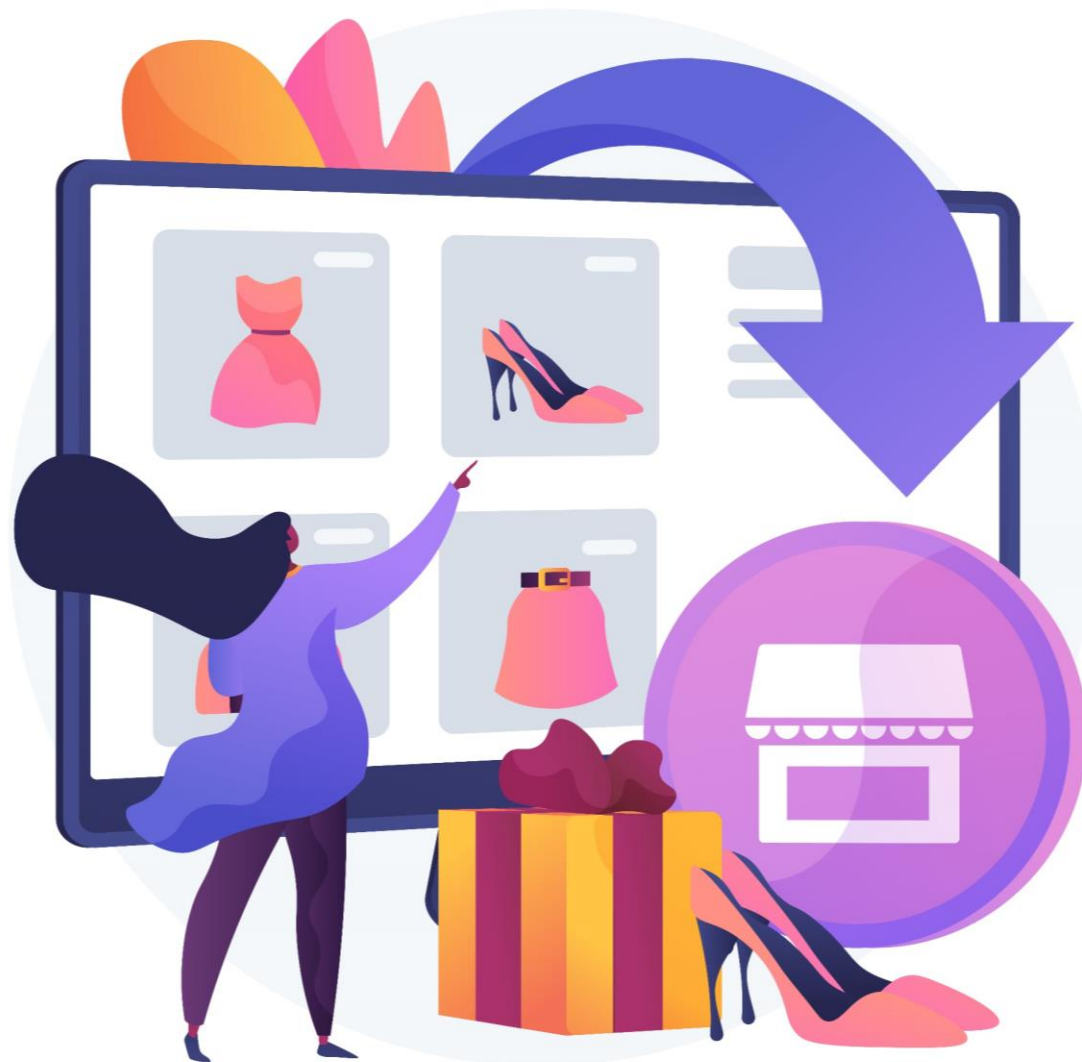




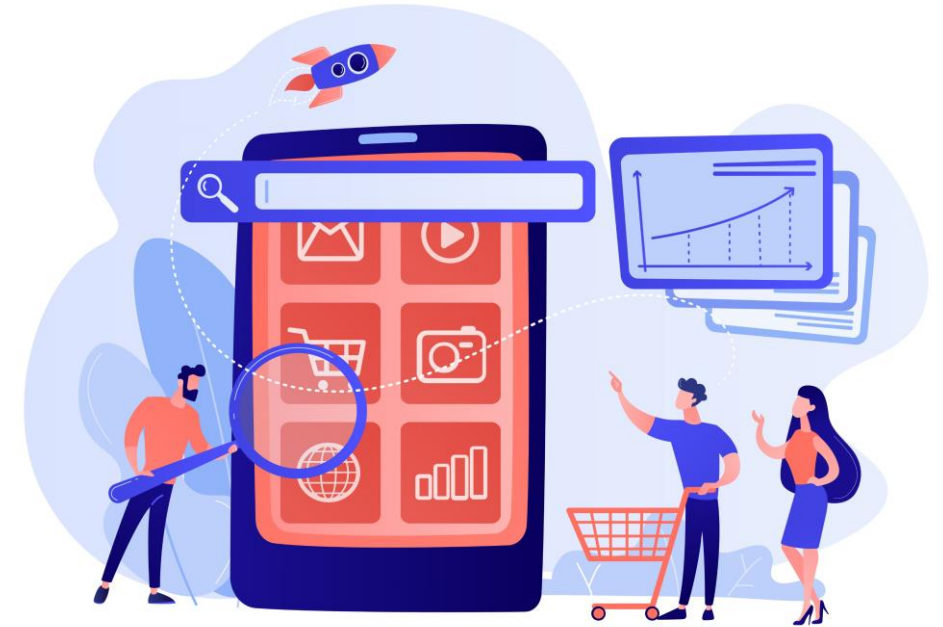
Vodus Insights Report

# Impact Of Covid-19 On Online Shopping Behavior In Malaysia



# Content

1. How many times have you bought non-food items online in the last 1 month? Why do you prefer not to shop online?
2. Which ecommerce website have you purchased items from in the last two weeks? What is your preferred payment method?
3. Why did you choose to shop online instead of offline?
4. When did you start buying your non-food items online?
5. How likely would you continue to buy non-food items online when COVID-19 pandemic is over?
6. How many times have you ordered food via online food delivery service in the last 1 month?
7. Which online food delivery services have you used in the last 1 month?
8. Why did you choose to order food from online delivery platforms?
9. When did you start using online food delivery?
10. How likely would you continue to use online food delivery services when COVID-19 pandemic is over?
11. How many times have you bought your groceries from online platforms in the last 1 month?
12. Which online platforms have you bought your food groceries from in the last 2 weeks?
13. Why did you choose to order grocery from online delivery platforms?
14. When did you start shopping for groceries online?
15. How likely would you continue to buy your groceries online when COVID-19 pandemic is over?



## Methodology

This report is based on a sample of approximately **5,000 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 **19<sup>th</sup> December 2020 to 6<sup>th</sup> February 2021.**

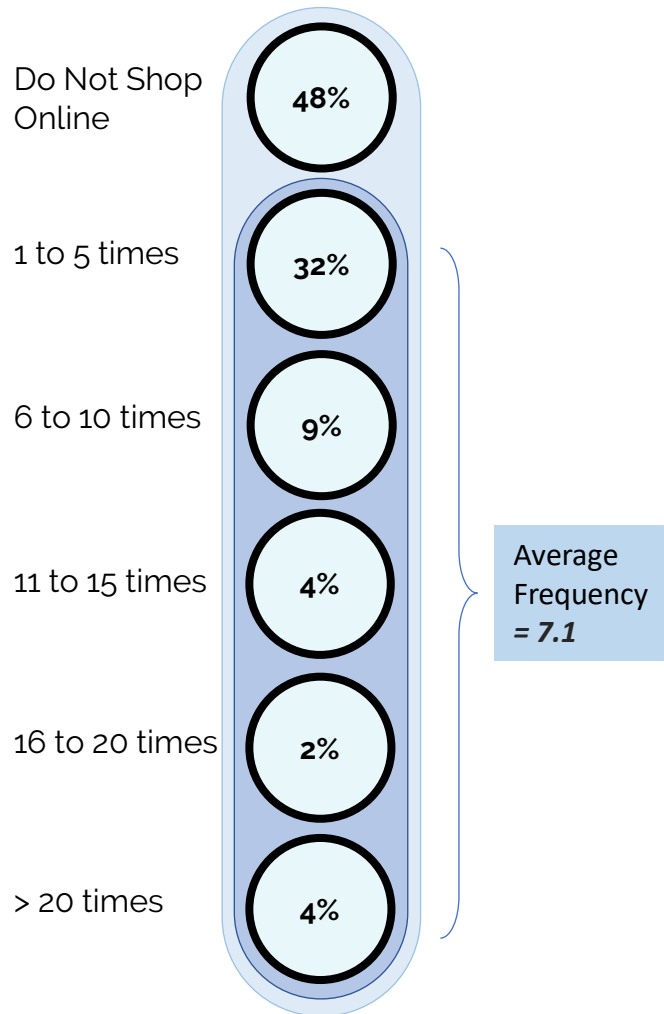


# Non Food Essentials

# Non Food Essentials

## How has MCO impacted non-food shopping behaviour?

MCO has compelled more Malaysians to become online shoppers due to Covid-19 related restrictions.

