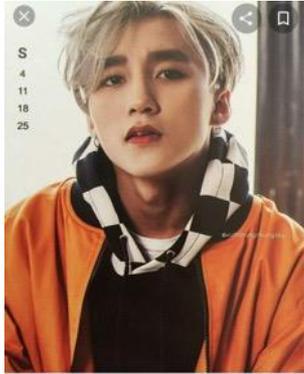
# Favorite place - Female



# Favorite place - Male



# Hot topics - Female



# Hot topics - Male



# Favorite restaurant/ coffee shop



No.1  
Highland Coffee



No.2  
TocoToco



No.3  
KFC



No.4  
The Coffee House



No.5  
Phúc Long



No.6  
Lotteria



No.7  
GongCha



No.8  
Ding Tea



No.9  
Bobapop



No.10  
Royal Tea

Q. Please name the restaurant/ coffee shop that you like?

# Favorite foods - Female



# Favorite foods - Male



# Food / Beverages : Behaviors

The youth are aware there are many “fake” commercial information and distinguish the **trustful information based on “Who”**



The youth came to recognize the new restaurants from **Facebook** posts. It provokes their interest when it includes nice photos, attractive menu and nice views)



They tend to take **photos at the restaurants** as foods photos usually **receives more likes**. They have the wish to become the pioneer of the new restaurants with initial reviews.



After the new legal action to **prohibit driving after drinking**, the youth behavior has changes. They came to choose **non-alcohol beer** and tend to **drink near their home**. They also talk about the techniques how to disguise their drinking history.

# Food / Beverages : Popular restaurants

youth enjoy a variety of foods depending on the importance of the occasions



Bar



Chain restaurants



Local / Street restaurant

Special occasions like birthday, or when they go travelling. Drinking opportunities make their friendship tighter

Affordable chain restaurants of the international cuisines (Japan, Korea, Western) are the popular place for them due to a variety of foods with average pricing.

Street restaurants are used for the casual meeting occasions especially among male. The big local such as Bien Duong (seafood), Giang Ghe (seafood) are also popular for fresh foods.

# Favorite fashion brand

On top of sport brand and fast fashion brand, luxurious brand as Gucci or Chanel is ranked. Even fake products those are taken as the fashion icon.

adidas



No.1  
Adidas



No.2  
Gucci



No.3  
Nike



No.4  
H&M



No.5  
Zara



No.6  
Channel



No.7  
Việt Tiến



No.8  
Canifa



No.9  
Ivy Moda



No.10  
Gumac

Q. What are the fashion brands that you like?

# Fashion

## Interests in fashion



I like **comfortable clothes**. I do not have much time to choose my clothes. **Colorful clothes** to make me look youth.



I wear casual most of the times except for the special occasions like **wedding**. For these occasions, I am trying to look myself **elegant** with nicest shirt I have



I like unisex style. HCM is hot and comfortable clothes . I like the ones with **youth images** which fits my sneaker style.



I would like to **change my style** depending on the occasions. Same fashion makes me bored. I will **change my outlook** depending on where to go and who to go with

## Opinions about the popular brands

ZARA

**Many good / beautiful designs** to choose from, including nice accessories. Price is a bit higher than the other brands but good to wear for the occasions to go out

H&M

It is **similar to ZARA with more affordable pricing**. Design is simpler or some feel **outdated**. Fabric quality is not that satisfactory either

UNIQLO

**Good materials** and durable quality from Japan. **Design is rather basic** and lacks in trend element

# Beauty / health

Beauty / health is one of the areas where they pay attentions, spending a good amount of money for cosmetics and supplement

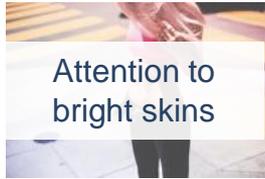
Keywords



**Korean makeup** is popular among female with the impressive advertisement for natural skin with the good pricing



Both of male / female youth take several supplements including **Vitamin, collagen, Omega and royal jelly**



Both of **male / female** care for the **beautiful skin** a lot. They try to spend the healthy life to make their skin well and spend on items such as facemask



**Beauty Vloggers** is referred well to get the know-how and what is popular around the world

youth voices



I would like to keep myself healthy. I do not stay late but drink water or fruit/boiled vegetables a lot.



I **always make up** for most hangout including school and hangout. I spend more effort when I need to attend **wedding ceremony**

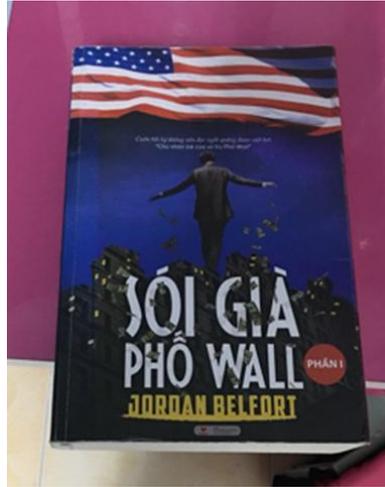


**Good skin** is very important to me. I use cream and mask.



I **feel more confidence** when I have outstanding makeup. I tend to get the latest information from Pony (**beauty blogger**).

