【Survey about Vietnam EC Market and its consumer behavior】

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.
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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.
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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.
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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](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.

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