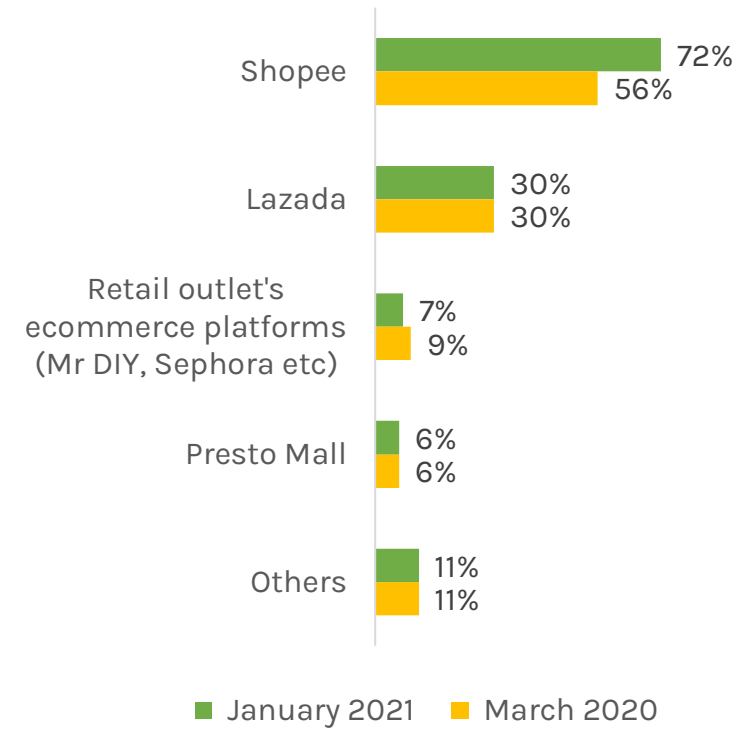


**25%** started online non-food shopping **AFTER MCO** **BEGAN**



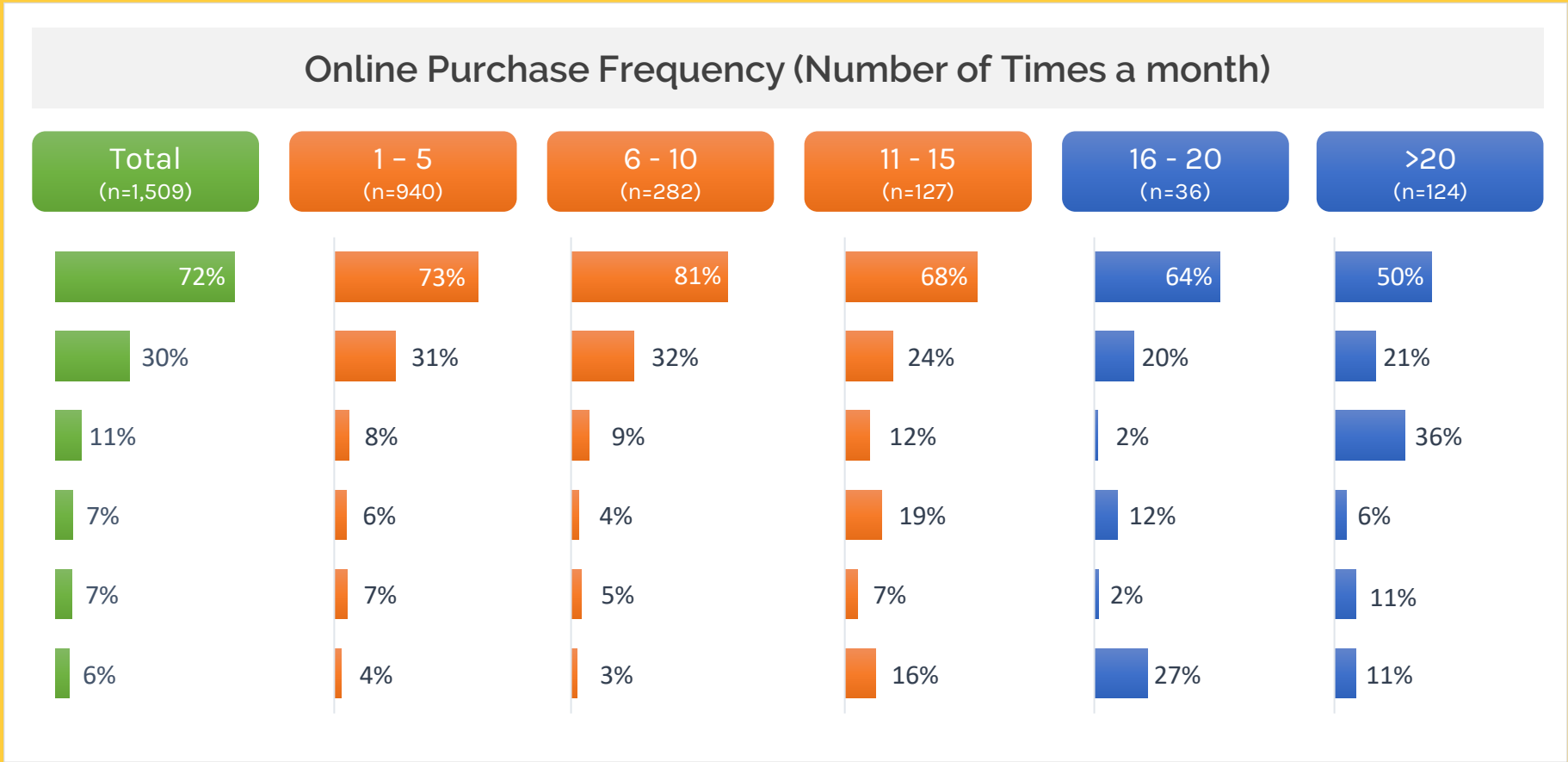
**75%** were online non-food shoppers **BEFORE MCO**

Shopee extends their domination of the Malaysian ecommerce landscape during the pandemic



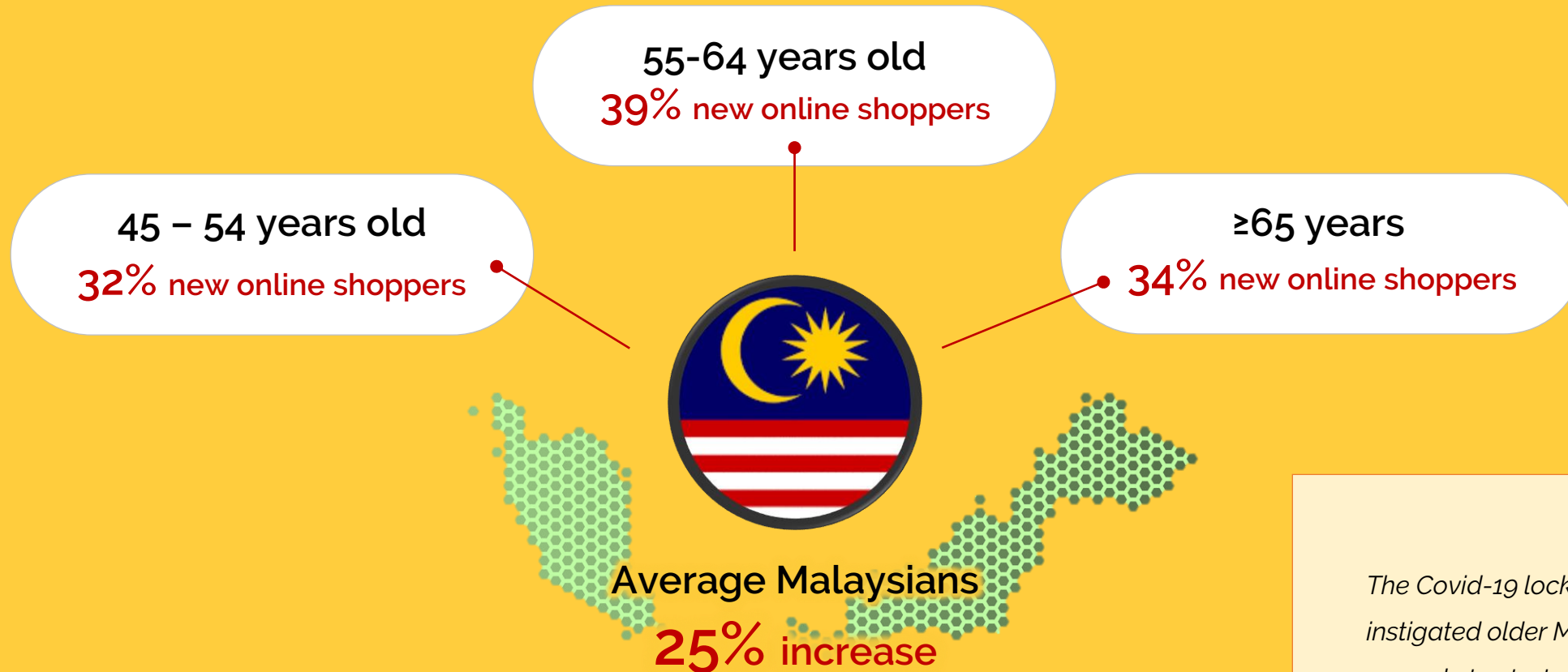


# What are the platforms used by high frequency online shoppers vs low frequency online Shoppers?



The most frequent online shoppers are most likely to shop at other ecommerce platforms besides Shopee and Lazada.