# Favorite items that they recently purchased - Female



# Favorite items that they recently purchased - Male



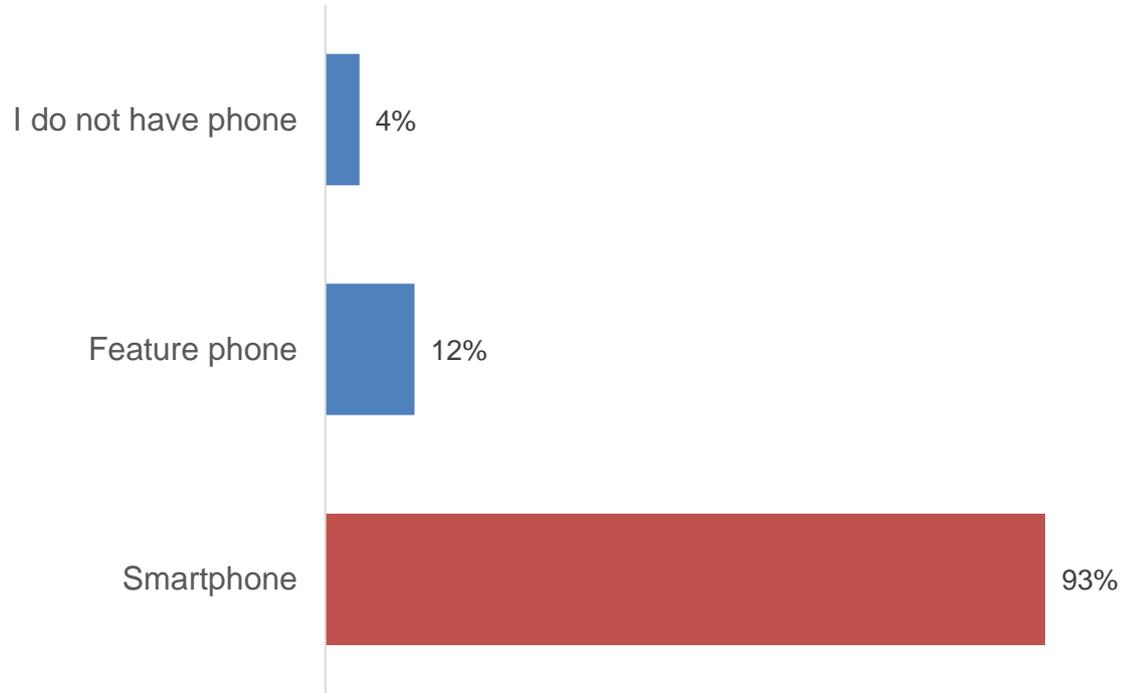


Tech / mobile life



# Smartphone ownership

93% already owns the smartphone



Q. Please choose the types of the phones that you own

# Popular Smartphone App



No.1  
Facebook



No.2  
Zalo



No.3  
Youtube



No.4  
Messenger



No.5  
Instagram



No.6  
Momo



No.7  
Zing MP3



No.8  
TikTok

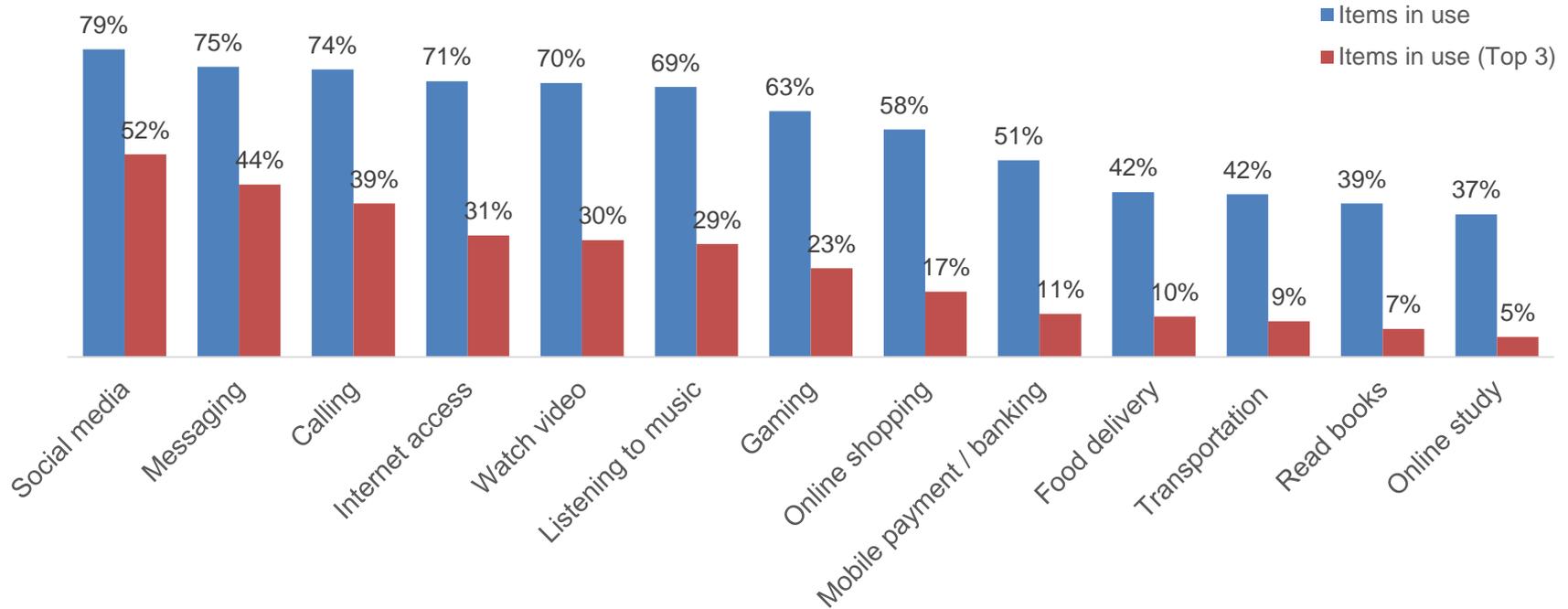


No.9  
Shopee



No.10  
Grab

# Popular smartphone activities

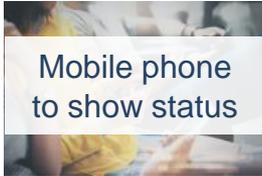


Social media, Messaging are the top 2. Calling comes afterwards

# Smartphone usage

Smartphone is the center of their lifestyle as well as the token of their status. Photo feature is one of the best attention among youth.

## Keywords



Mobile phone is by far **No.1 tech tool** for them to use. It also plays the role of showing their status



