



Vodus Insights Report

IMPACT OF COVID-19 ON MALAYSIAN CONSUMERS: SHOPPING BEHAVIOR





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Methodology

This report is based on a sample of 32,000 Malaysian adults stratified to represent the Malaysian adult population profile. The data collection was gathered via Vodus Media Network partner websites and portals consisting of Media Prima, Astro, Star Media Group and Sin Chew.

This is an online methodology which uses low disruption survey method pioneered by Vodus..

The fieldwork is done from 31st March to 4th April 2020.



How has MCO impacted non-food shopping behaviour?

More are moving online for their shopping needs



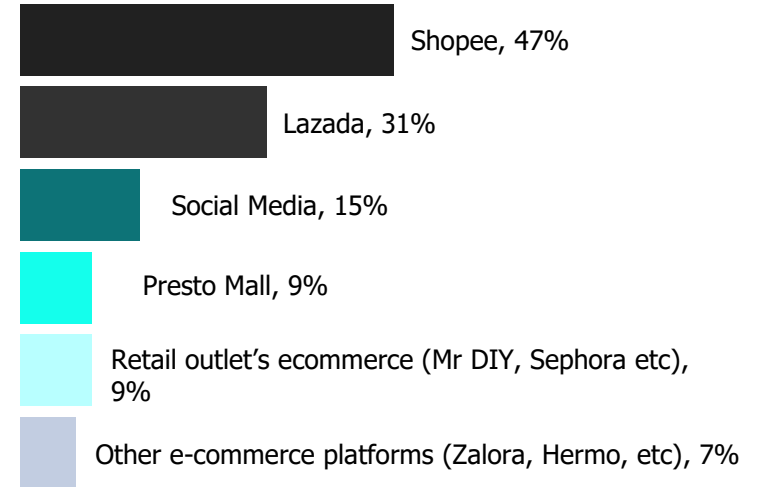
Nearly HALF of Malaysian adults are now online shoppers of non-food items!

35% started online non-food shopping **AFTER MCO BEGAN**

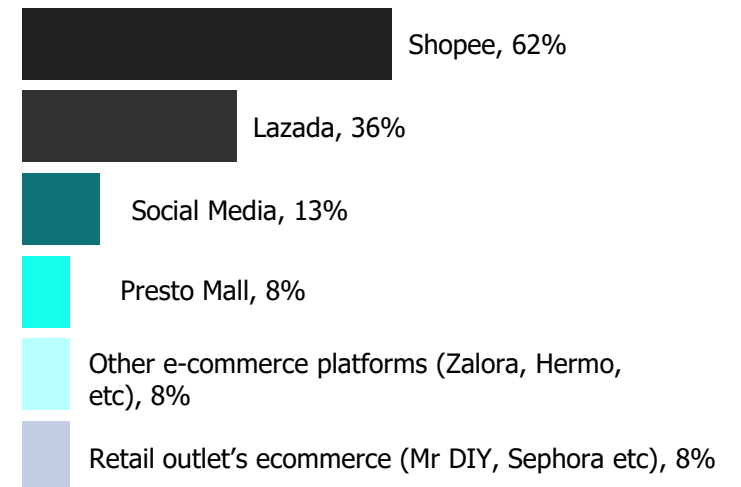


65% started online non-food shopping **BEFORE MCO BEGAN**

Malaysians who started online shopping for non-food items **AFTER MCO BEGAN** purchased from these platforms:

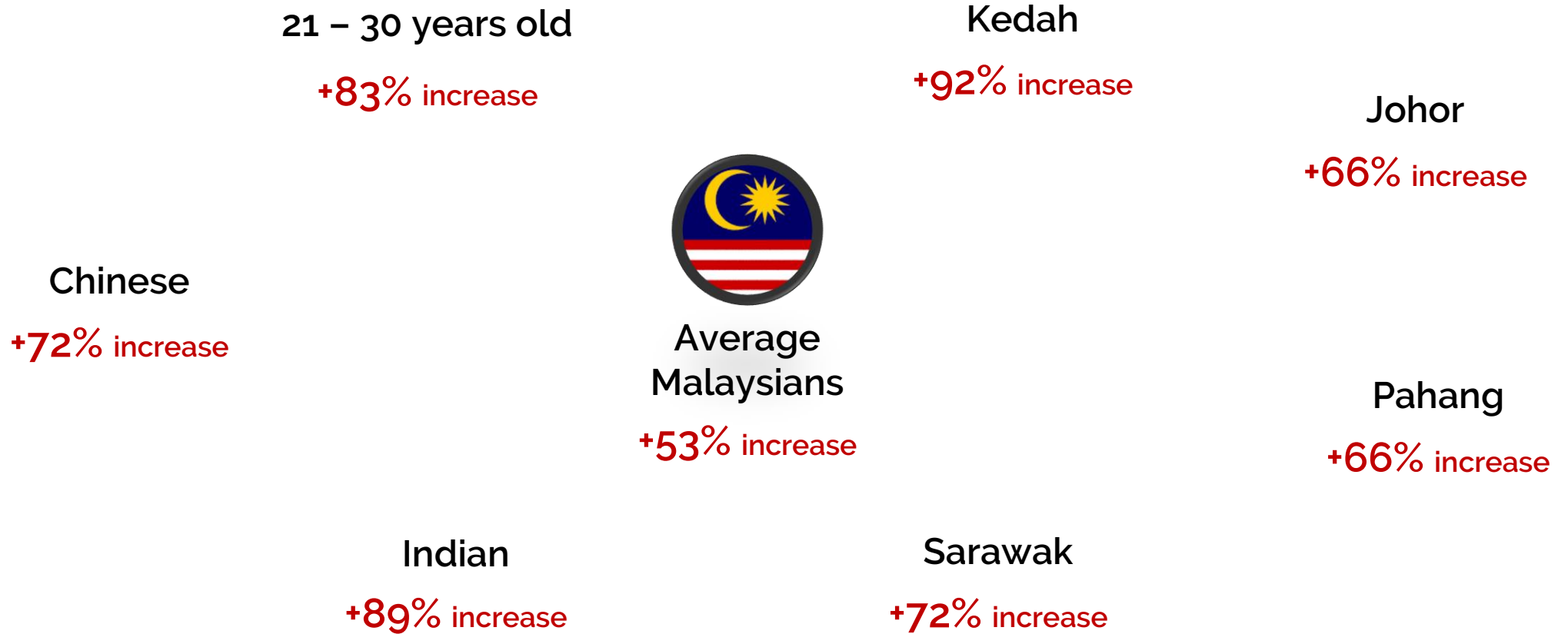


Malaysians who started online shopping for non-food items **BEFORE MCO BEGAN** purchased from these platforms:





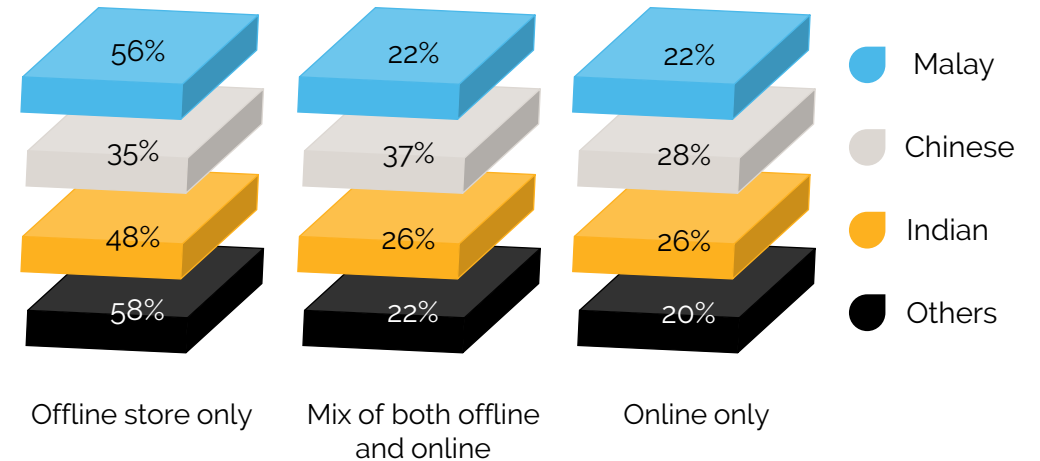
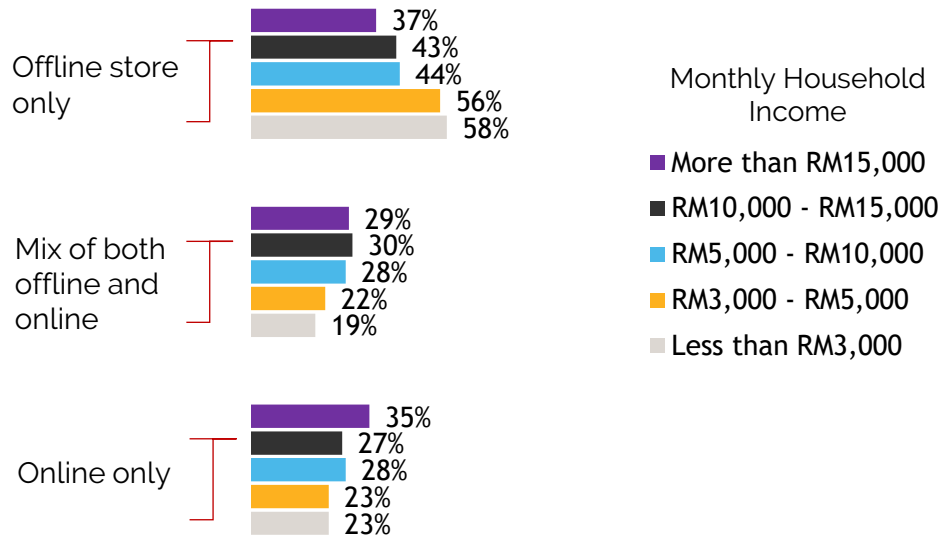
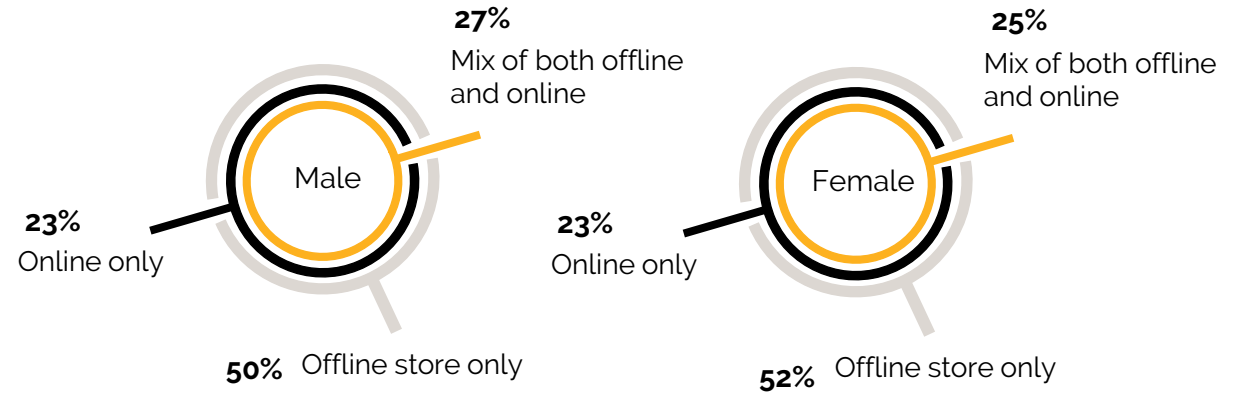
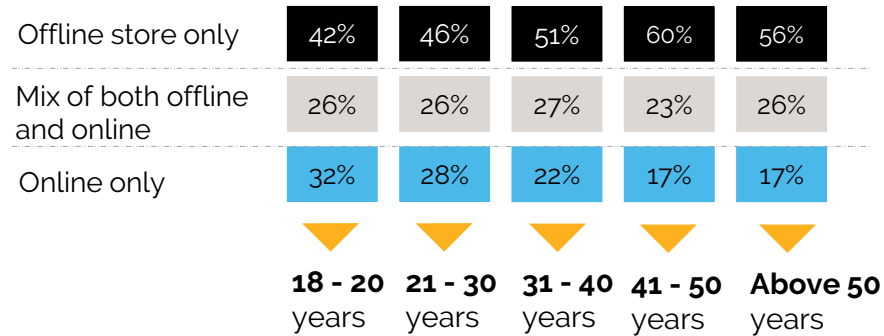
Which demographic group recorded the largest increase in online shoppers (non-food) during MCO?