Which demographic group recorded the highest shift towards online shopping of non-food items due to MCO?

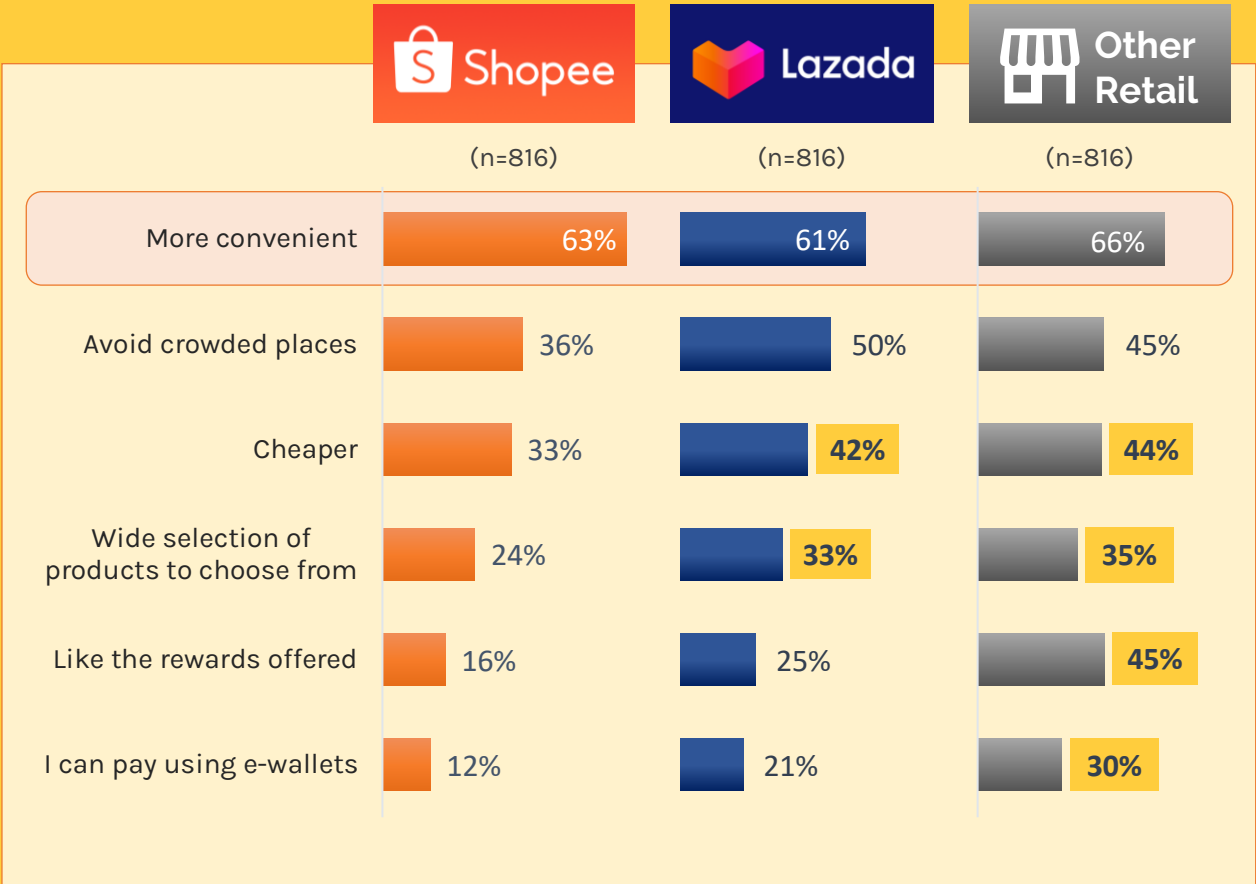
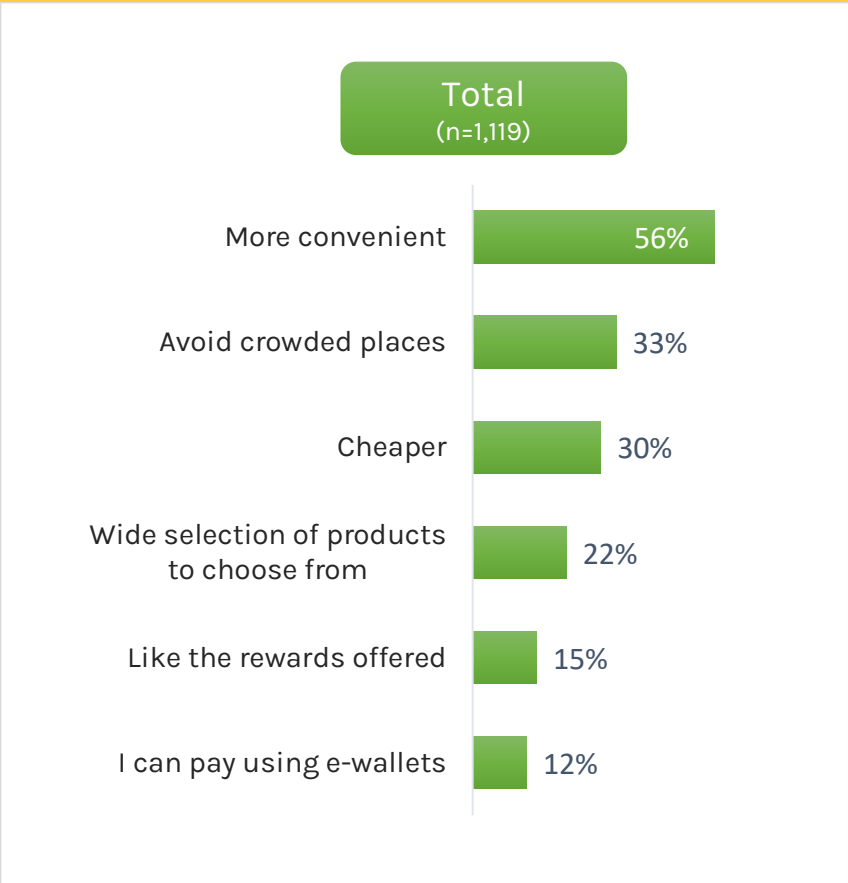


*The Covid-19 lockdown have instigated older Malaysians most severely to start shopping online for non-food items.*

# Why do Malaysians choose to shop for non-food items online?

Convenience, avoidance of crowd during the pandemic and affordability are the key reasons for Malaysians to shop online for non-food items.

Online shoppers on Lazada are more likely to cite cheaper and wide selection of products as their reasons for shopping online than Shopee users.

