



**ATTITUDES IN MALAYSIA**

**TOWARDS SAVING,  
SPENDING, SHOPPING  
AND SUSTAINABILITY**

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## FOREWORDS

The IAB SEA+India in partnership with Carousell Media Group surveyed 22,385 consumers in Malaysia in February 2022 to understand attitudes towards shopping and sustainability including:

- **General User Profile:** demographics, incomes, and ownership of property or a car
- **Financial literacy** and motivations on how they invest, save and spend
- **Tech savviness:** openness to online learning, usage of streaming services, online food/grocery delivery
- **Shopping Behaviour and Buying Motivations in general**
- **Motivations for using Mudah.my in the last 12 months**
- **Attitudes on Sustainability**





## KEY POINTS OF INTEREST FROM THIS SURVEY



There is an opportunity to educate people in Malaysia on sustainable shopping and the circular economy in their country and across the region



Respondents said that shopping sustainably has influenced their purchasing decisions over the past 12 months and 66% of respondents say they will increase sustainable purchasing over the next 12 months



Banks in Malaysia are the preferred source of financing - at a massive 88%, compared to a regional average of 66%



Incomes appear to be rising with less respondents in the lower household income categories and more in the highest income bracket



More Malaysian respondents took out or will take out a loan to purchase a motor vehicle or other mode of transport than respondents in other countries in the region



62% of respondents said they would consider using online trading apps, crypto trading apps and social trading apps



Streaming to mobile devices is the preferred way of viewing content (66%)



Religious and cooking programs were noted a few times under 'Other' in what people watch



Millennials, Gen Zs and Gen Xs all plan on spending more time using online learning programs over the next 12 months



More than half of respondents are planning to travel whether around Malaysia or overseas



Half of respondents (51%) will be purchasing luxury items in the future; mainly electronic items, designer bags and watches



GrabFood and Foodpanda are the preferred online meal delivery platforms

## BACKGROUND

Malaysia's population in 2021 is estimated at 32.7 million. There has been a slight decline in the percentage of population growth rate due to non-citizens returning home with the closure of national borders during the pandemic. The growth rate of Citizens remained stable at 1.0 per cent with population increasing from 29.7 million in 2020 to 30.0 million in 2021. Two-thirds of the population (69.7%) are aged between 15 and 64 years, while less than one in 10 (7%) are aged 65 and over.





## INTERNET

According to the Department of Statistics Malaysia from its 2020 Census, 93% of households are connected to the internet. 81% have computers, 99% have radios, 78% subscribe to a pay TV channel, 99.4% have mobile phones, 19% have fixed phone lines and 99.7% have a television set. However, according to Kenanga Research & Investment Malaysia's fixed broadband penetration stands at 41% in 2QCY21.



## SUSTAINABILITY

A study published in February 2022, *Drivers of Sustainable Apparel Purchase Intention: An Empirical Study of Malaysian Millennial Consumers* confirmed previous studies that identified the fashion industry as one of the most polluting industries. It found that although Malaysia experiences slow progress in the sustainable fashion trend, several viable initiatives have been proposed over the last few years at a Government and business level.

However, there has been little change since a 2016 study, *Sustainability and Philanthropic Awareness in Clothing Disposal Behavior Among Young Malaysian Consumers* found that young Malaysians are not widely exposed to environmental concerns. It showed that the basic barriers that stopped consumers from recycling their unwanted clothes are the lack of awareness of sustainable fashion and the knowledge of how and where to dispose of their unwanted clothes.

Another point raised in the study is the focus on philanthropic disposal of unneeded items. Giving away to charity stores and organisations rather than selling is underpinned by the teachings of Islam.



CAROUSELL 2022  
SURVEY RESULTS:  
**MALAYSIA**

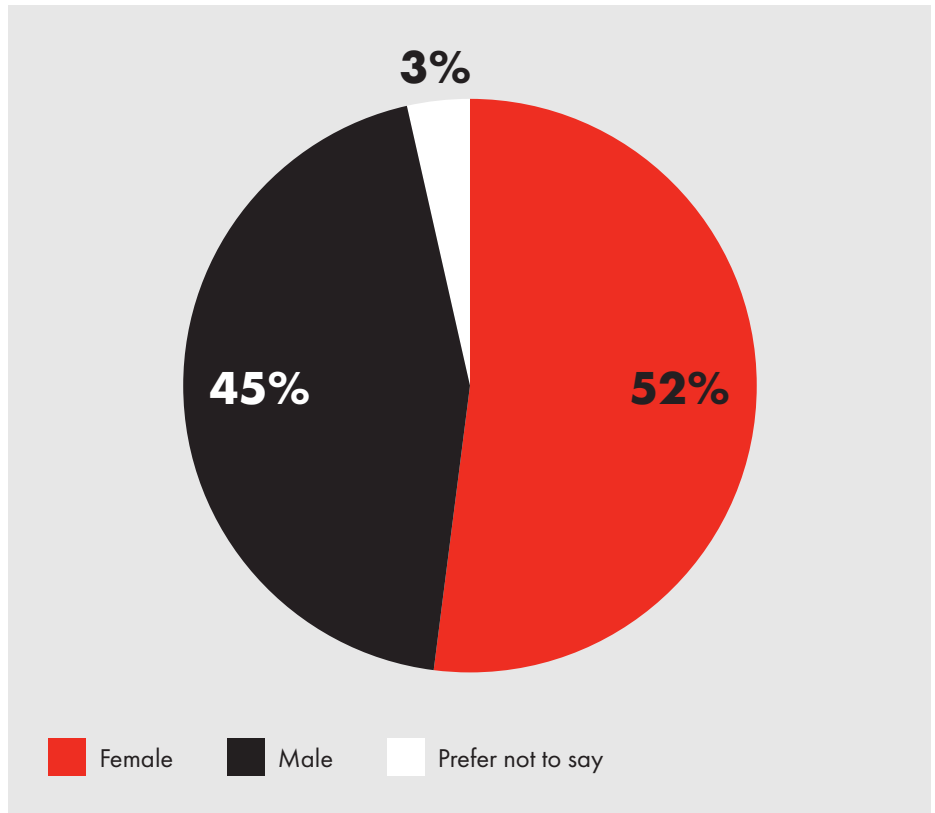
## AUDIENCE BREAKDOWN

22,385 people responded to this survey of which 99.5% of people reside in Malaysia. The majority of the remaining 0.5% live in Singapore, Hong Kong and The Philippines.