Photos are taken daily for their posting on social and sharing with their friends. **Photo features are one of their must-check** before phone purchase



**iPhone is still the best phone** for them to own, due to the good design, photo features and brand image. Samsung, Huawei, Oppo follows.



They are **keen on the usage cost** as their usage is high. They prefer to choose cost-efficient app / solutions.

## youth voices



iPhone is the best due to **easy-to-use OS, good camera and good security**. It is the best mobile app.



Photo is the key feature. iPhone is the best as it gives the best pictures. Other brands make the photo too good. **Does not look real**.



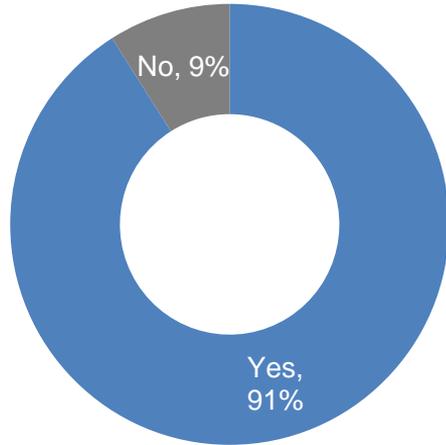
Samsung has the **latest technology** but **colors are not real** and batteries are poor.



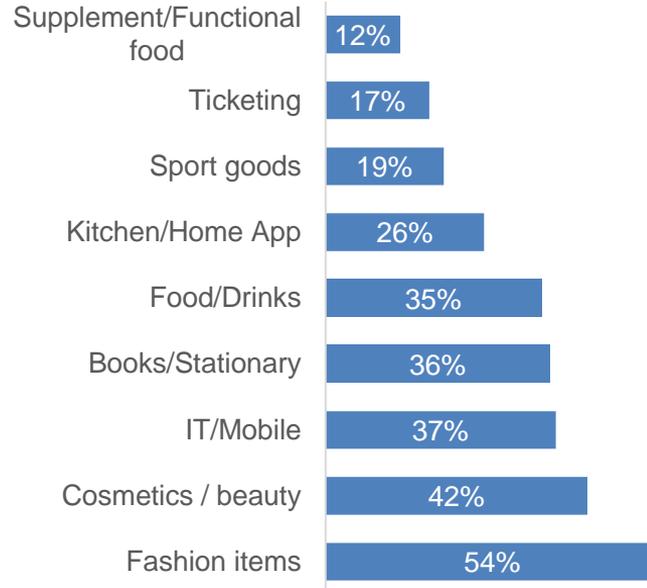
I check **health, school schedule, sleep tracker and yoga exercises**.. Many apps to use on smartphone