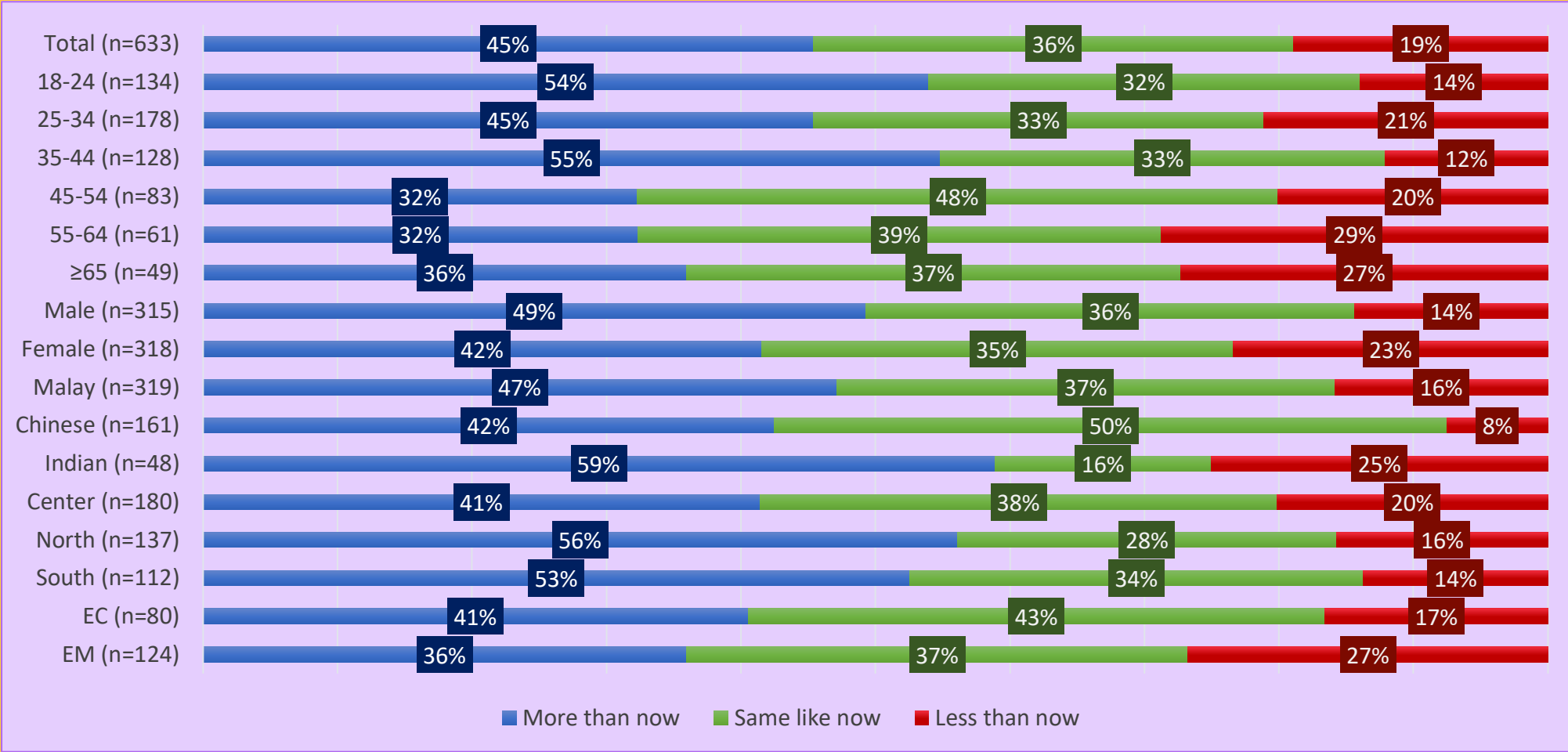




# Will the online shopping trend for non-food items continue to grow after the pandemic?

About half of the online shoppers will increase their shopping frequency in future and about 1/3<sup>rd</sup> will shop with the same frequency.

Overall, the trend for online shopping is expected to grow after the pandemic, more so for younger Malaysians.





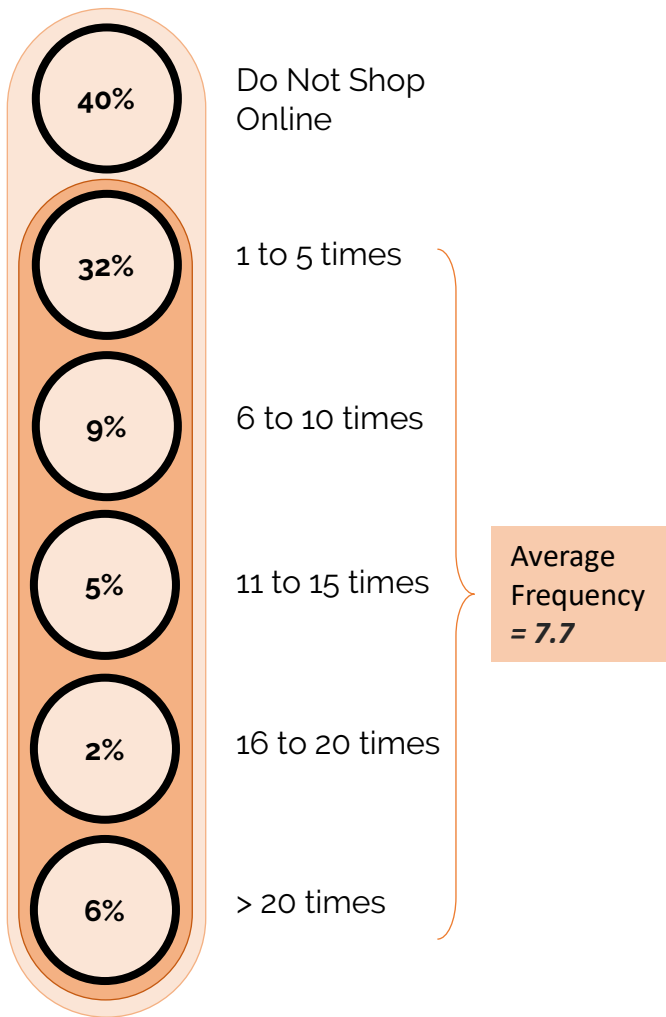


# Online Grocery



# How has MCO impacted online-grocery shopping behaviour?

MCO has compelled a large number of Malaysians to order their groceries online due to restrictions.

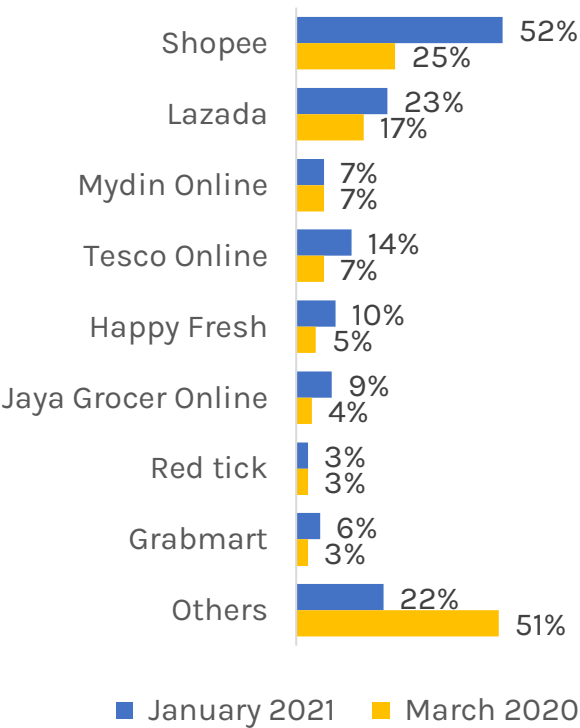


43% started online grocery shopping **AFTER MCO BEGAN**



57% were online grocery shoppers **BEFORE MCO**

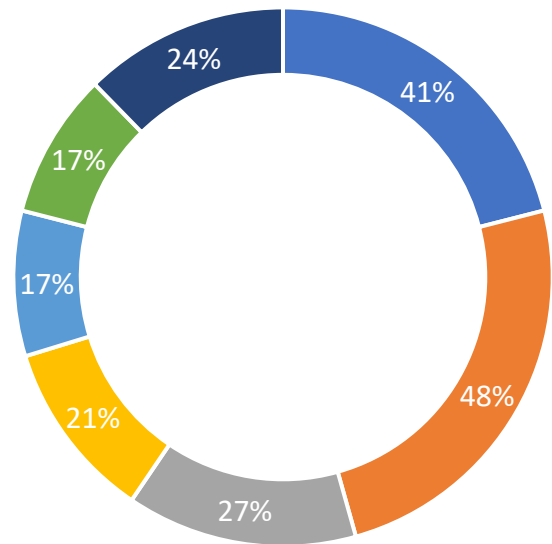
Shopee has greatly extended their domination of the Malaysian online grocery market during the pandemic



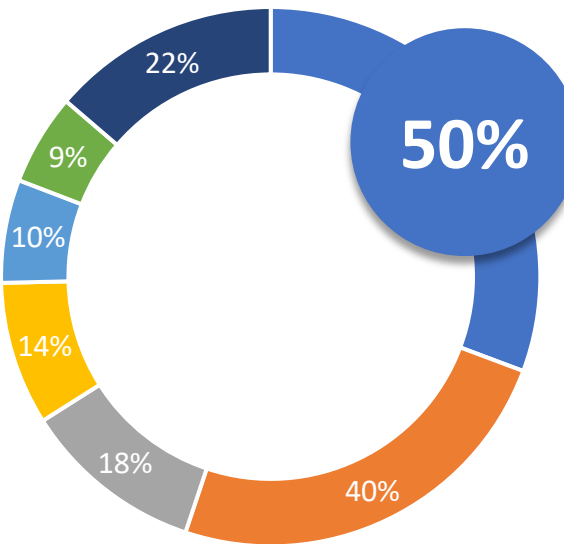
# What are the reasons for the surge in online grocery shopping?

The main reason for the surge in online grocery shoppers during the pandemic is to avoid crowded places, followed by convenience.