### Gender profile

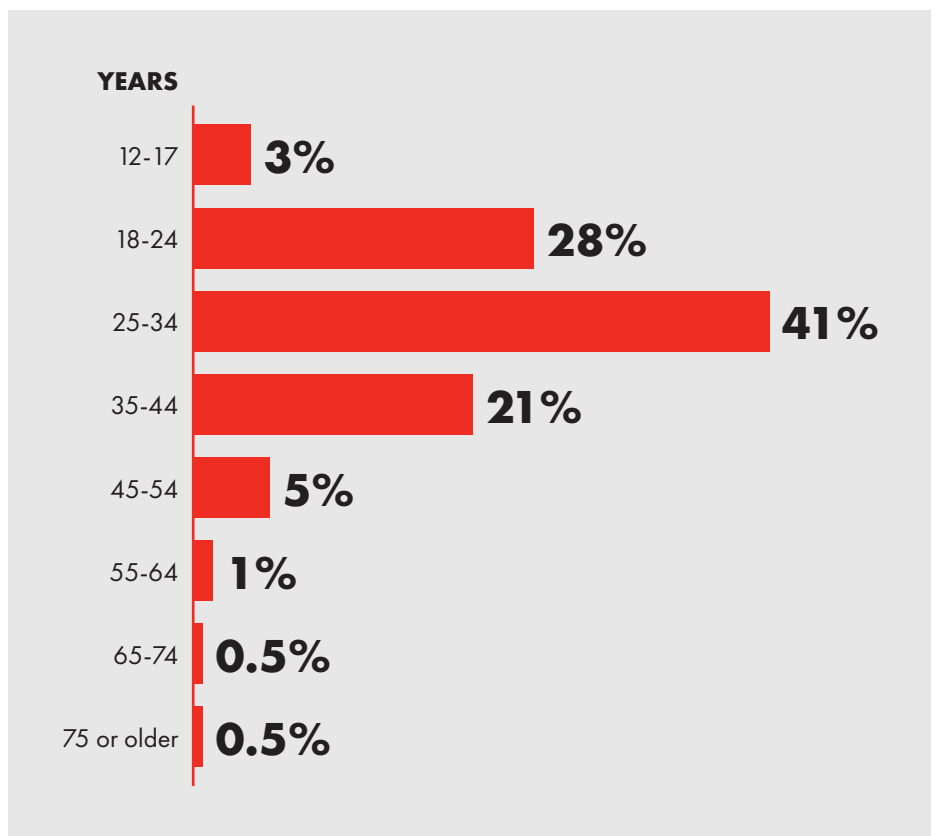
There were more female respondents than male respondents.

This gender split does not align with the published data from the 2020 census of 52.3% male to 47.7% female.



### Age profile

72% of respondents are Millennial and Gen Zs.



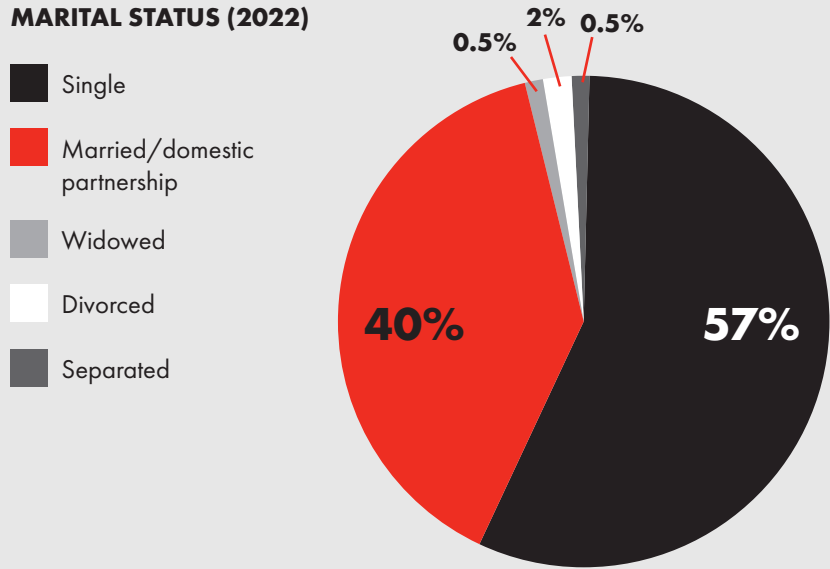
## Marital status

Just under 60% of respondents are single, while 40% are married or in a domestic partnership. The remainder are widowed, divorced or separated. According to the Department of Statistics Malaysia (DOSM) there was a 9.4% decline in marriages from 2019 to 2020.

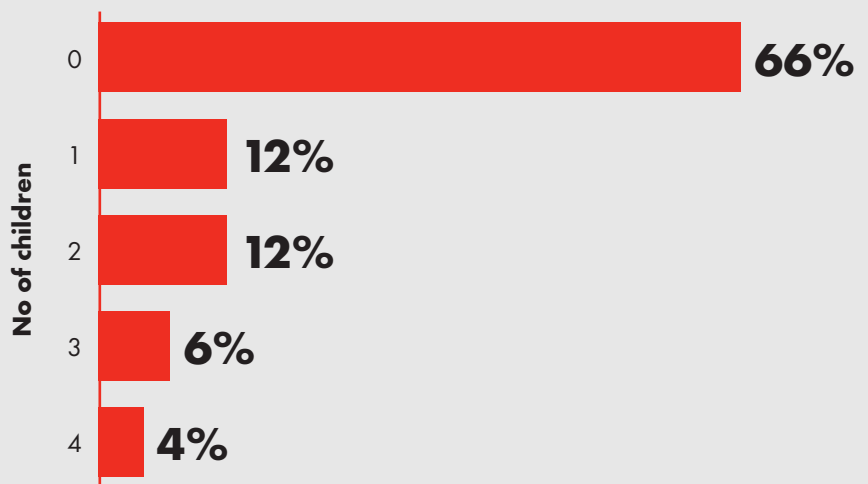
## Children

Overall most (66%) respondents do not have children. This compares with 12% who have one child, 11% who have 2 children, 6% who have 3 children and 4% who have 4 or more children.

MARITAL STATUS (2022)

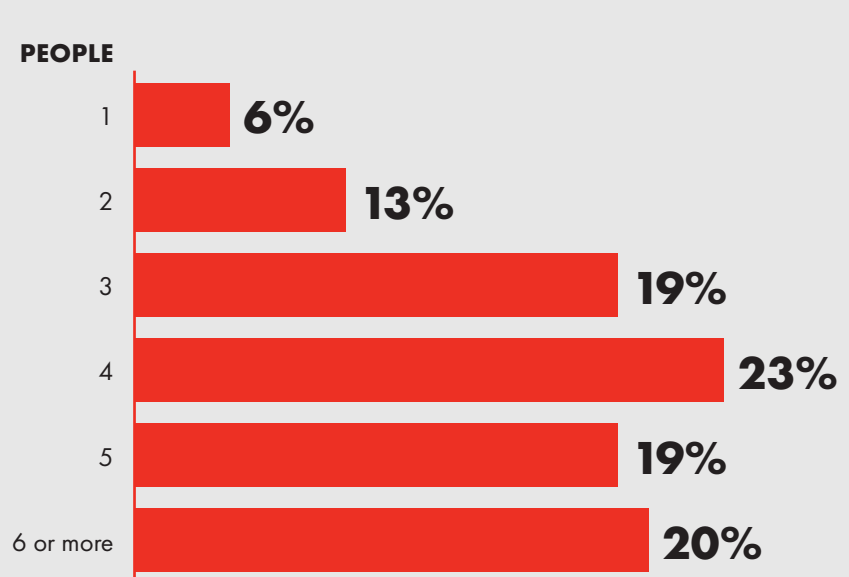


CHILDREN (2022)