How are Malaysians shopping for non-food items during MCO?

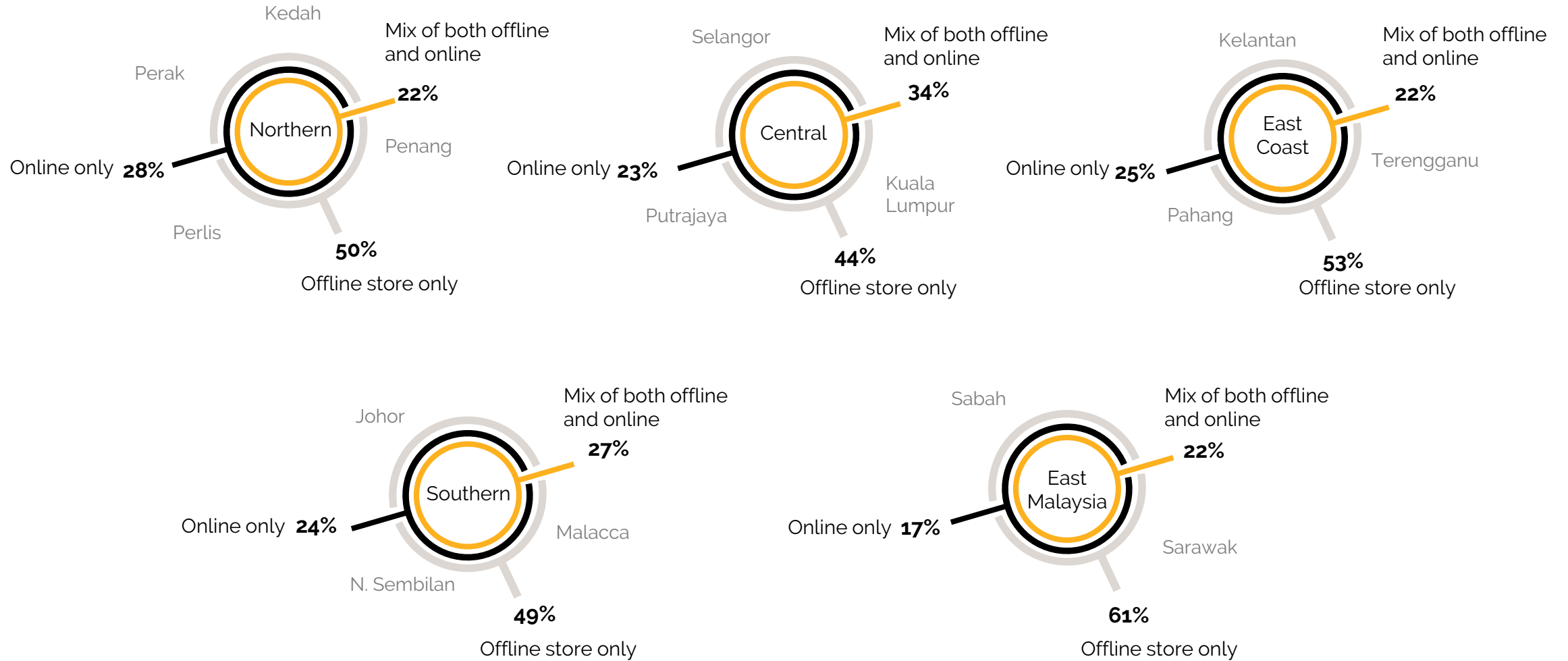
Breakdown by demographics





Which region have the most online shoppers for non-food item?

Breakdown by Regions

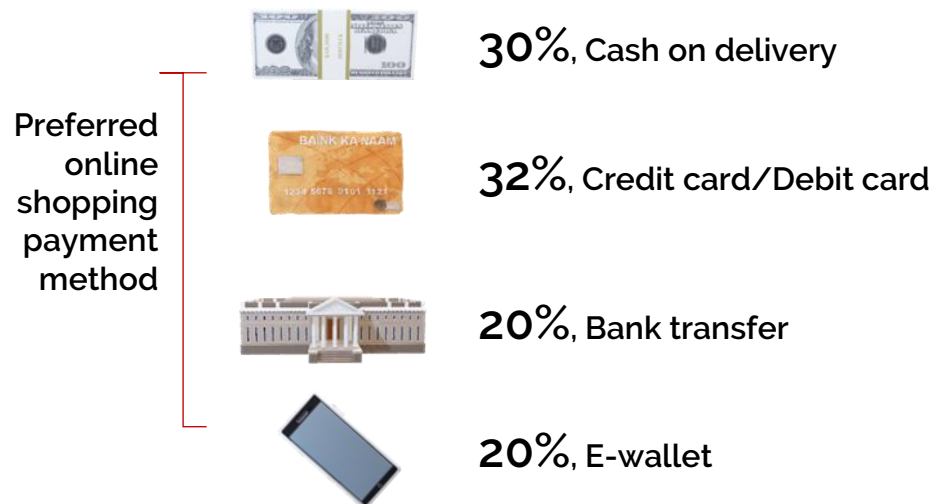
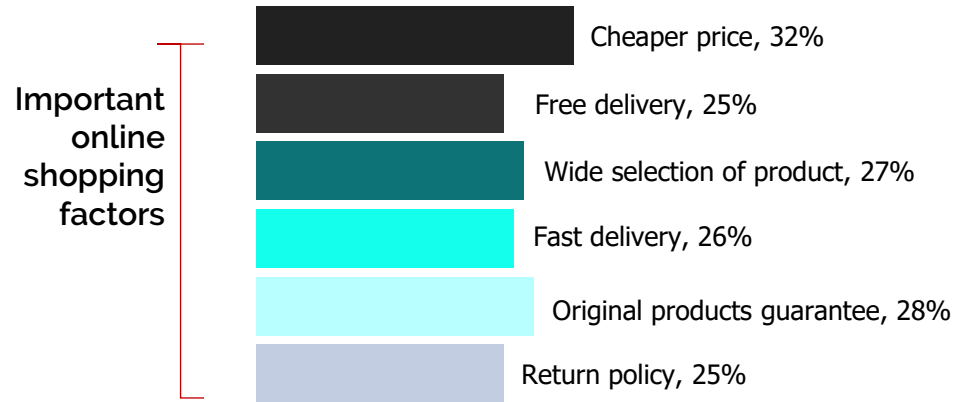