Before MCO started in March

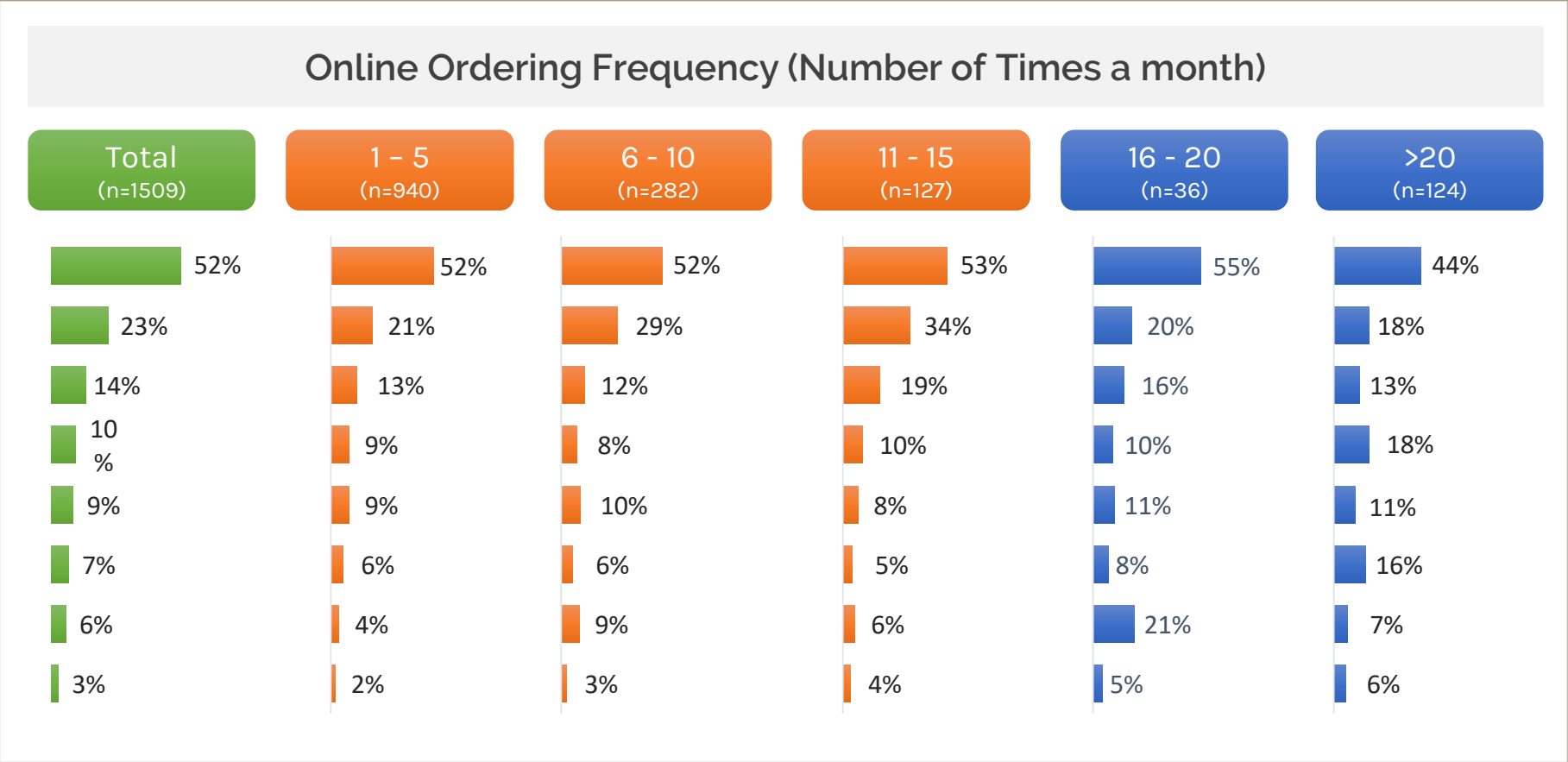


After MCO started in March



■ Avoid crowded places
■ Convenient
■ Cheaper
■ Rewards offered
■ Able to pay using e-wallets
■ Wide selection of grocery
■ Others

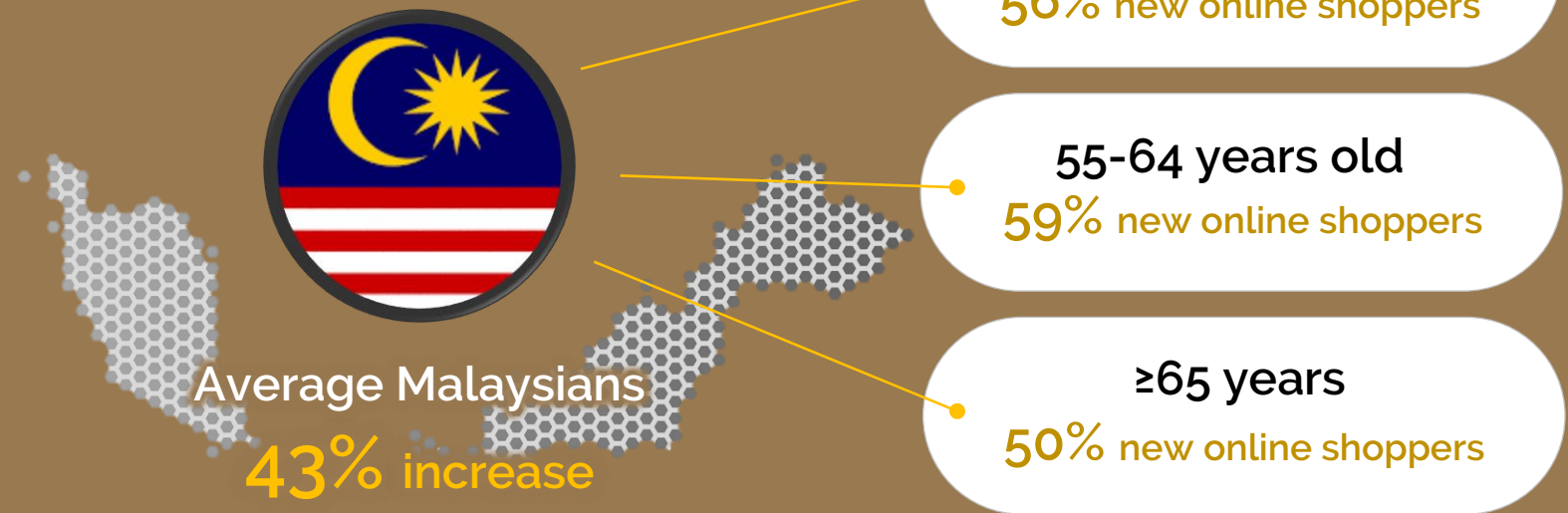
# Where do the most frequent online shoppers buy their groceries from?



Shopee, Lazada and Tesco Online are equally popular among frequent and less frequent online grocery shoppers.

## Which demographic group recorded the highest shift towards ordering grocery online due to MCO?

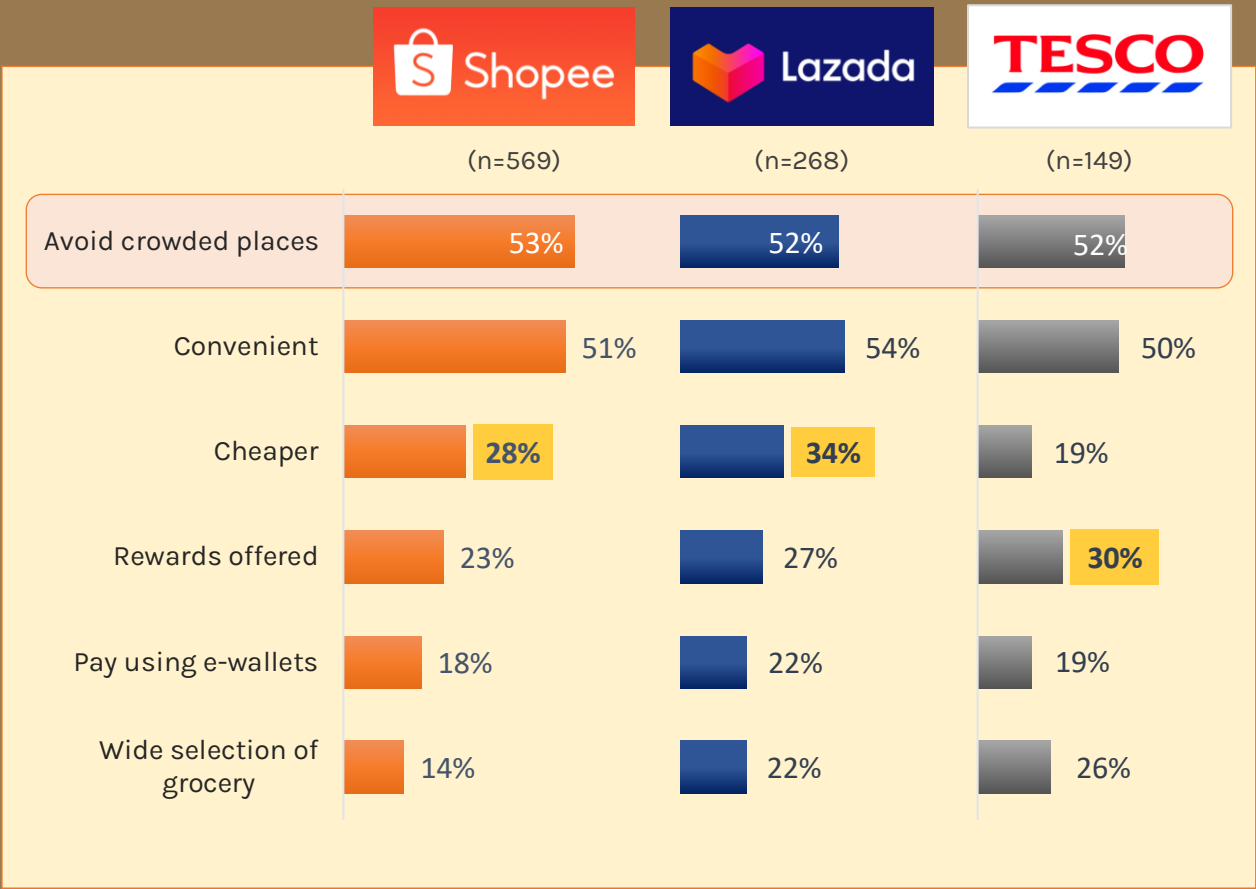
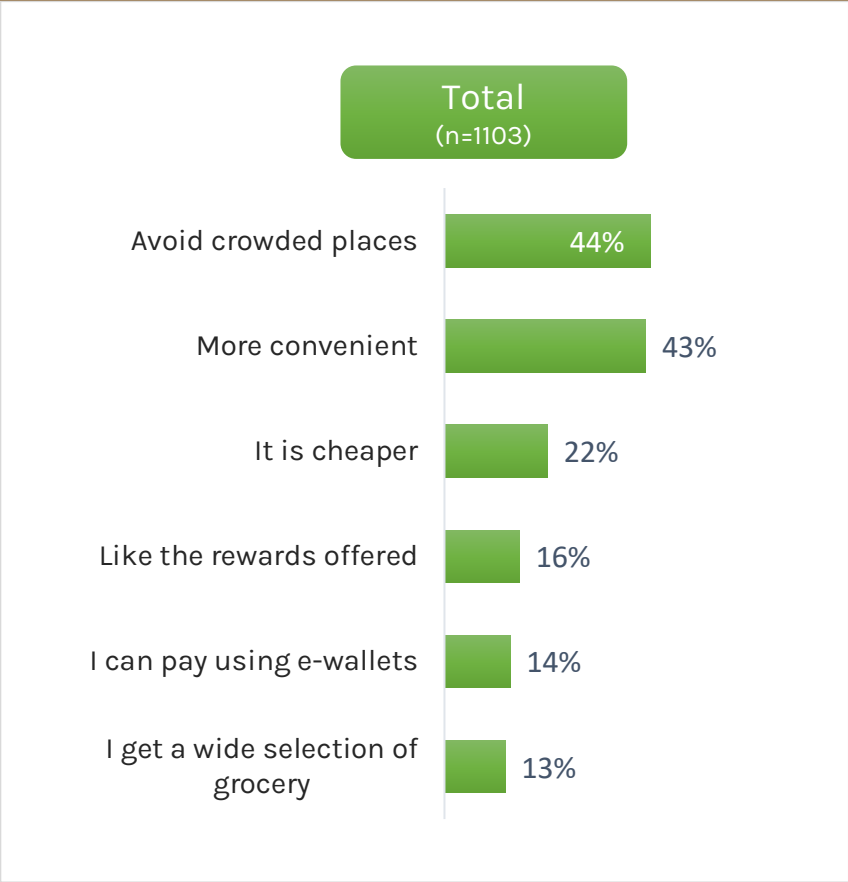
*Older Malaysians and Indians are more likely to be compelled by MCO to buy their groceries online than the other demographics.*