## People within the home

HOUSEHOLD SIZE (2022)

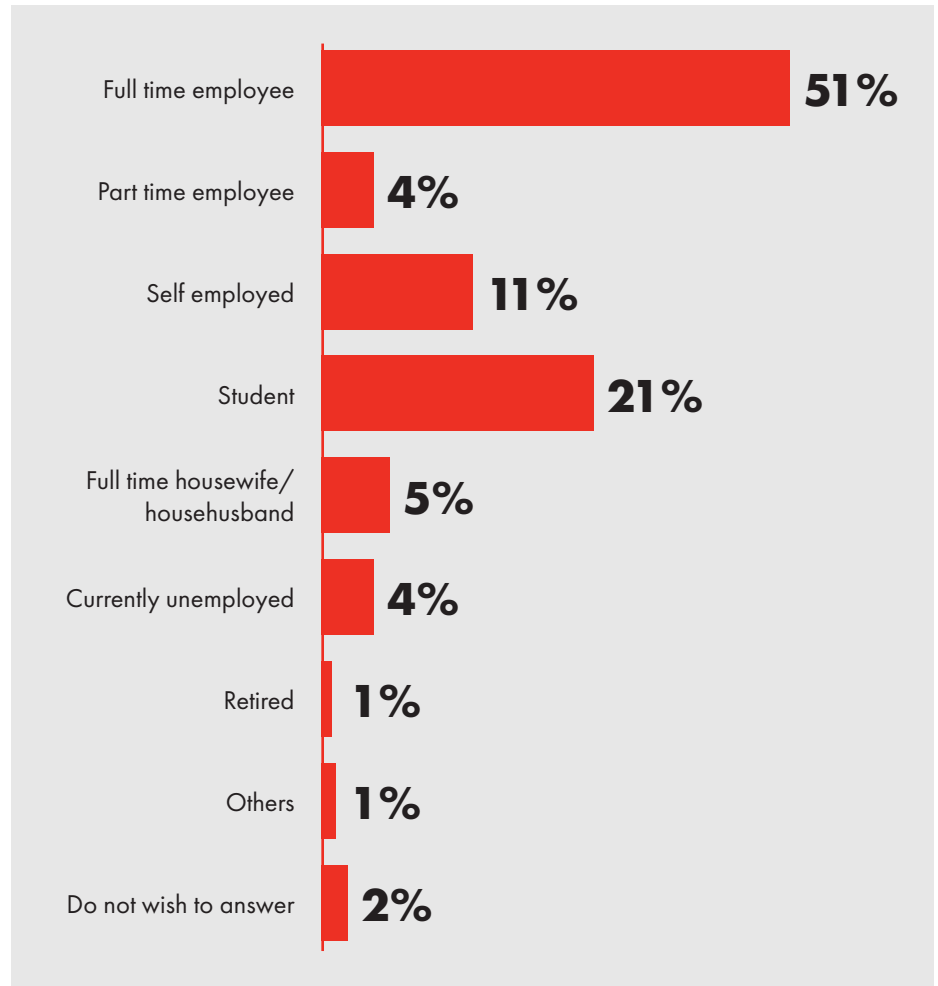


## KEY POINTS:

- Malaysia's 2020 fertility rate is the lowest in 40 years, and at 1.7 births per woman it is below the 2013 replacement level of 2.1 babies per woman.
- With 20% of respondents living in households of 6 people or more, Malaysia has above the regional average of 16% and second only to The Philippines.
- The national average household size is 3.8 persons, declining from 4.3 persons per household over a decade.

## Employment status (2022)

- 64% of respondents are in full time employment, the highest in the region
- The unemployment rate is 3%, the same as last year's survey results
- Ministry of Manpower statistics show that in January 2022 the overall unemployment rate was 2.3%

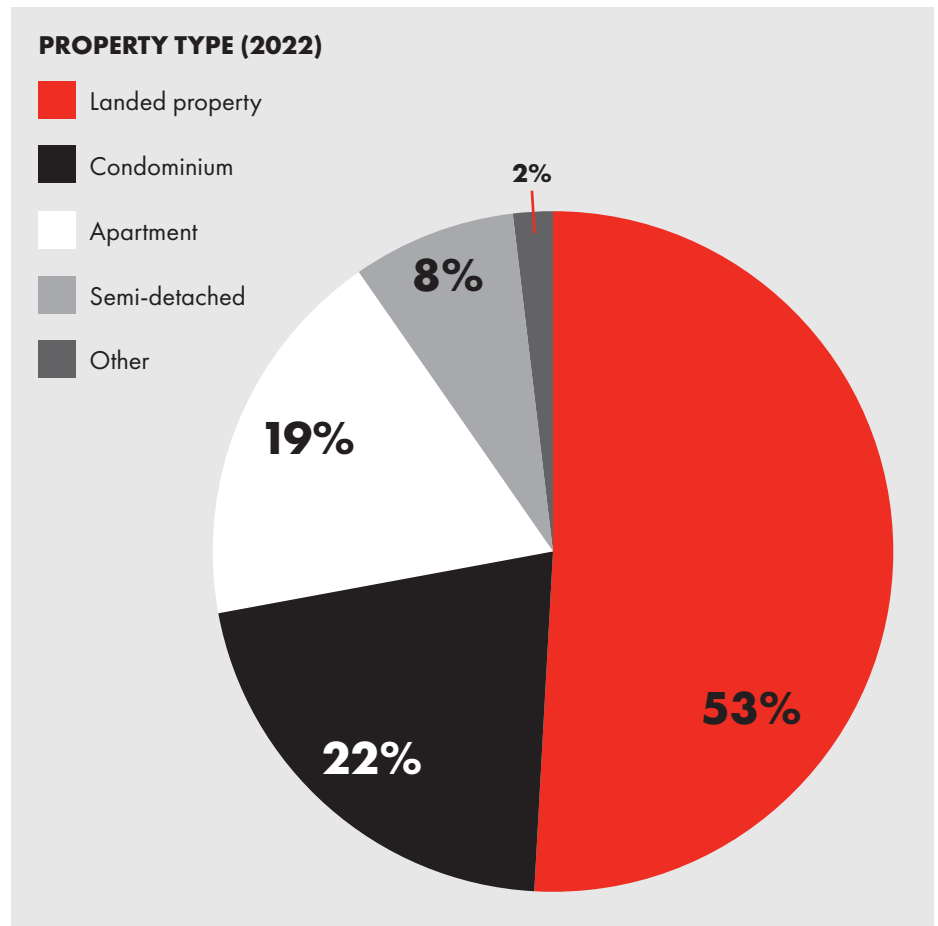


## Property ownership

### Those who own property

37% of respondents in Malaysia own a property.

