

【Survey about Vietnam EC Market and its consumer behavior】

Asia Plus Inc.
20th July 2016

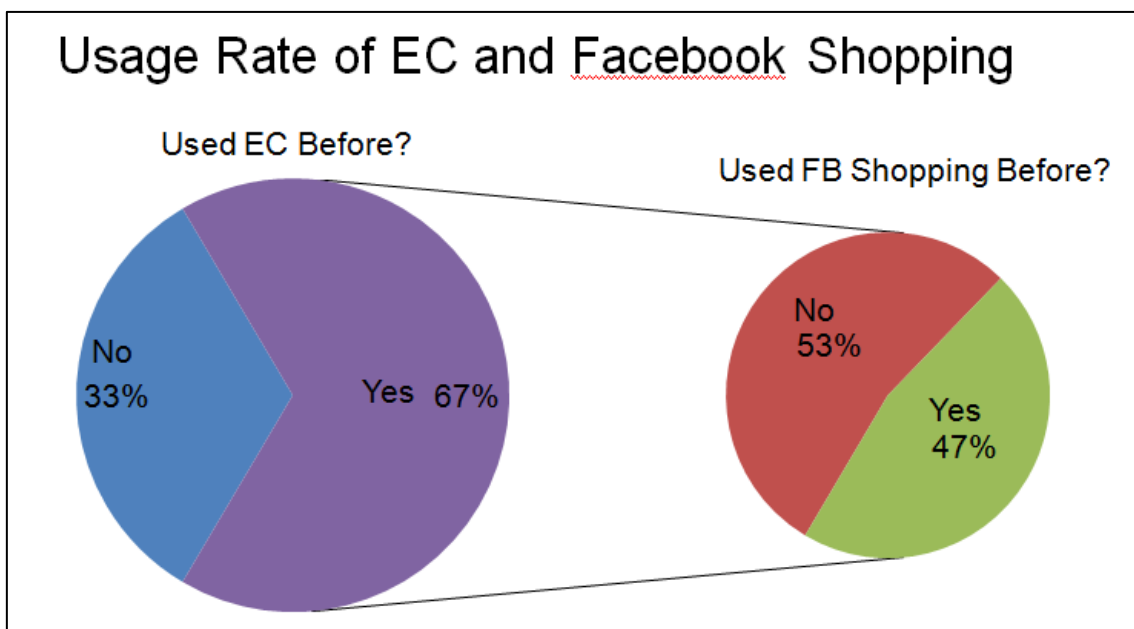
Asia Plus Inc. (Tokyo, Japan, CEO: Kengo Kurokawa), the top online market research service "Q&Me", has released the survey about "Vietnam EC market". The research was conducted among 18-39 year-old Vietnamese in HCMC and Hanoi. This report illustrates Vietnamese consumers behavior in online channels endorsed by its rapid growth of internet and smartphone.

Topics

- ◆ 67% of urban residents have shopped at EC. 47% of them have shopped via Facebook.
- ◆ Smartphone represents nearly half, in terms of the device usage.
- ◆ 35% of EC users have cancelled their orders.
- ◆ Fashion is the most popular category, followed by IT/mobile phone and Kitchen/Home appliances.

- ◆ 67% of urban residents have shopped at EC. 47% of them have shopped via Facebook.

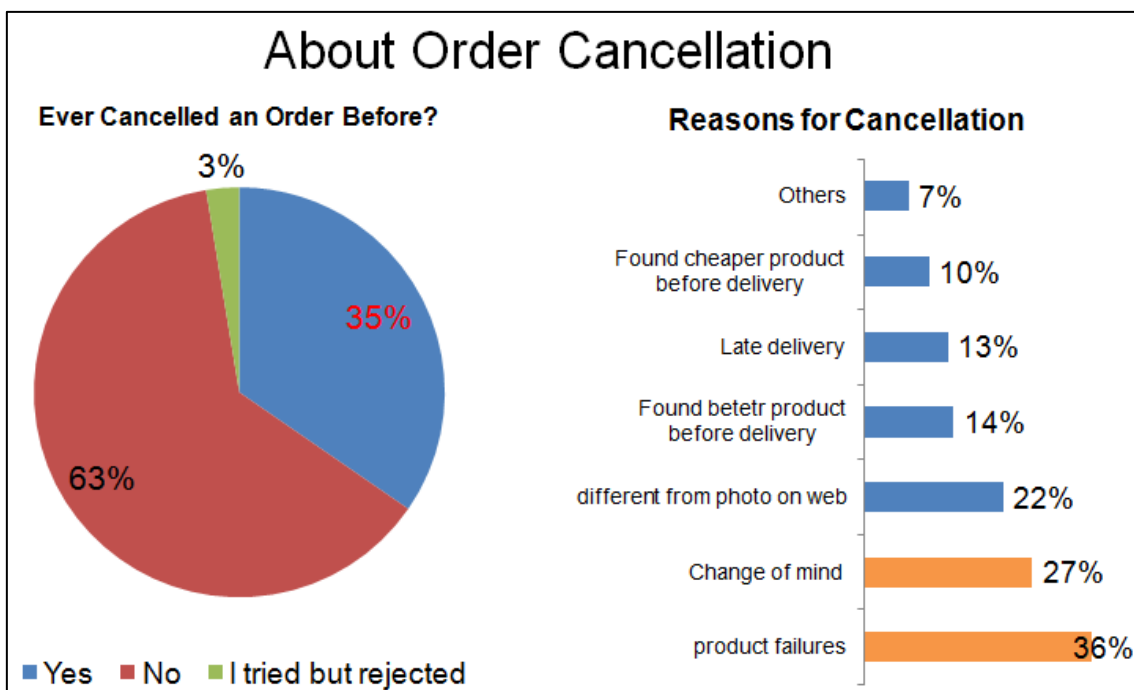
67% of Vietnamese urban residents have used e-commerce before. Among these, 34% use e-commerce once per month or more. Popular online shopping sites includes Lazada, HotDeal and Tiki. At the same time, 47% of EC users have shopped at Facebook, which is one of the popular trend in Vietnam.