# Why do Malaysian's order Grocery online?

Safety concerns related to Covid 19 is the main factor behind shopping for grocery online. There is a substantial chunk of Shopee's and Lazada's grocery shoppers who chose to shop there

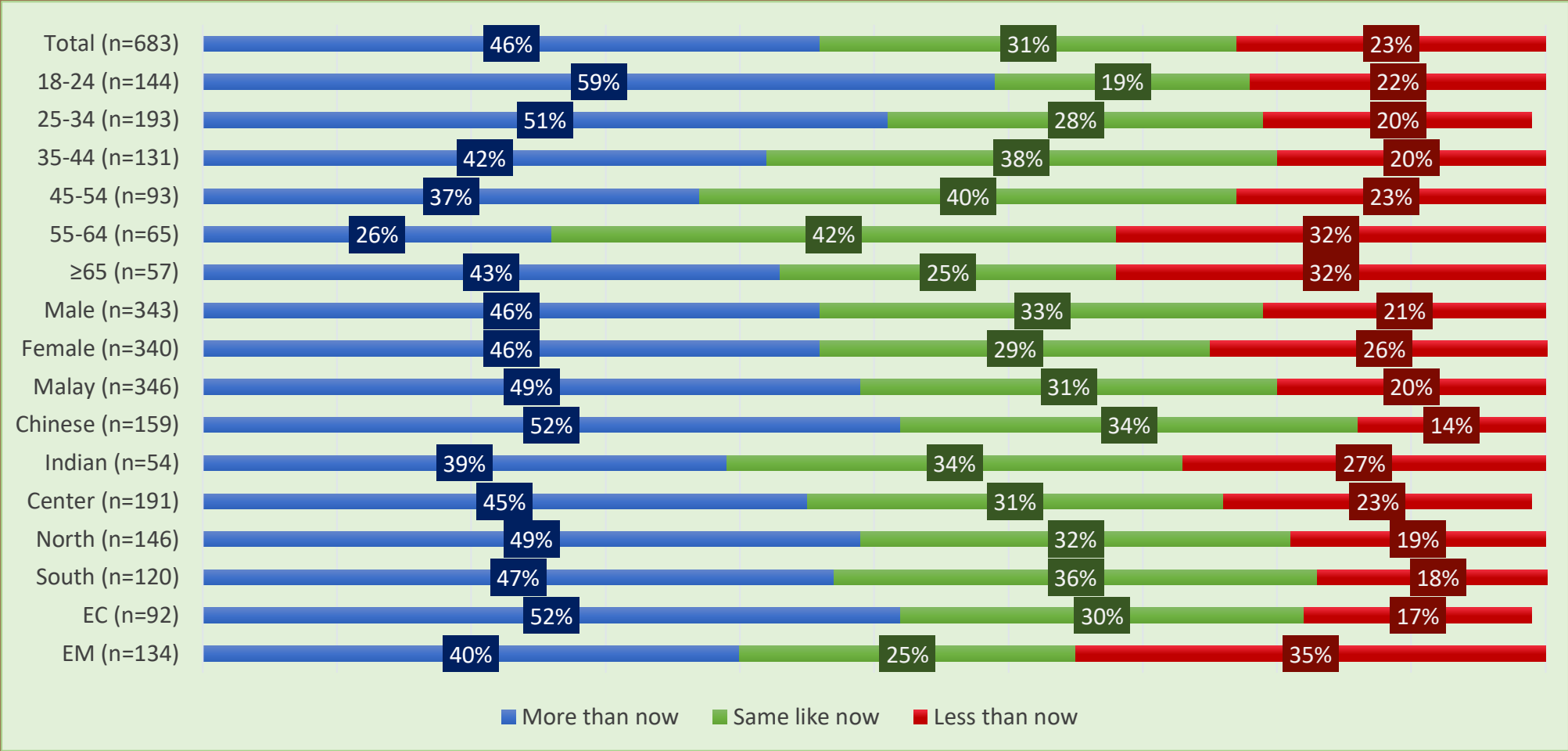
because its cheaper. Almost a third of Tesco online grocery shoppers chose to shop because of their loyalty program.



# Will the online grocery shopping trend continue to grow after the pandemic?

About half of the respondents are expected to shop grocery online with increased frequency in the near future. Younger people are much more likely to increase frequency as compared

to senior age group (55-64). Overall, the trend for online grocery shopping is expected to grow significantly even after the pandemic is over.







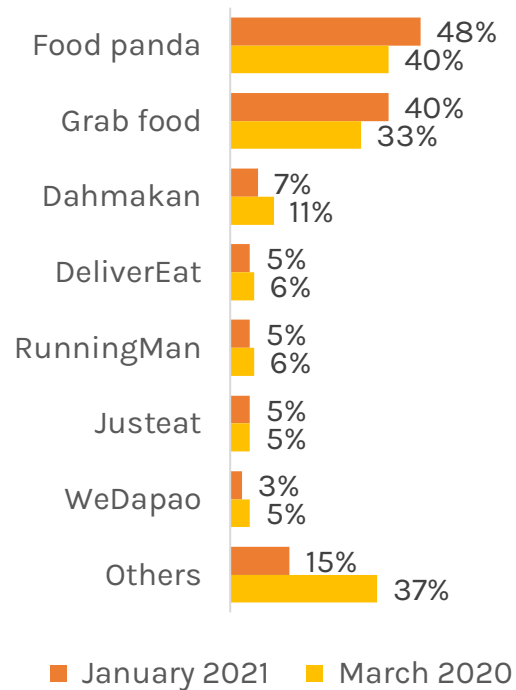
# Online Food Delivery



# How has MCO impacted online food delivery behaviour?

MCO has compelled a large number of Malaysians to order their food online due to restrictions.