The types of category noted in the 'Other' category were townhouse, bungalow, terrace, and land.



## KEY POINTS:

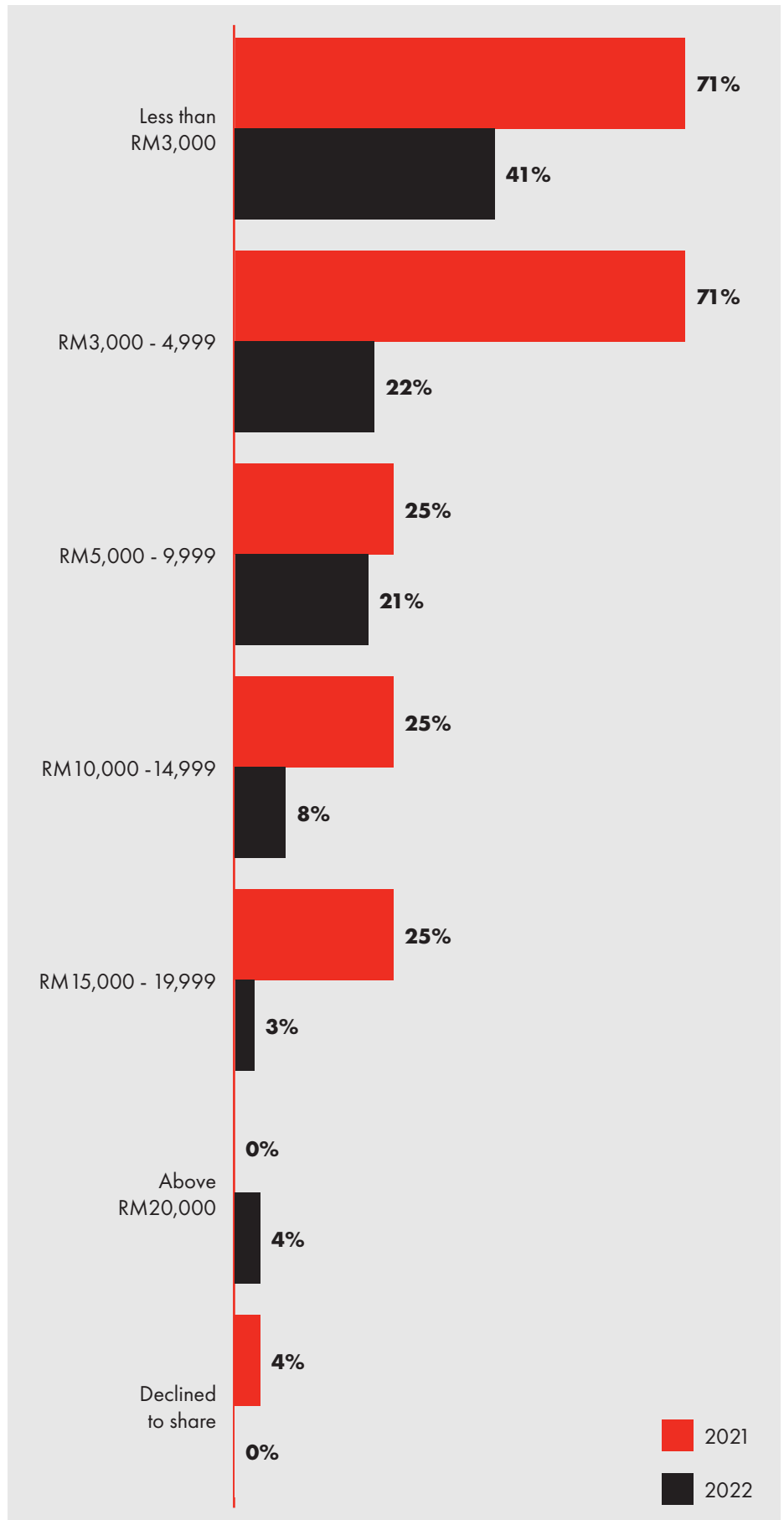
- 66% of respondents are employed. Data released by Labor Force Malaysia for January 2022 show that there is a 69% labor force participation rate - of this 76% are in full time or part-time employment and 17% are self employed.
- 4% of respondents are unemployed, less than the national average of 4.2% as at January 2022.
- 62% of respondents who do not own a property are saving to purchase one.
- 1 in 3 Malaysians work from home and will continue to do so according to Property Guru Malaysia's biannual Consumer Sentiment Study for H1 2022 so are looking for larger properties on city outskirts where properties are larger, better priced and in greener environments.



# UNDERSTANDING RESPONDENT INCOME AND SPENDING HABITS

## Household income

Respondents were asked to state their total household monthly income if they did not live alone. If they lived alone they were asked to select their personal monthly income.



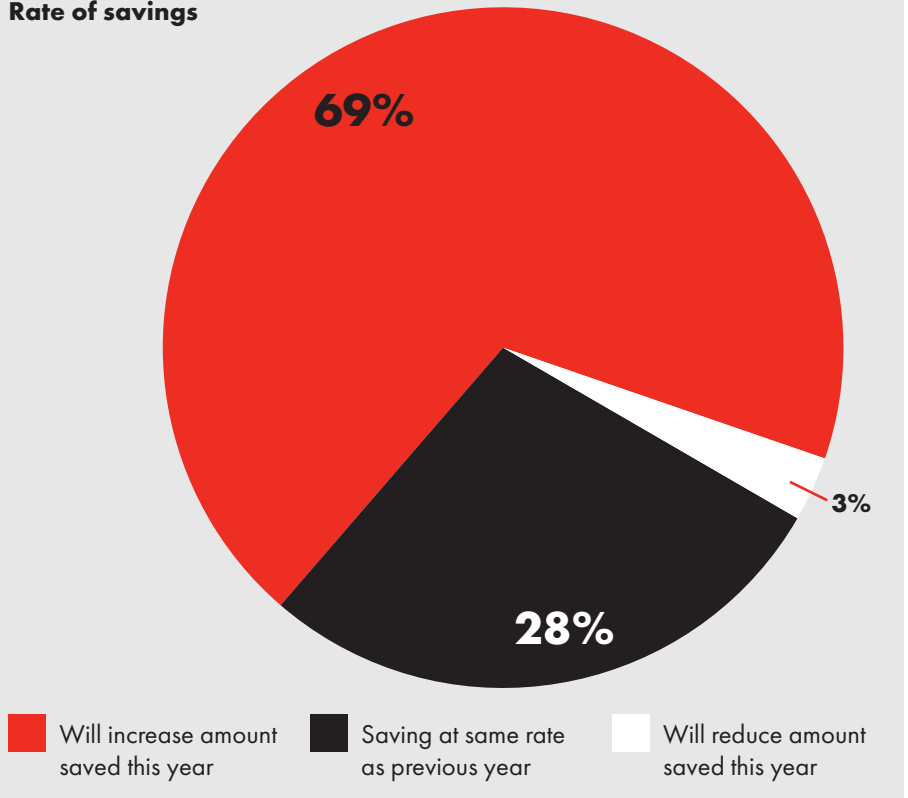
## KEY POINTS:

- Incomes appear to be rising. 63% of respondents earn less than RM4,999 compared to 71% last year; while 32% earn between RM5,000 and RM19,999 compared with 25% last year. 4% of this year's respondents earn more than RM20,000 whereas last year no respondents were in this income category.