# Online shopping activities

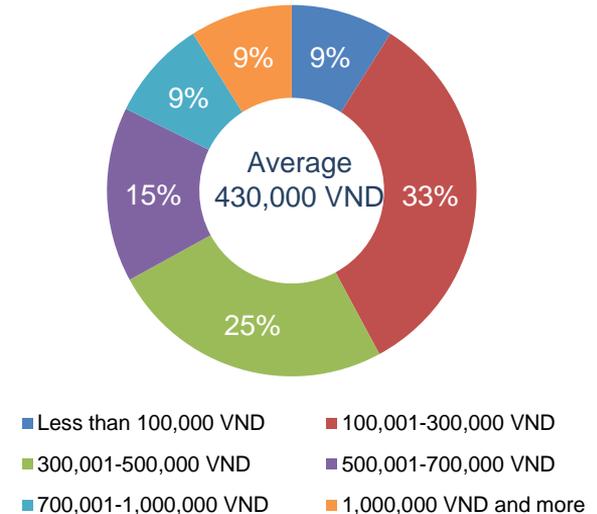
## Usage of online shopping



## Popular items



## Monthly spending

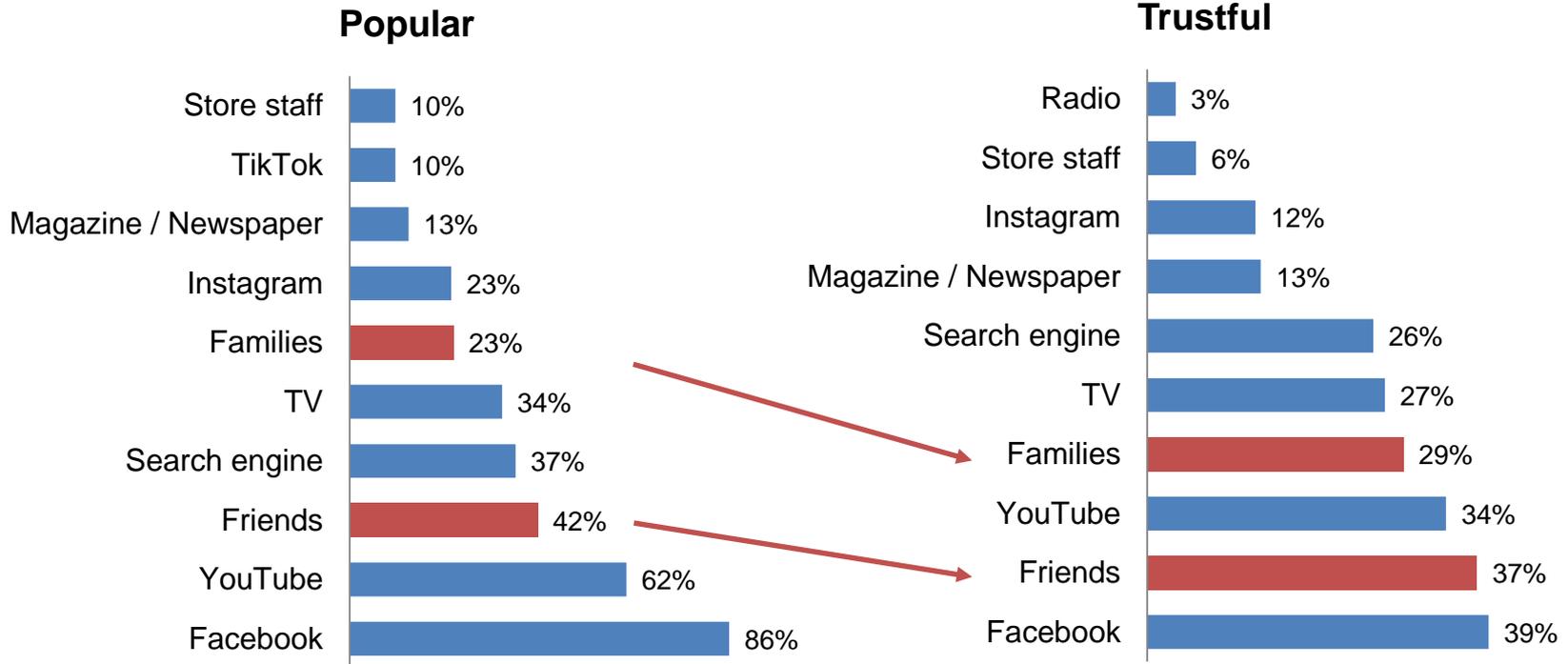


Online shopping is used by the majority of the youth, mainly for fashion items, cosmetics, and IT/mobile

A photograph of three young women laughing together outdoors. The woman in the foreground is seen from the side, wearing a dark, textured sweater. The woman in the middle is wearing glasses and a dark top. The woman in the background is wearing a black hat and a light-colored top. The scene is brightly lit, suggesting a sunny day. A semi-transparent dark grey banner is overlaid at the bottom of the image.