- ◆ Smartphone represents nearly half, in terms of the device usage.
Smartphone takes up 48% as a device that are used to shop, representing the rapid mobile usage growth in Vietnam. Half of the users use mobile browser while the other half use mobile applications.

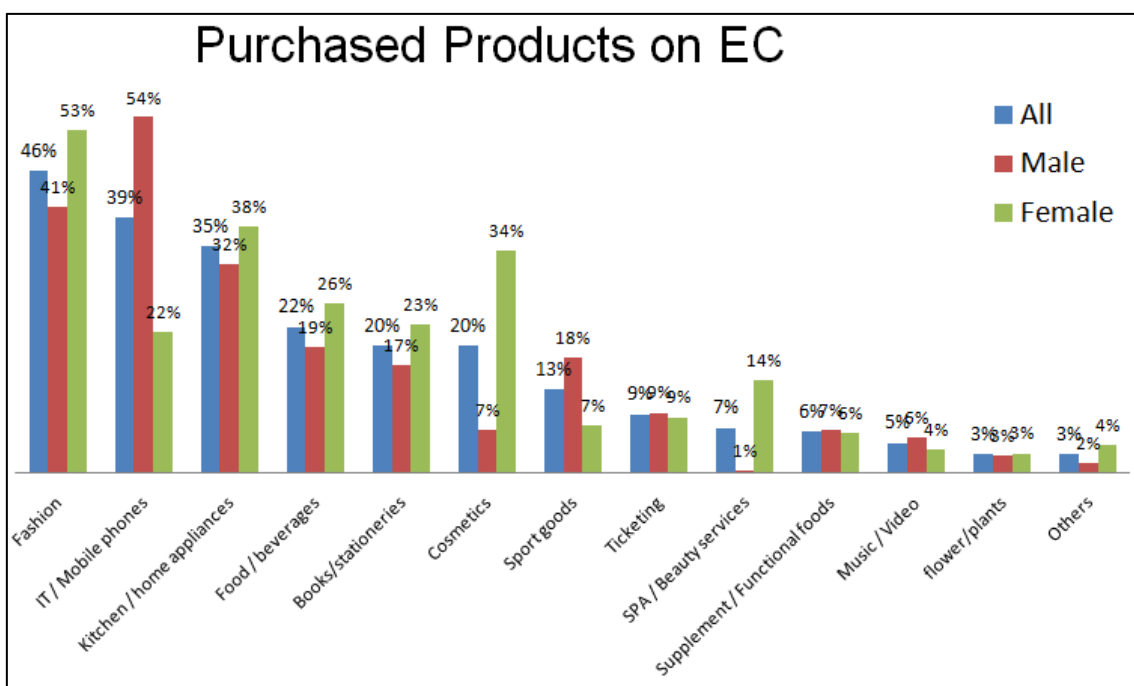
◆ 35% of EC users have cancelled their orders.

35% of EC users have made the order cancellation. "product came with failures" and "changed my mind" are dominant reasons. This may be linked with the fact that 85% of EC users choose to pay via cash-on-delivery which gives them the room to cancel until the last minute.



- ◆ Fashion is the most popular category, followed by IT/mobile phone and Kitchen/Home appliances.

Fashion, IT/Mobile phones and kitchen/home appliances are the categories of popularity. Among female, fashion and kitchen/home appliances are popular while male are more catered for electronics and fashion.



The details regarding this research are available at <https://qandme.net>. Regarding this report, please contact info@qandme.net.

Research Overview

- Conducted in July, 2016
- Research Method: the Internet research and desktop research
- Target Respondents: Vietnamese people who are 18 to 39 year-olds in Ho Chi Minh City and Hanoi.



About Asia Plus Inc.

Asia Plus Inc. (<http://www.asia-plus.net/>) is located in Japan and Vietnam, conducting a market research and marketing consulting in Vietnam.

- ◆ Asia Plus Inc.
- ◆ 〒158-0094 4-4-1 Tamagawa, Setagaya City, Tokyo.
- ◆ CEO Kengo Kurokawa