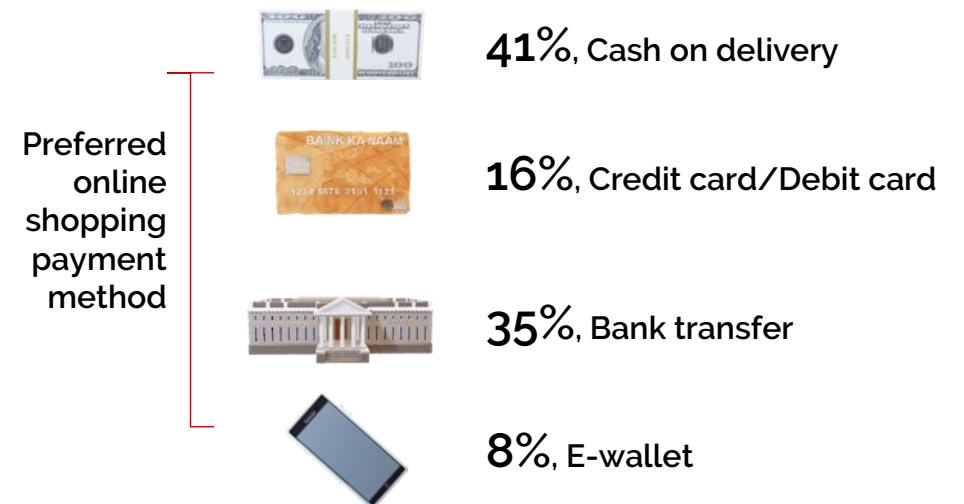
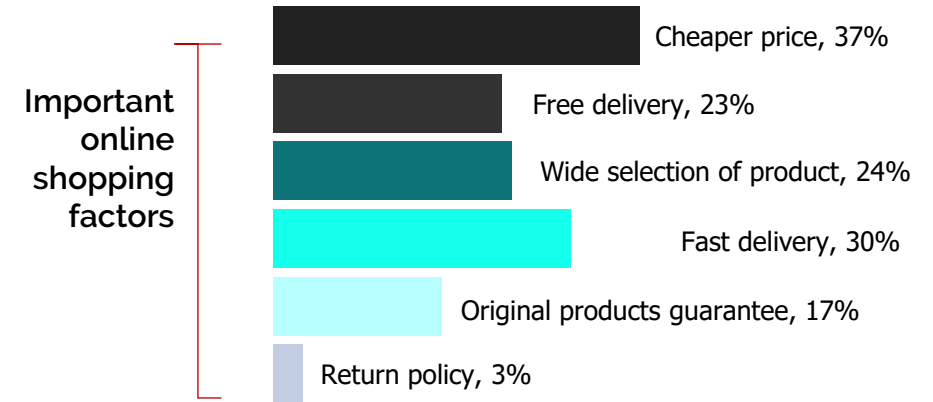
What do online shoppers care about when shopping for non-food items?

Comparing online shoppers who started online shopping before and after MCO

Among Malaysians who started online shopping **BEFORE MCO BEGAN**



Among Malaysians who started online shopping **AFTER MCO BEGAN**





What do online shoppers of various ecommerce platforms care most about?



Shopee



Lazada



Social media



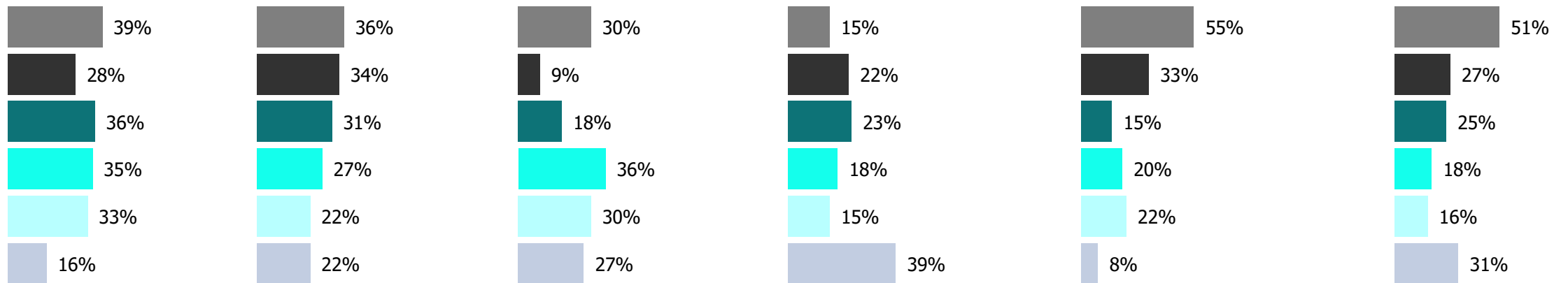
Presto Mall

HERMO
ZALORA
& others

Other e-commerce
platforms (Zalora, Hermo
etc)

MR.DIY
Always Low Prices
SEPHORA
& others

Retail outlet's
ecommerce platforms
(Mr DIY, Sephora etc)



- Cheaper price or special discount
- Free delivery
- Wide selection of product
- Fast delivery
- Guaranteed original products
- Return policy



How has MCO impacted grocery shopping behaviour?