Food Panda and Grab Food have strengthened their position in the online food delivery segment as compared to last year



**39%** started ordering food online **AFTER MCO BEGAN**



**61%** were ordering food online even **BEFORE MCO**

Average Frequency = 7.8

Do not order Online

46%

1 to 5 times

33%

6 to 10 times

8%

11 to 15 times

4%

16 to 20 times

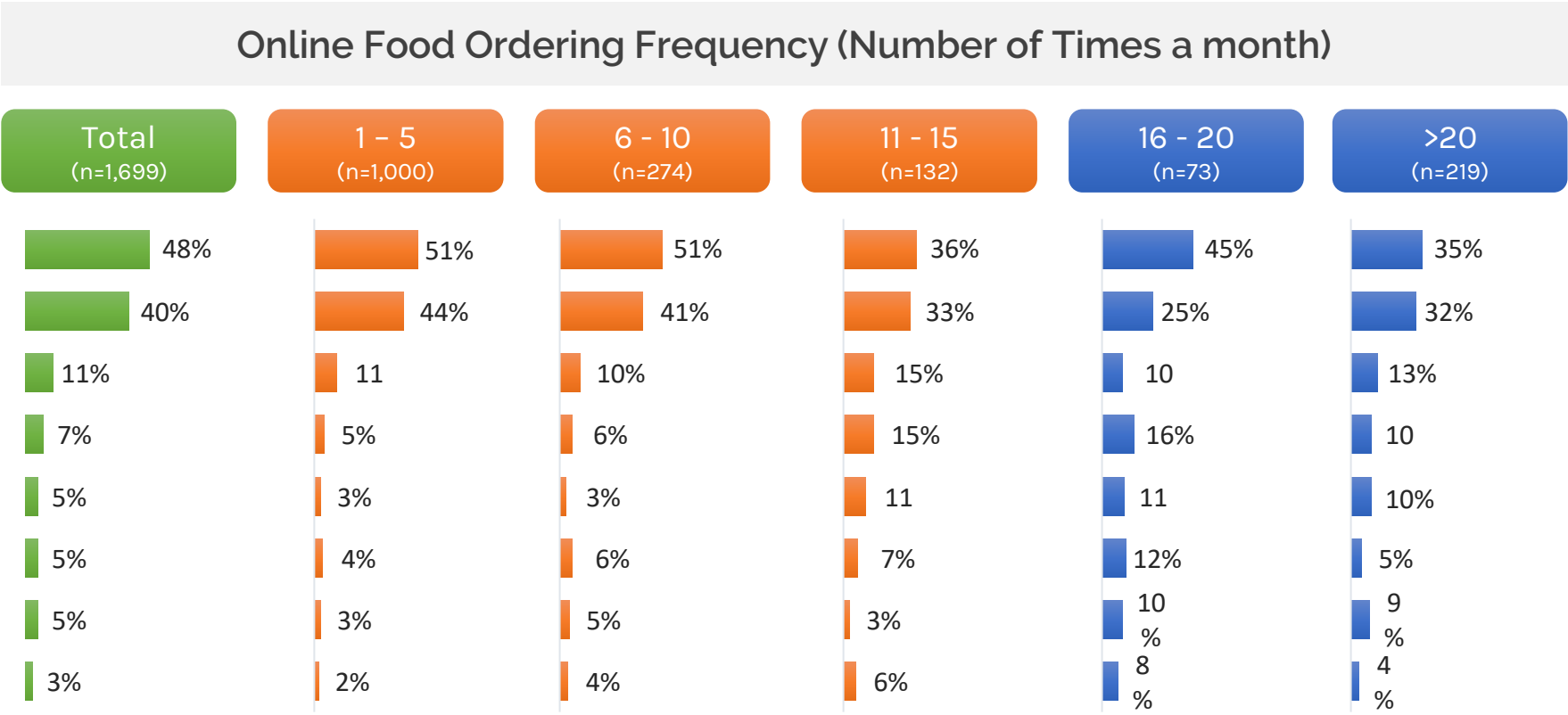
3%

> 20 times

6%

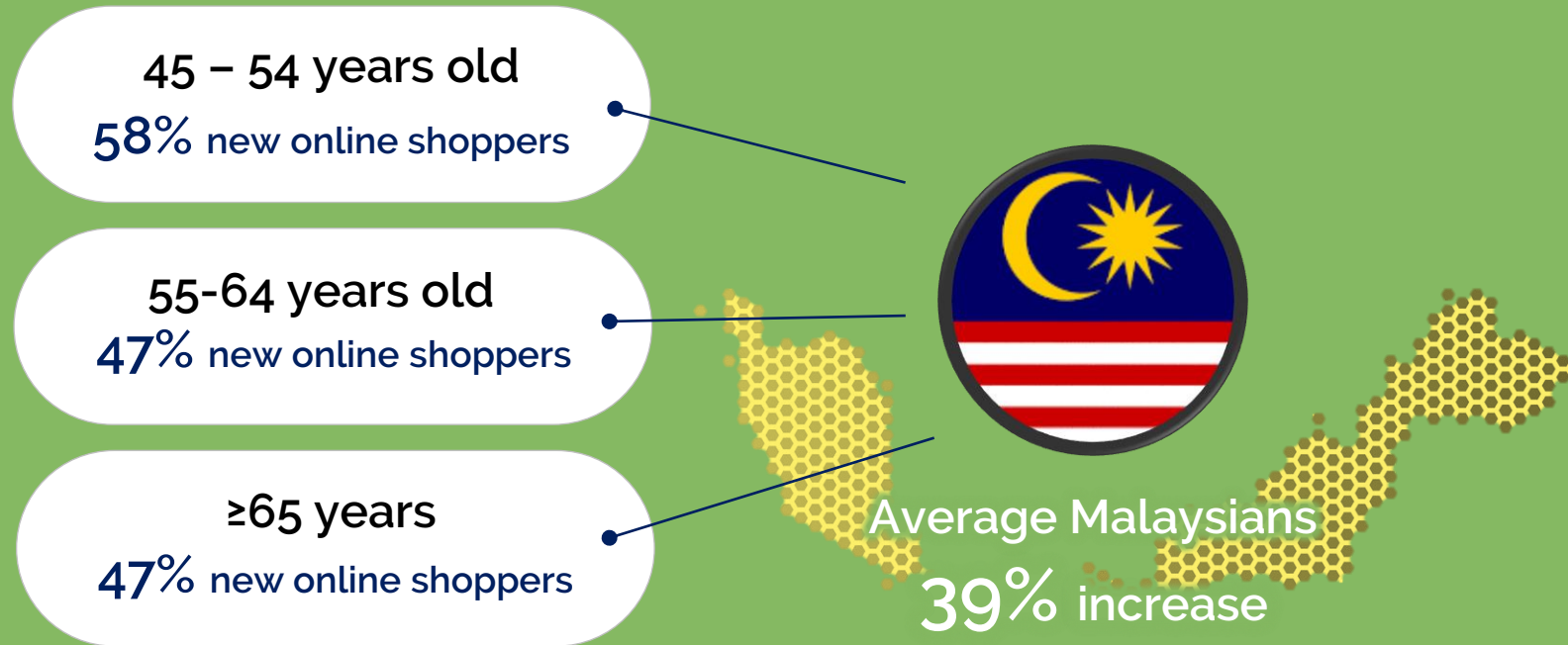
# What are the portals used by high frequency shoppers vs low frequency Shoppers when ordering food online?

Food panda
Grab food
Restaurant's Online delivery
Dahmakan
DeliverEat
RunningMan
Justeat
We Dapao



Food Panda and Grab Food are almost equally popular among those who order food online frequently and infrequently.