## Savings

62% of respondents who do not already own their primary dwelling are saving to purchase their own home. This is similar to the 2021 survey results where 65% of respondents who did not own a property were saving to purchase one.

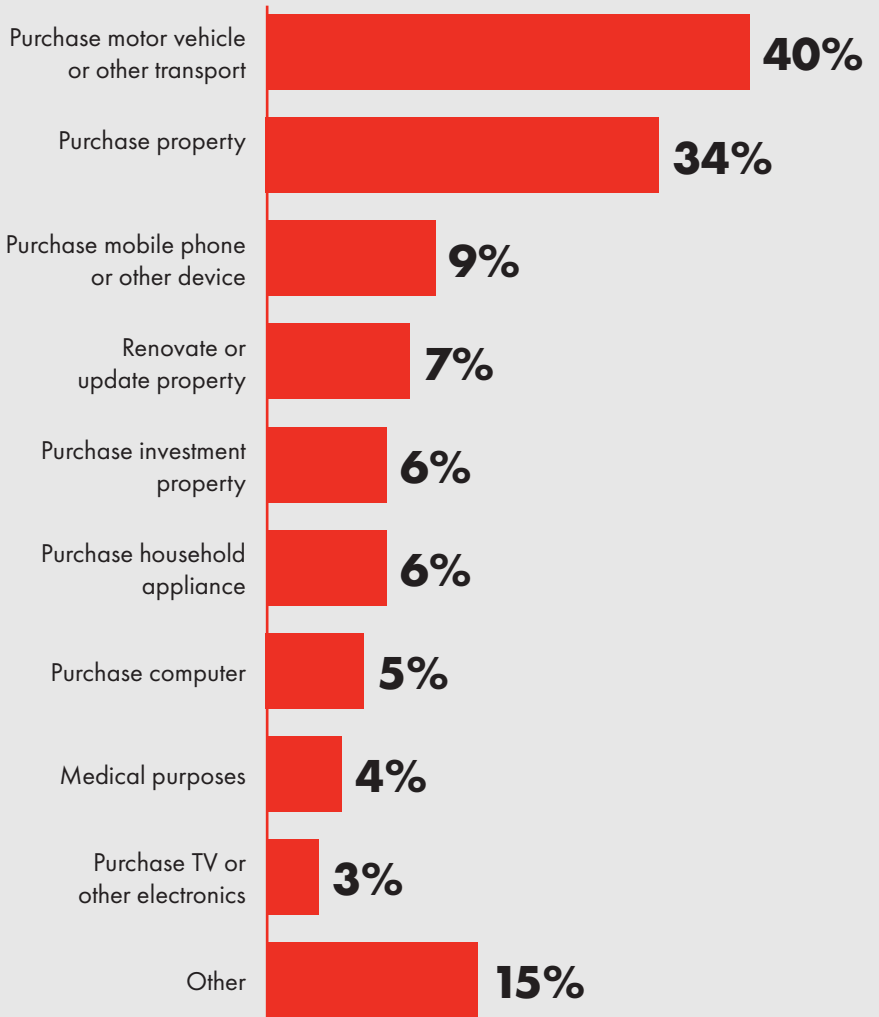
Rate of savings



## Loans over the past 12 months

23% of respondents have taken out a loan over the past 12 months, in most cases to purchase either a motor vehicle/mode of transport or a property.

Other reasons for taking out a loan include to pay bills, debt consolidation, pay student loan, and education.