Media / information source

# Information source - Popular / trustful



Word of mouth from the close circle (friends, family) is more trustful while Facebook, YouTube are dominant in terms of volume

# Media usage and spending time



Facebook



Instagram



Youtube

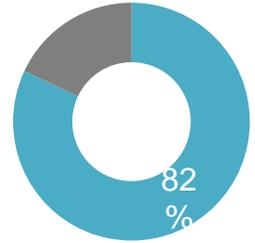
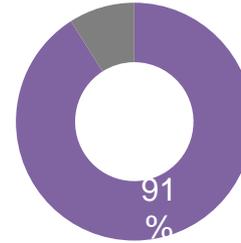
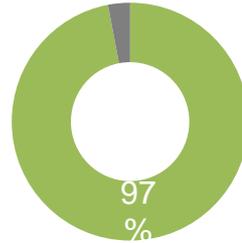
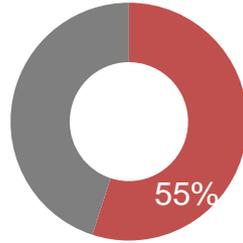
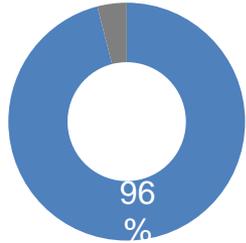


Zalo

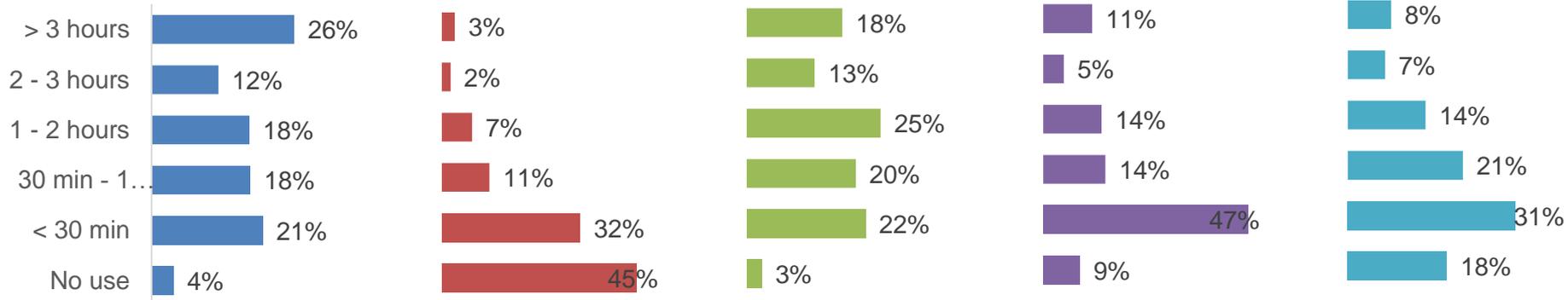


TV

## Usage



## Length



# Online media usage and images

Although Facebook and YouTube has the longest usage, youth use the other media for the various objectives



- Many friends / followers, thus the best to look for interaction / engagement
- Easy to interact. but sometimes too easy to face security issues
- Mix of trustful / untrusted information (personal comment is useful)



- More quality photo than Facebook
- Good for scenery images like travelling
- Elegant interface
- Good security (private mode)
- Good to catch the trend by following the foreign influencers and celebrities
- More real / more trustful
- Less followers

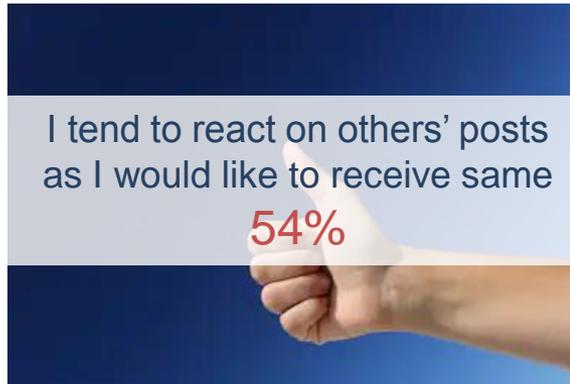


- Good entertainment for music, funny videos and game watching
- Good to learn things from vloggers
- Good money making if you have a good number of followers



- Many funny clips
- Easy to use music tuning
- Catches the worldwide hot trend smoothly
- Good for stress relief
- Good for a petty money earnings (for micro influencers)

# Facebook usage behaviors



Receiving likes become their motivations through big private networks (including those who do not know)

# Information source - Media

youth look for “true” information. So they would look for vlogger or reviews rather than simply reacting with the commercial information. As the media, Facebook still has the dominant popularity.