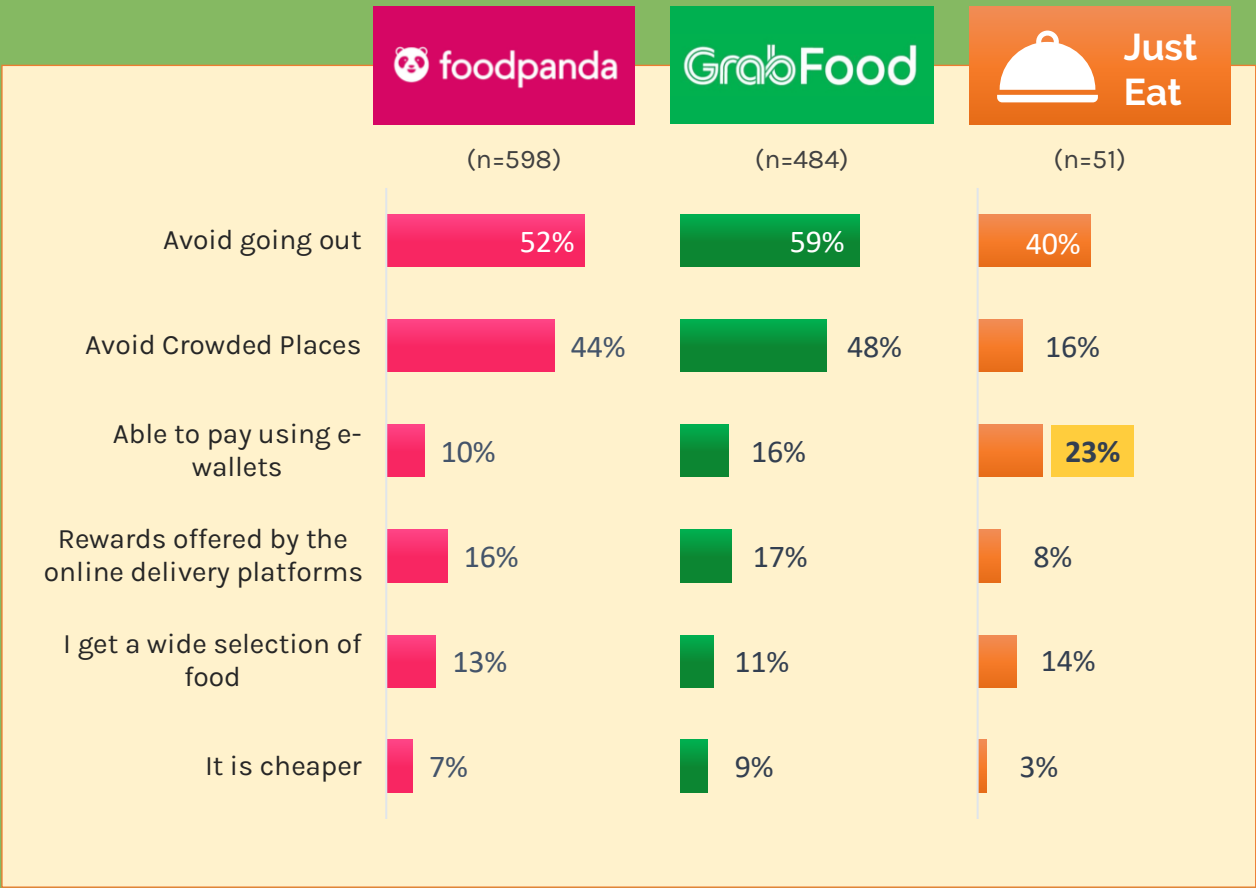
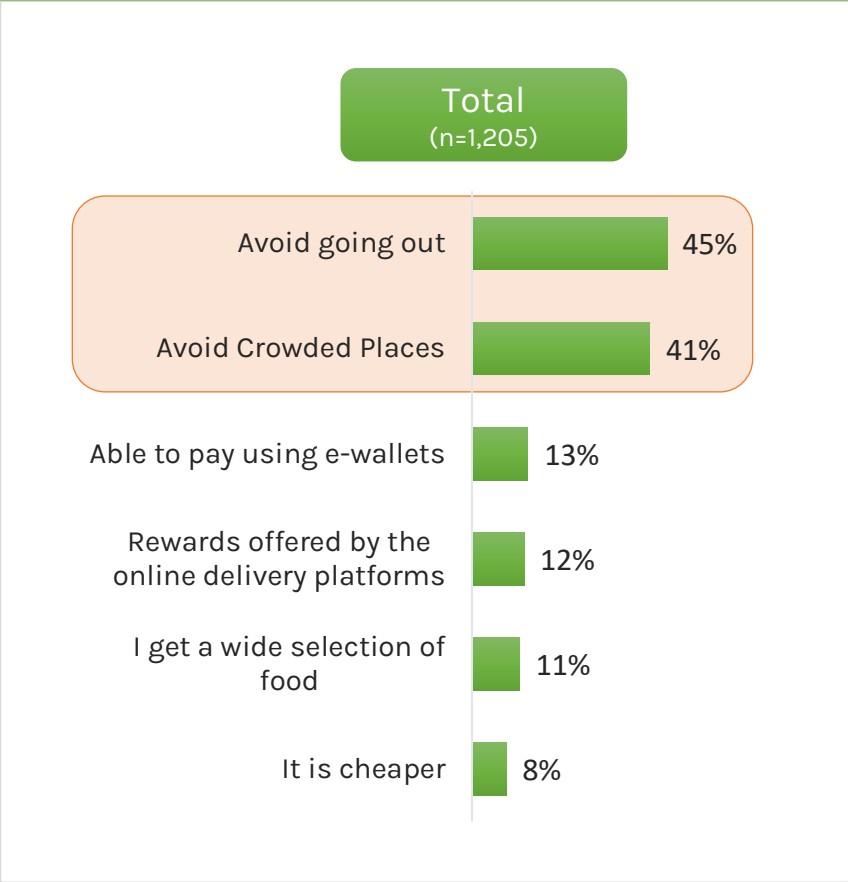
Which demographic group recorded the highest shift towards ordering food online due to MCO?



*The older age group and those living in East Malaysia have been compelled to order food online due to Covid 19 related movement restrictions.*

# Why do Malaysians order food online?

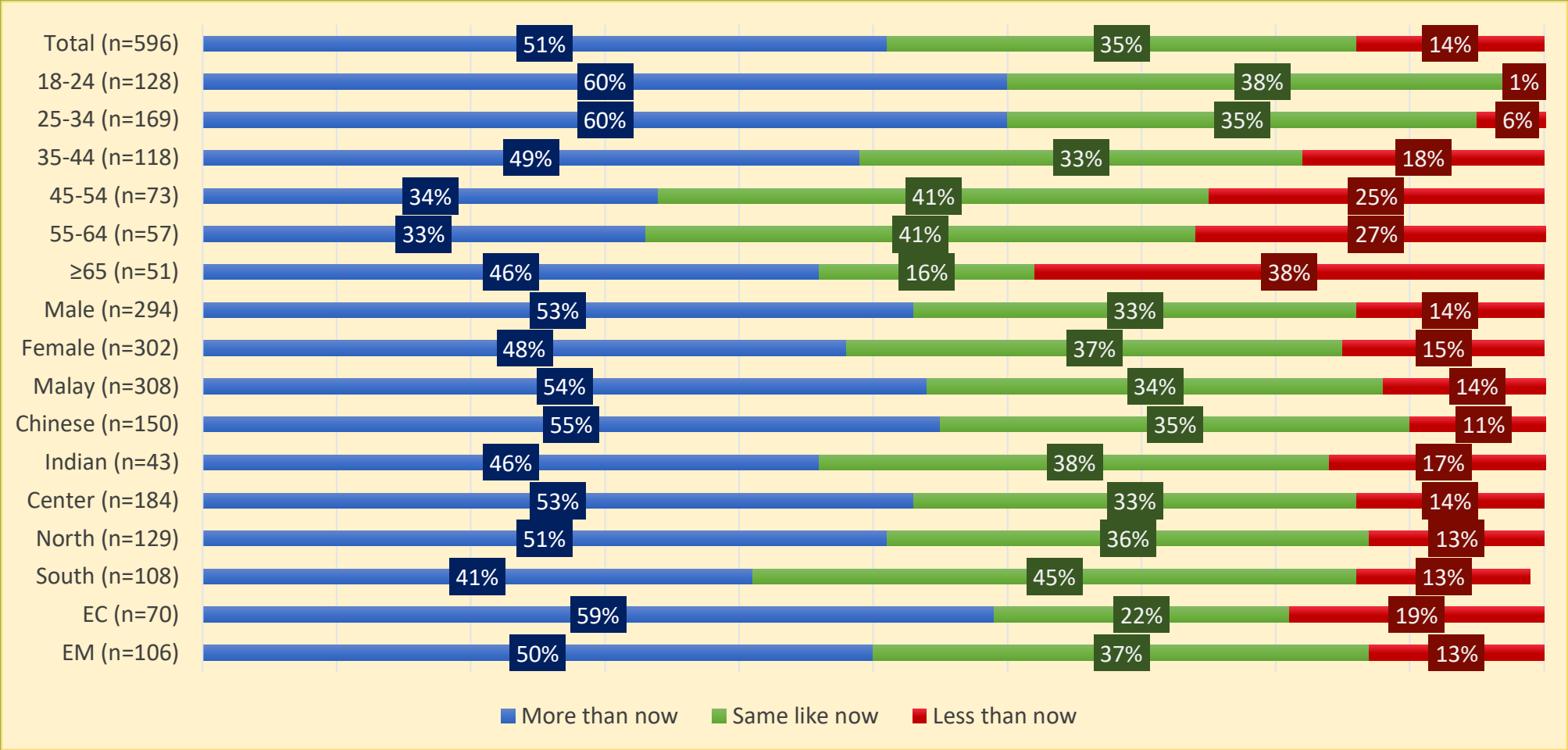
Safety concern related to Covid 19 is the main factor behind ordering food online. Higher percentage of respondents order from Just Eat due to the option to pay with e-wallet as compared to Food Panda and Grab Food.





# Will the online food delivery trend continue to grow after the pandemic?

About half of the respondents are likely to increase frequency of ordering food online and about 1/3<sup>rd</sup> will continue to shop online with similar frequency. Younger age group are much more likely to increase frequency as compared to those aged 45 and above.



# Want to learn more about us ?

Vodus pioneers the effortless One-question Media Tracking Online Survey (OMTOS) methodology that enables 17 million Malaysians to be surveyed across the online media network of the largest media groups in Malaysia (Astro, Media Prima, The Star) to obtain market insights that are faster, more representative, accurate and cost effective.

For more information please visit:  
<https://insights.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. Product Test
2. Target Market Research
3. Brand Health Tracker
4. Marketing Campaign Impact



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