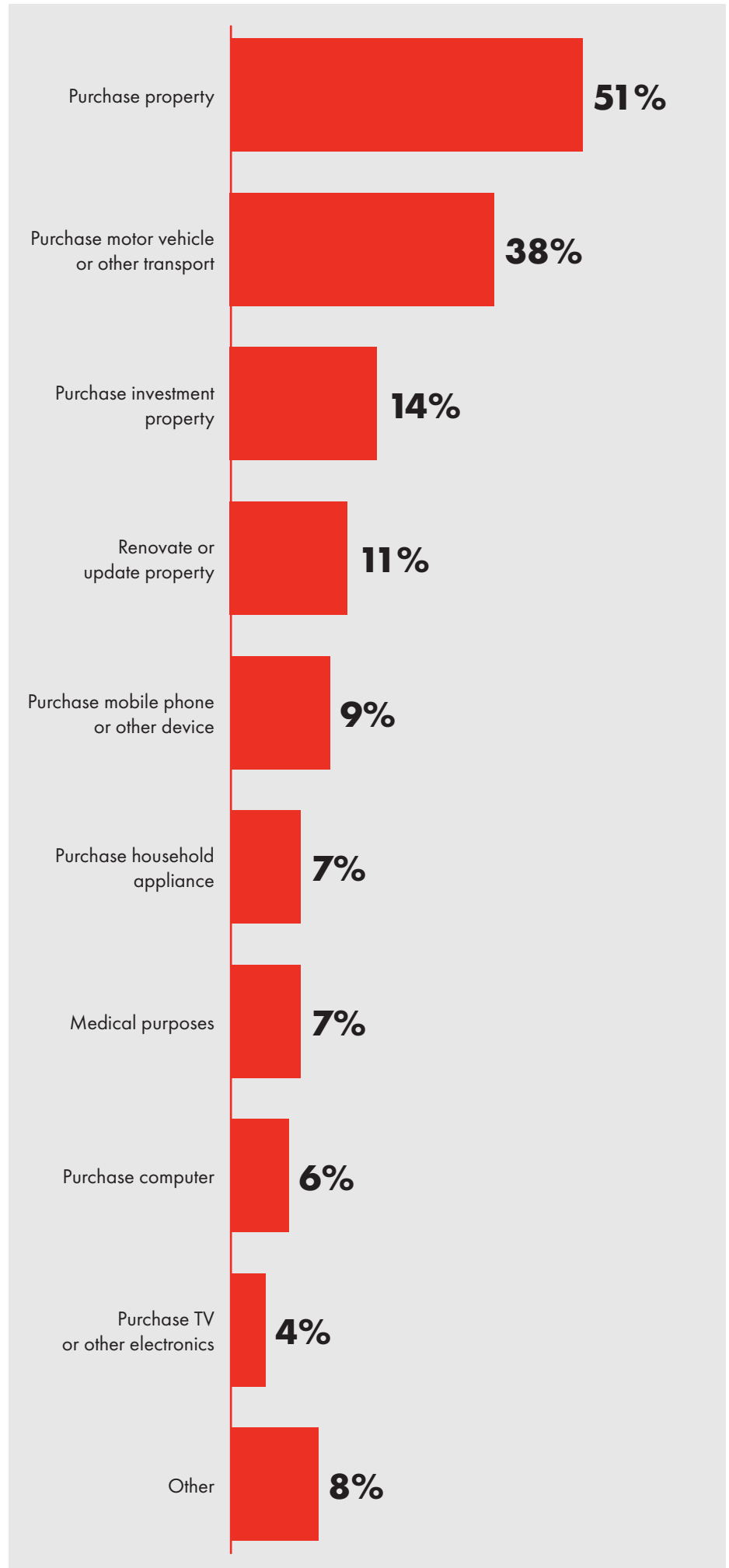


Respondents could choose more than one option

## Future loans

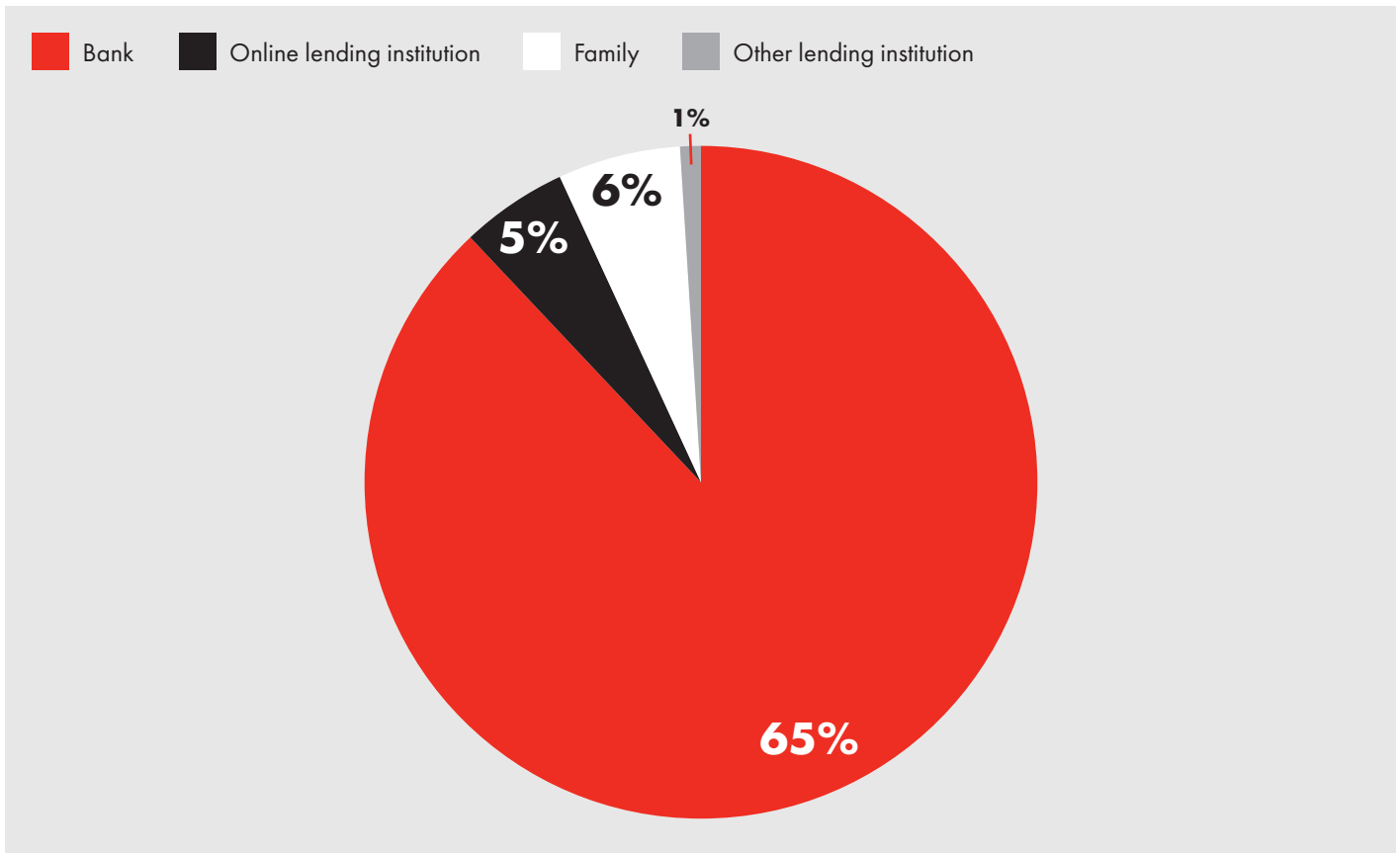
22% of respondents say they intend on taking out a loan in the next 12 months of whom half (51%) plan on purchasing a property and one in four (38%) to purchase a motor vehicle or other mode of transport.

Other reasons for future loans include education, business startup/expansion, repaying credit card debt, refinancing loans.



## Loan sources

'Other' included Perbadanan Tabung Pendidikan Tinggi Nasional (PTPTN) a government organisation that gives out study loans; Majlis Amanah Rakyat (MARA) which provides loans for post-graduate study; Lembaga Pembiayaan Perumahan Sektor Awam (LPPSA) which provides housing loans for civil servants in the public sector; Takaful, an Islamic insurance where members contribute money into a pool system to guarantee each other against loss or damage. It is based on sharia, Islamic religious law as an alternative to the commercial insurance industry as there are Islamic restrictions on interest, gambling and uncertainty, and Japan Credit Leasing (JCL).