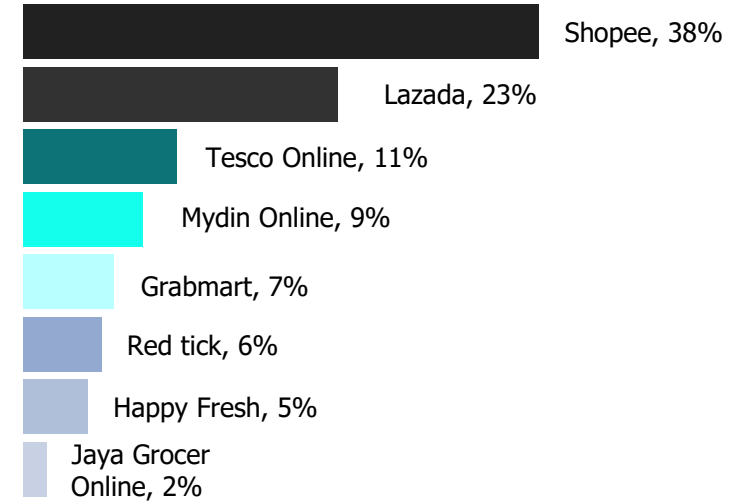
37% of Malaysian adults are now online shoppers of groceries online!

59% started online grocery shopping *AFTER MCO BEGAN*

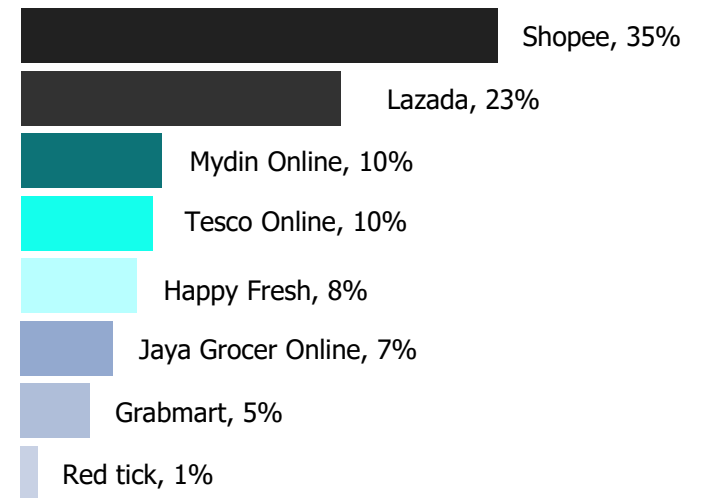


41% started online grocery shopping *BEFORE MCO BEGAN*

Malaysians who started online grocery shopping *AFTER MCO BEGAN* purchased from these platforms:



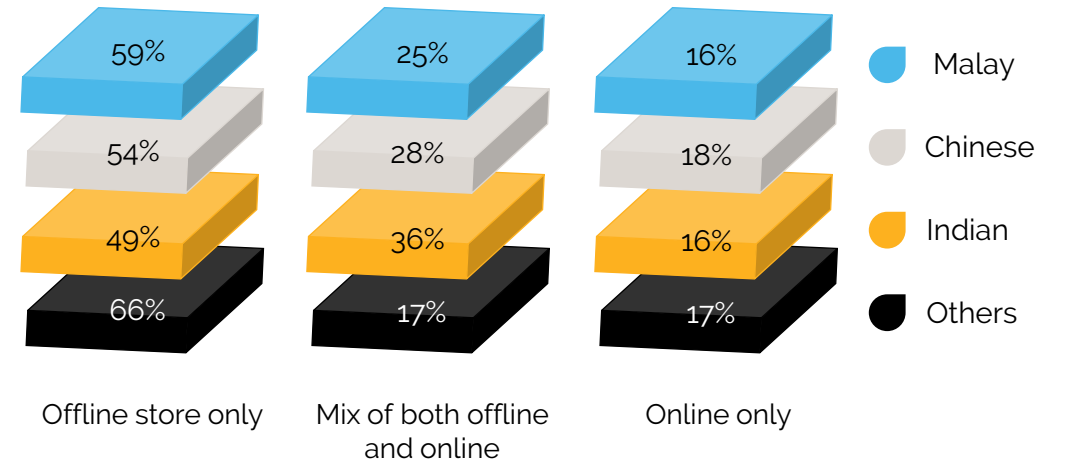
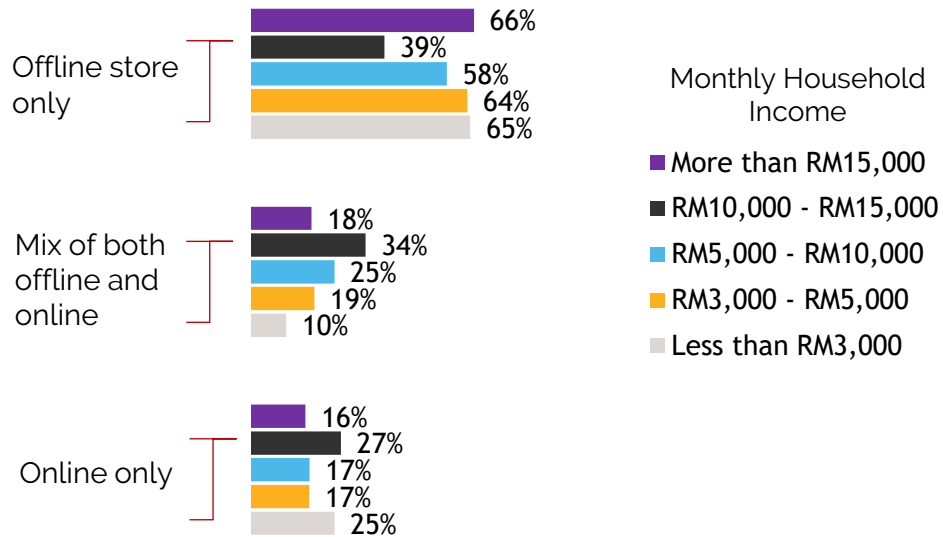
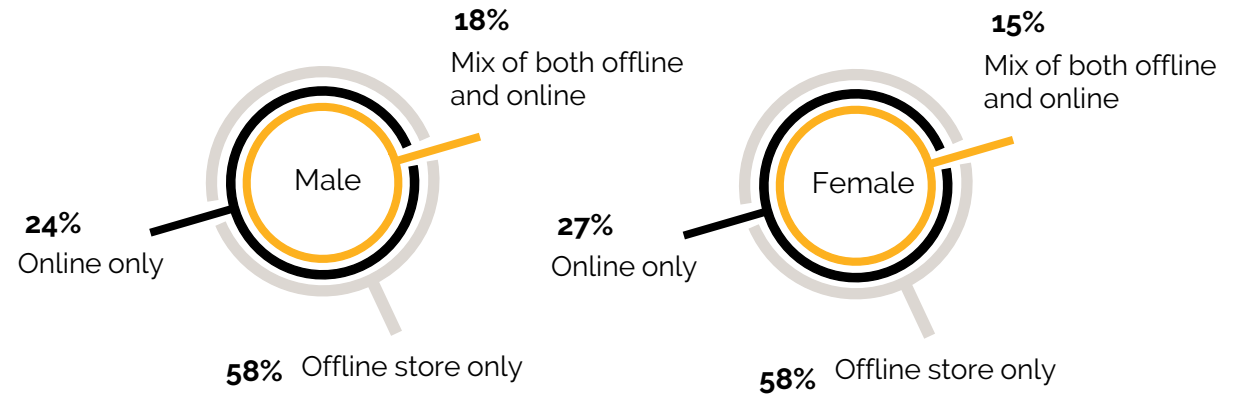
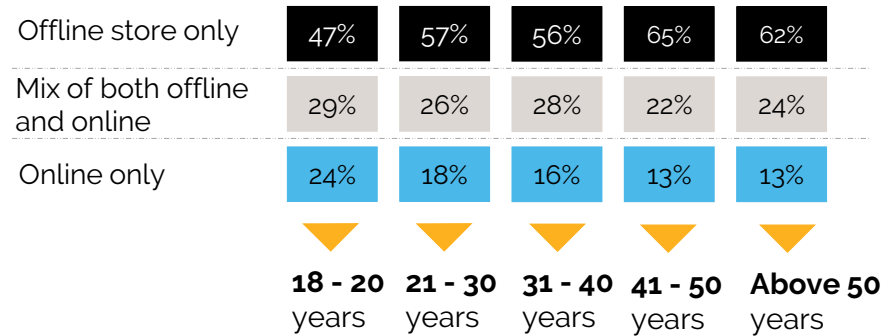
Malaysians who started online grocery shopping *BEFORE MCO BEGAN* purchased from these platforms:





How are Malaysians shopping for groceries during MCO?

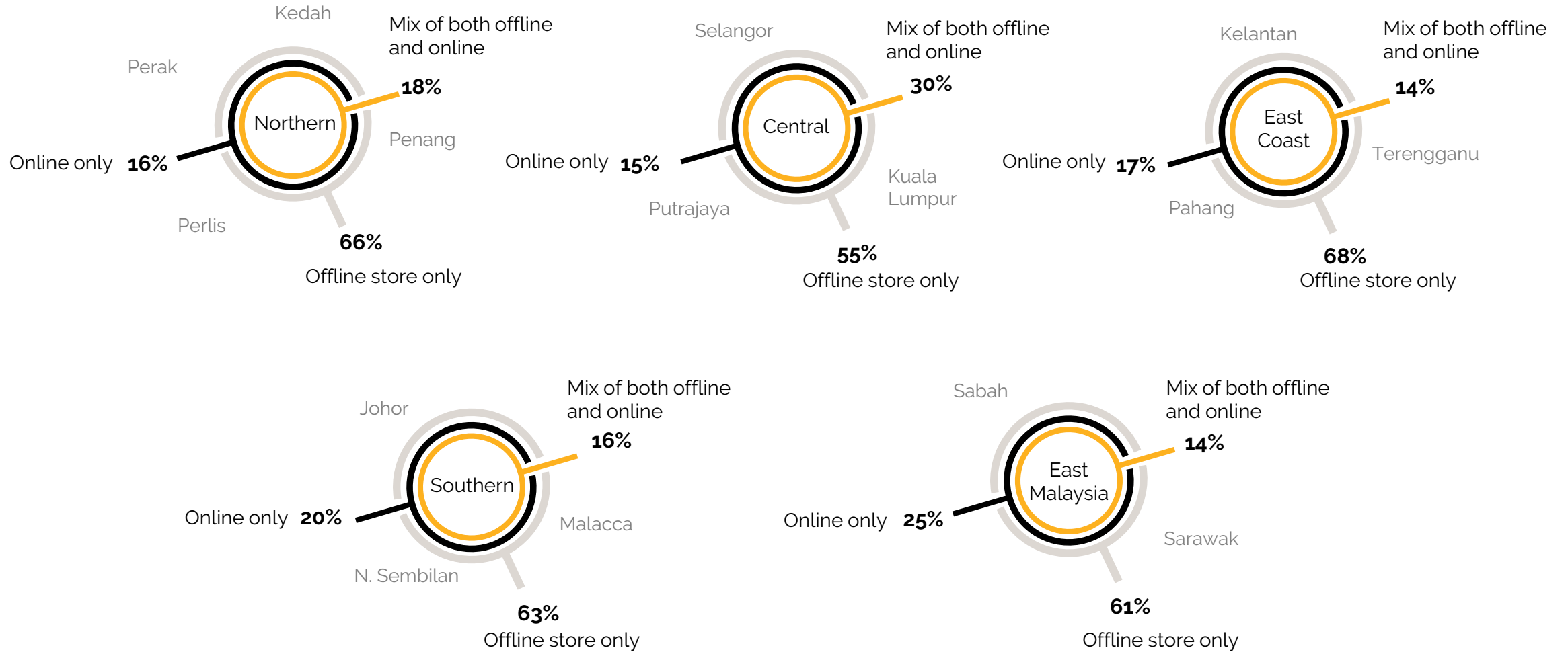
Breakdown by demographics





Which region have the most online grocery shoppers?

Breakdown by regions





How has MCO impacted the way Malaysians are getting their meals?