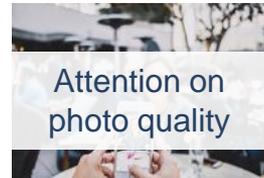
## Keywords



**Facebook** is still dominantly popular due to many users. They could expect the **bigger engagement** for their posts. They also know that “likes” can be bought.



Now that they receive a number of information, they are keen to **classify true information from fake**. They do not go for too much commercial information.



**Photo quality** in posting is very important especially for those who have many followers. They pay attention to the angle, image quality and reality with feasible retouches.



When they live **with their families**, TV becomes the common things to watch and communicate with their families

## youth voices



There are **many fake information**. I check the information from **Vloggers, reviews** as it is more trustful



I use Facebook the most as **I have many followers** and engagement. I do not like strangers contact me so I put one more **security** step to follow me.



I watch **TVs when my mom watches**. We watch news, game show and movies.



Facebook is great for engagement. But “likes” **can be bought** and design is a bit messy. **Instagram** is more sophisticated despite of less users.

# Efforts to increase the followers

They make effort to make their post valuable. They invest in image quality as well as sharing their personal story to attract readers.

## Keywords



Those who has the **good knowledge** in a certain category posts their **expertise** on their social network to increase the followers and also make money



Some, who has many followers, play a role of distributing the **product information for money**. Now there are a few platform to have them make money.



**Visual impression** from the photo is very important. Sharing **good private story** increase the readers' interest as well



**Good hashtag** works to have the viewers notice about their posts. Effective **keywords** activities always are important

## youth voices



Using impressive photos and information is important. You need to **invest in the image quality**, sharing some of your **private life** to make them more curious.



I sometimes posts as I am asked by **my sponsors**. There are a couple of platform that I could choose to post to make money. When I post about myself, I **care about the image quality and what I wear** for my branding.

# Information that youth trusts

youth are aware there are many “fake” commercial information and distinguish the **trustful information** based on “Who”



People with closer relationship

They listen to the words of their closer circles such as **friends and families**. Family comments work for their **behaviors** while friends network take effect for **trend hunting**.



Expertise advice

Now that they could reach many information of the **experts (influencers)** through **YouTube** or the other source, they would refer to those, rather than making the prompt decision. This is typical for **beauty, health and tech categories**



Real users' voice

They have their own techniques to refer to the real information only. In SNS, they tend to look for **user's comments**, when they recognize and are interested in a certain product. Also the **online forum** is popular for the same reasons.

# Favorite advertisement - Female



# Favorite advertisement - Male



# Favorite TV program



No.1  
Giọng ả giọng ai



No.2  
Ai là triệu phú



No.3  
Thách thức danh hài



No.4  
Siêu trí tuệ



No.5  
Nhanh như chớp



No.6  
7 nụ cười xuân



No.7  
Người ấy là ai



No.8  
Ơn giờ cậu đây rồi



No.9  
Ký ức vui vẻ



No.10  
Chạy đi chờ chi

# Favorite YouTube channel



 **Bà Tân Vlog** ✓  
3,66 Tr người đăng ký

No.1  
Bà Tân Vlog



 **Quỳnh Trần JP & Family**  
2,83 Tr người đăng ký

No.2  
Quỳnh Trần JP



 **TRẦN THÀNH TOWN** ✓  
3,99 Tr người đăng ký

No.3  
Trần Thành Town



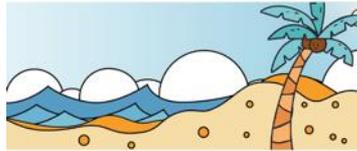
 **Giang Ơi** ✓  
1,24 Tr người đăng ký

No.4  
Giang Ơi



 **MixiGaming** ✓  
2,78 Tr người đăng ký

No.5  
MixiGaming



 **FAP TV** ✓  
11,3 Tr người đăng ký

No.6  
FapTV



 **NTN Vlogs** ✓  
8,52 Tr người đăng ký

No.7  
NTN Vlog



 **Sơn Tùng M-TP Official** ✓  
6,1 Tr người đăng ký

No.8  
Sơn Tùng M-TP  
Official



 **Khoai Lang Thang**  
1,22 Tr người đăng ký

No.9  
Khoai Lang Thang



 **VTV24** ✓  
2,37 Tr người đăng ký

No.10  
VTV24

# Favorite YouTuber



No.1  
Bà Tân



No.2  
Cris Phan



No.3  
VirusS



No.4  
PewPew



No.5  
Quỳnh Trần JP



No.6  
Giang Ơi



No.7  
Độ mixi



No.8  
Khoai Lang thang



No.9  
Nguyễn Thành Nam



No.10  
Hậu Hoàng

# Favorite celebrities - Male



No.1  
Trần Thành



No.2  
Sơn Tùng MTP



No.3  
Cristiano Ronaldo



No.4  
Trường Giang



No.5  
Hoài Linh



No.6  
Noo Phước Thịnh



No.7  
J97 (Jack)