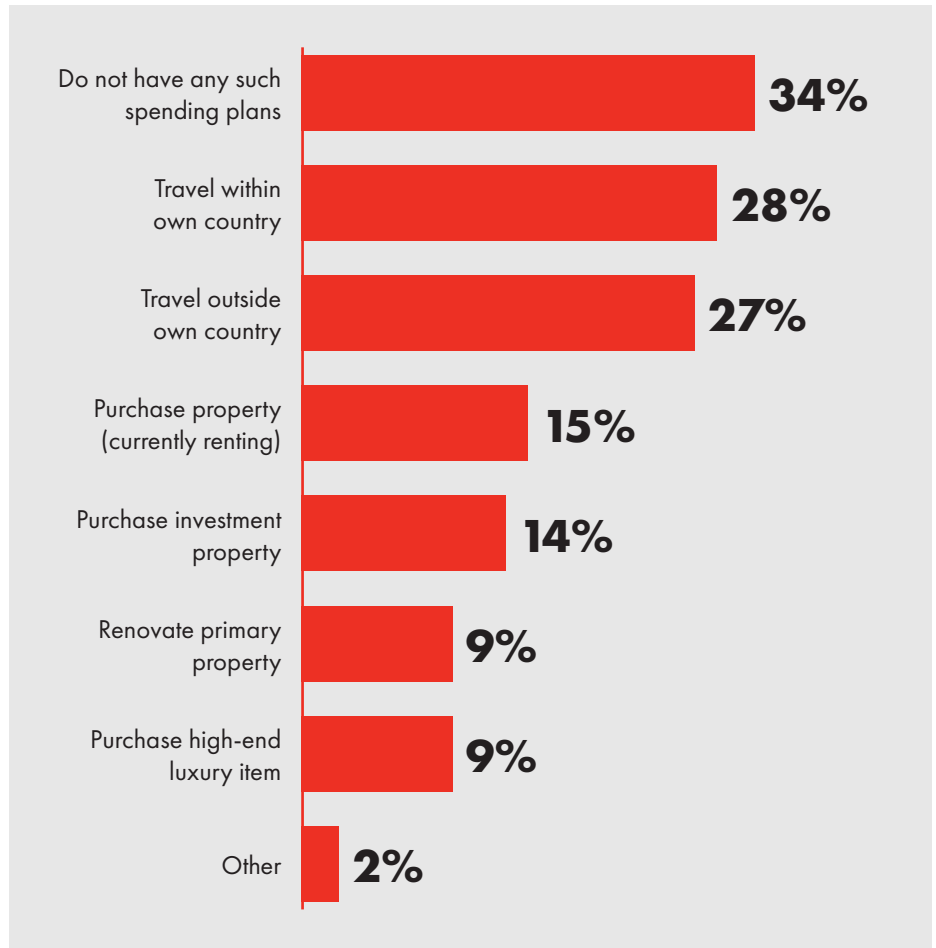


## Spending over the next 12 months

Travel tops the list of spending plans over the next 12 months. More than half (55%) of respondents are packing their suitcases in preparation for travel whether around Malaysia or overseas.

'Other' included purchasing a motor vehicle (most of them), education, investments, business purposes, wedding expenses, performing Hajj, pay credit card debt.

Respondents could choose more than one option



## Investments

### Investment property

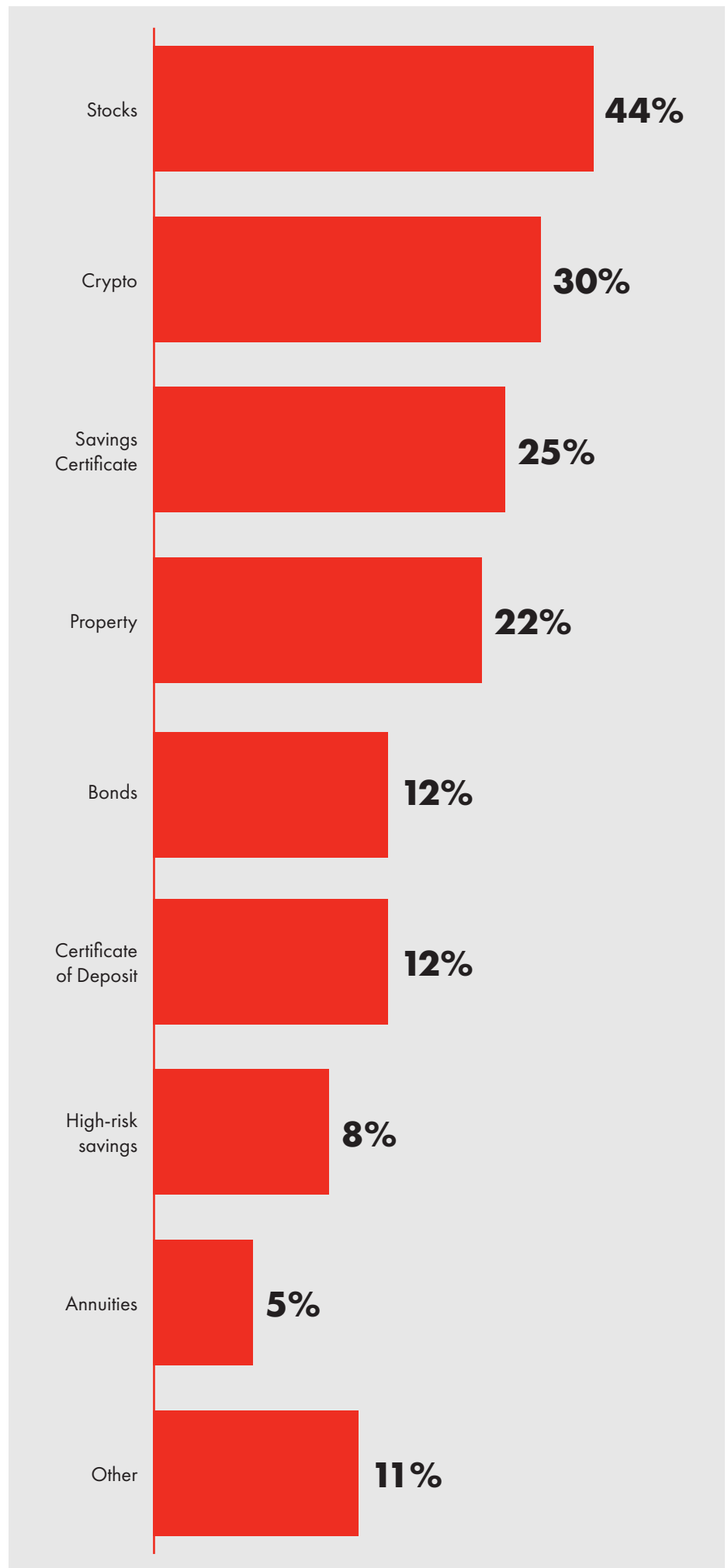
A quarter of respondents (24%) own an investment property.

## Current investments

Just under half of respondents (46%) are investing with stocks being the largest investment category.

The 'Other' category revealed people are also investing in gemstones, foreign exchange, businesses, mutual funds and UITFs (Unit Investment Trust Funds) and insurance plans.

The main 'Other' investment was gold; followed by ASB a unit trust fund managed by Amanah Saham Nasional Berhad (ASNB) a subsidiary of Permodalan Nasional Berhad (PNB); foreign exchange, and Takaful investments.