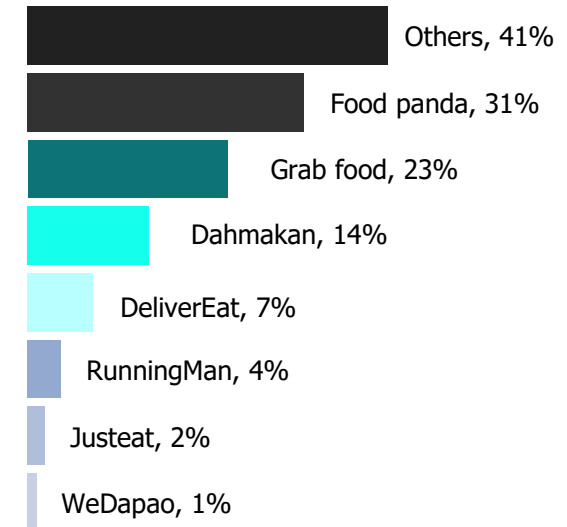
As compared to ecommerce, popularity of online food

38% started using online food delivery **AFTER MCO BEGAN**

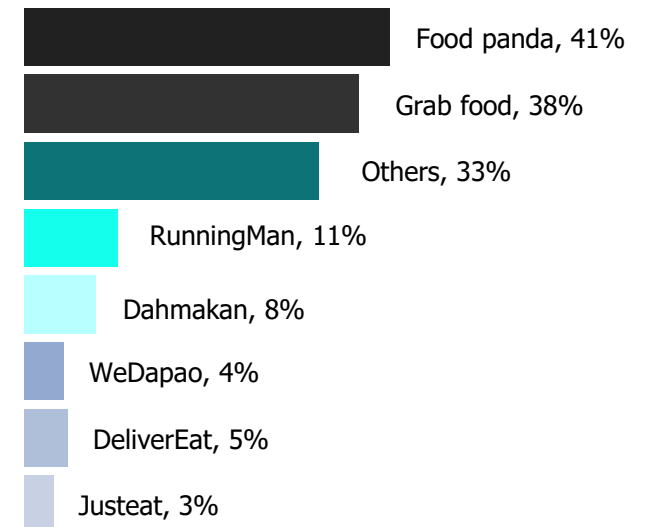


62% started using online food delivery **BEFORE MCO BEGAN**

Malaysians who started ordering food online **AFTER MCO BEGAN** purchased from these platforms:



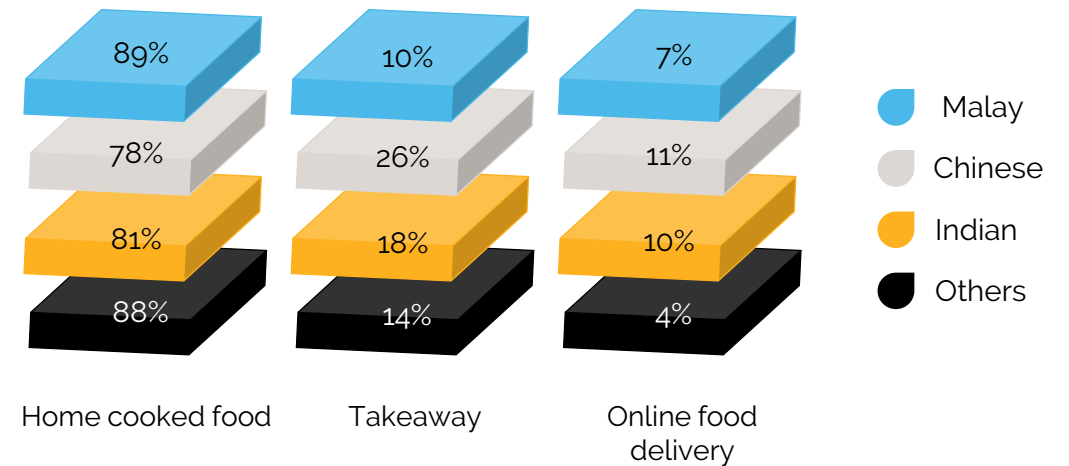
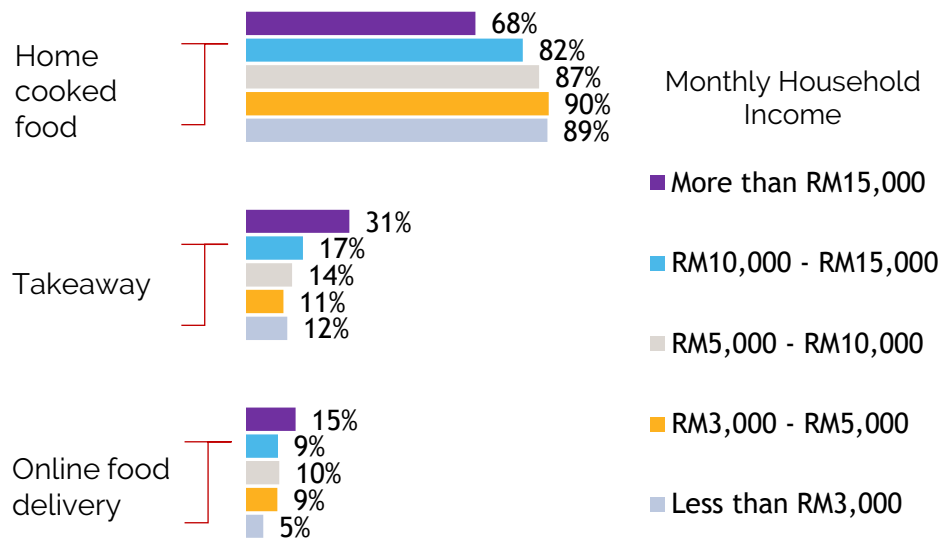
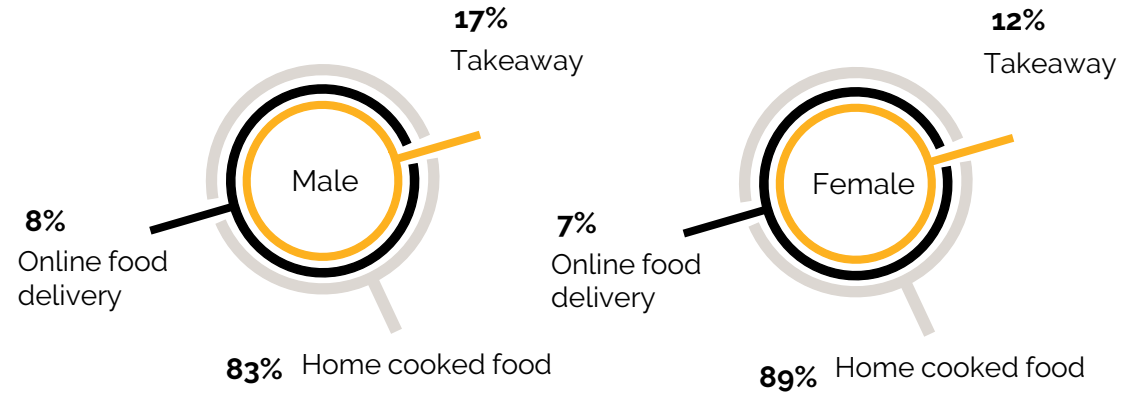
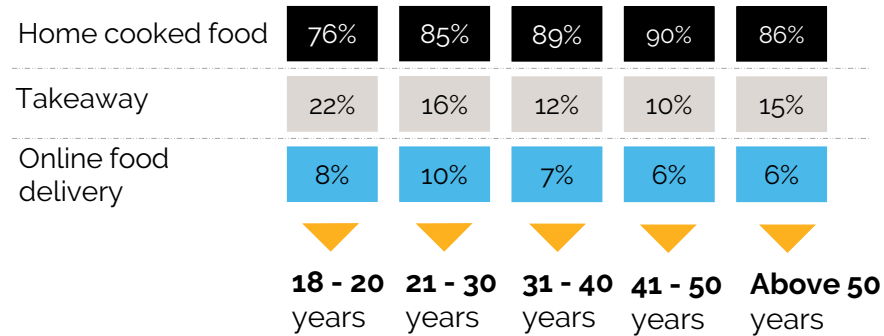
Malaysians who started ordering food online **BEFORE MCO BEGAN** purchased from these platforms:





How are Malaysians getting their meals during MCO?

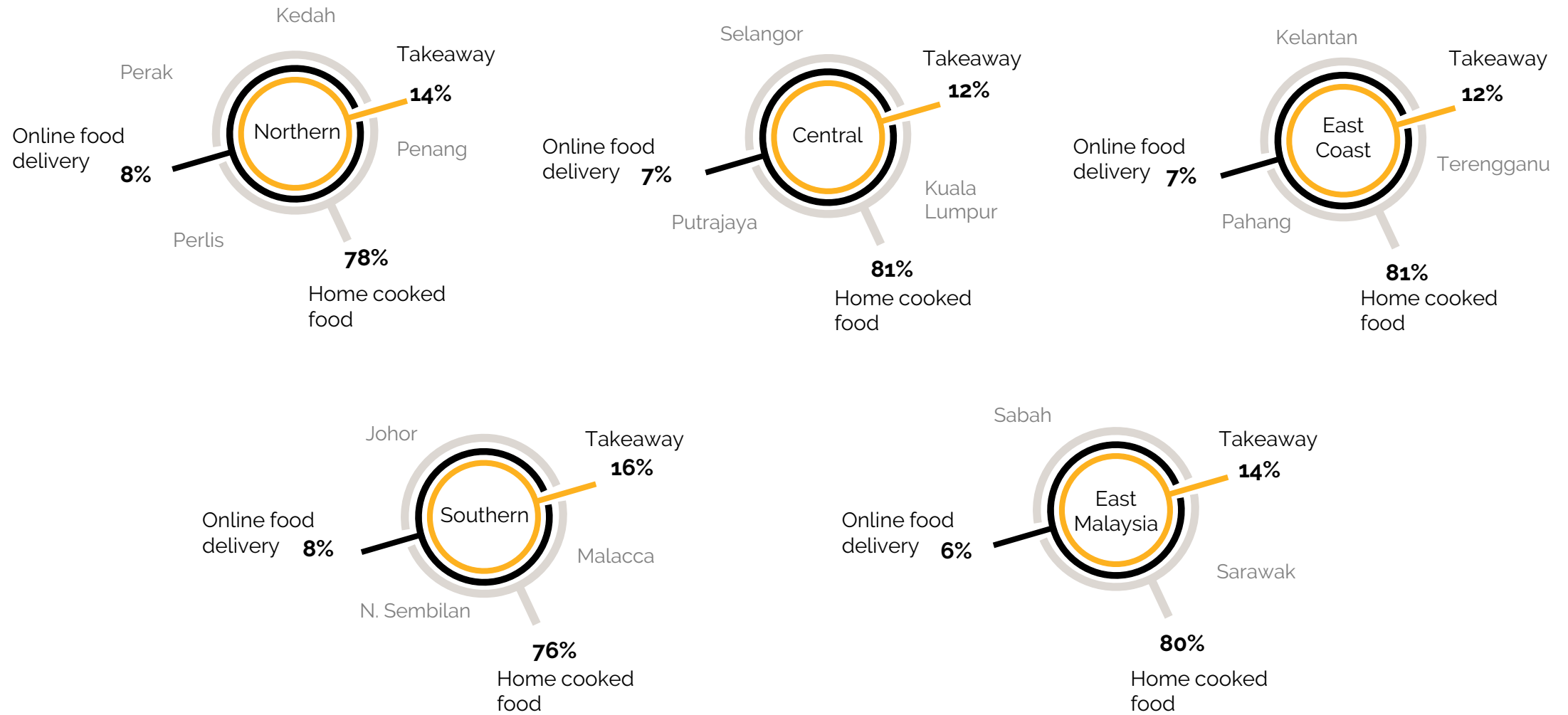
Breakdown by demographics





Which region have the most people ordering food online?

Breakdown by regions





Want to learn more about us ?

Vodus pioneers the "answer one-question at a time" survey methodology that enables **17 million Malaysians** to be surveyed across the online media network of the largest media conglomerates in Malaysia (Astro, Media Prima, Sin Chew, The Star, Kwong Wah) to obtain market insights that are faster, more representative, accurate and cost effective.

For more information please visit:

<https://vodus.com>

OUR SOLUTIONS

By having vast amount of market data on Malaysian consumers, we are in prime position to help businesses grow and gain market share through our [solutions](#):

Insights Solutions:

1. Instant Insights (*Consumer U&A, market validation*)
2. Brand Health Tracker

Insights Driven Marketing Solutions:

1. Construct audience persona of your target market
2. Ad Creative Impact Test
3. Brand lift survey

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