No.8  
Messi



No.9  
Ngô Kiến Huy



No.10  
BTS band

# Favorite celebrities - Female



No.1  
Mỹ Tâm



No.2  
Ninh Dương Lan Ngọc



No.3  
Hari Won



No.4  
Hương Giang Idol



No.5  
Đông Nhi



No.6  
Chi Pu



No.7  
Ngọc Trinh



No.8  
Hồ Ngọc Hà



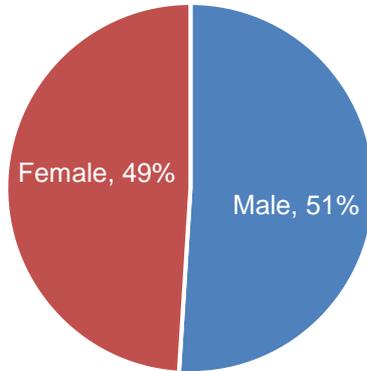
No.9  
Bích Phương



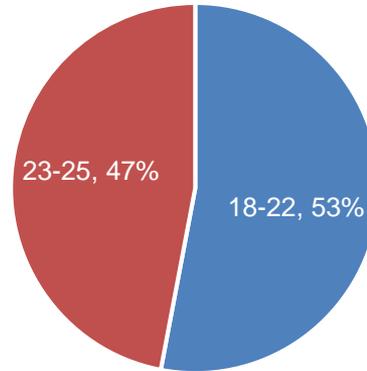
No.10  
Minh Hằng

# Respondent profile (Quantitative survey) (N=436)

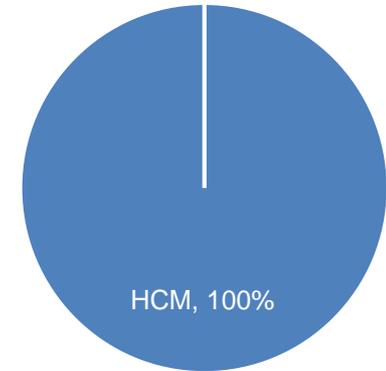
Gender

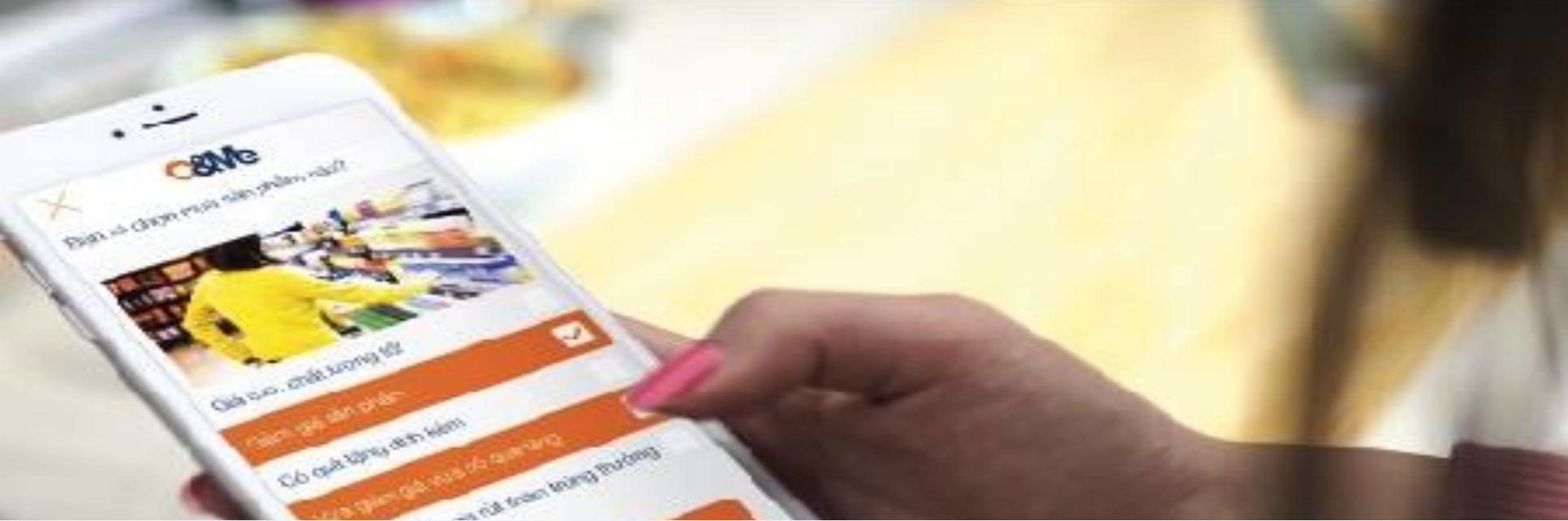


Age



Area





## Q&Me – About Vietnam 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

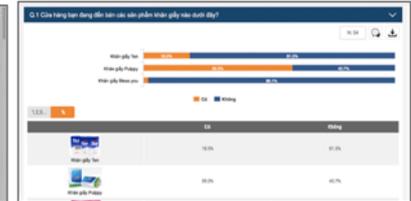
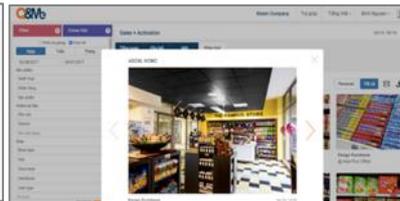
Cloud-based solutions to ease manual-based operations in the field

# Our 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

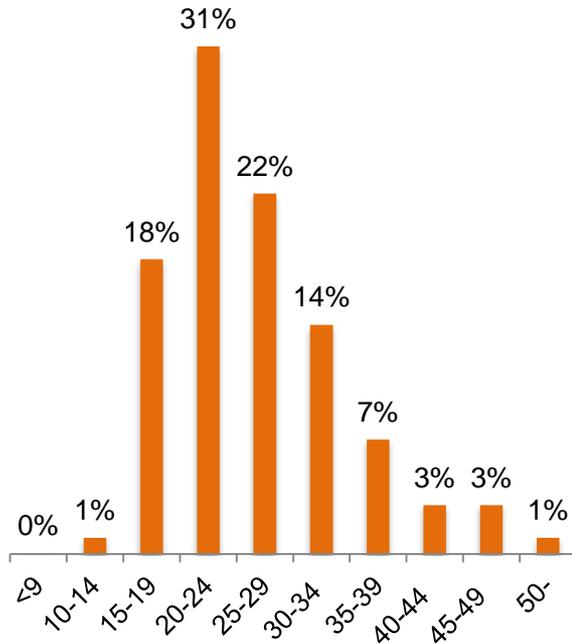
Effective retail audit or data collection



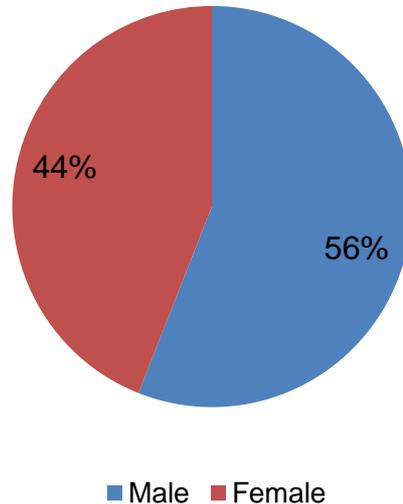
# Our advantage: Direct Panel Management

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

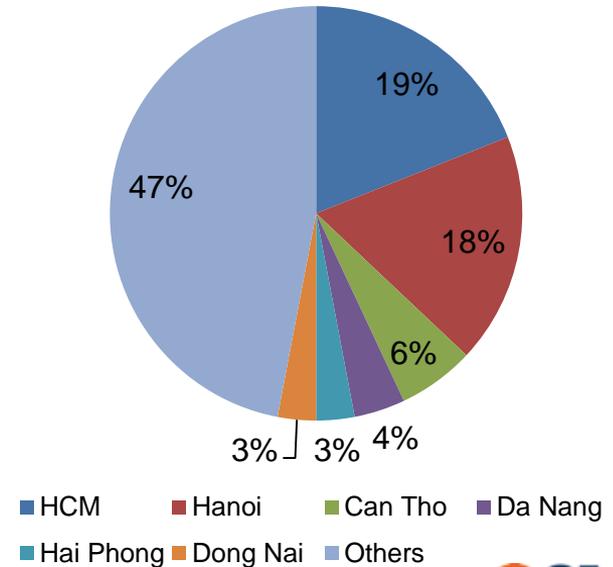
Age



Gender



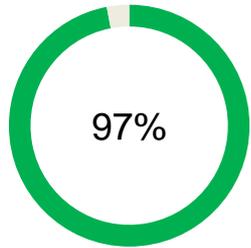
City



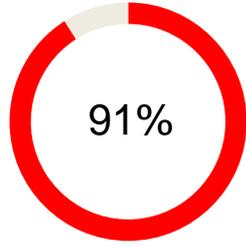
# Our advantage – Quick with quality

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

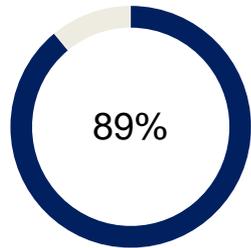
## Our quality score by SSI



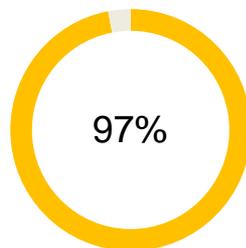
FACT CONSISTENCY SCORE



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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