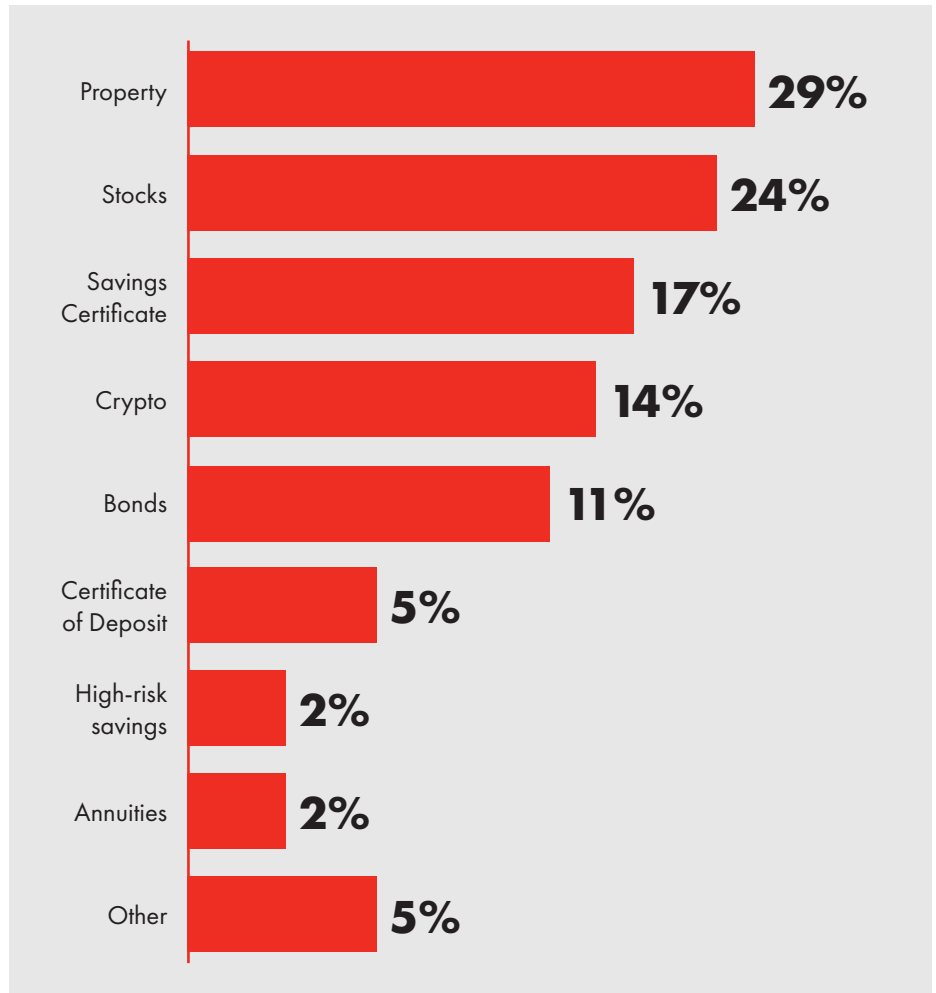


Respondents could choose more than one option

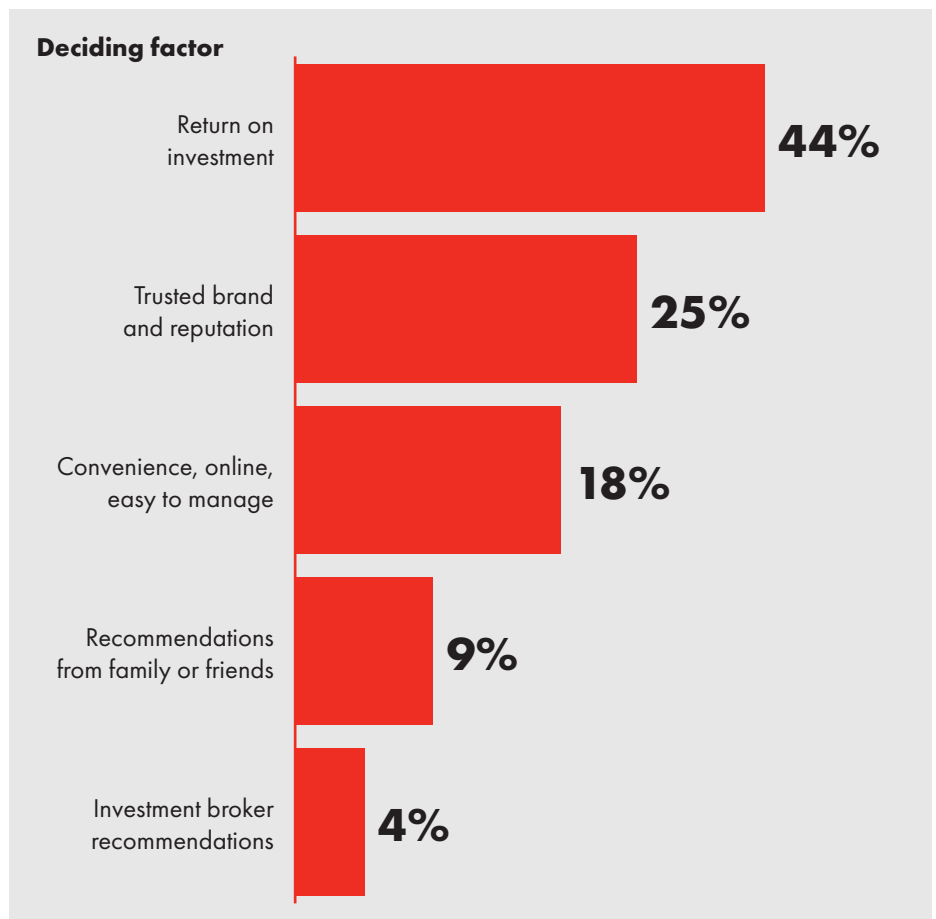
## Future investments

While stocks, crypto and savings certificates dominated current investments over the past year, respondents are looking to purchase investment properties as their main preference over the next 12 months. Gold is another preferred investment which was captured under 'Other'.

Respondents could choose more than one option



## Deciding where to invest





## KEY POINTS:

- When considering future investments, 62% of respondents said they would consider using online trading apps, crypto trading apps and social trading apps.

## UNDERSTANDING HOW RESPONDENTS SPEND TIME ONLINE

60% of respondents said they have spent more time accessing content online over the last 12 months. A quarter of respondents say their time online did not change, and the remainder say they spent less time online.



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### Where respondents are spending their time online

Respondents surveyed say that most time online is spent streaming content; online supermarket shopping, ordering in meals; and online learning. The 'Other' category reveals that respondents spend time on social media, working, watching the news, reading eBooks; and on cooking programs.

Millennials and Gen Zs spend most of their time online streaming content, ordering meals, supermarket shopping and acquiring new learning. Gen X spends more time online shopping for groceries and food and streaming content.

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### How respondents intend on spending their time online over the next 12 months

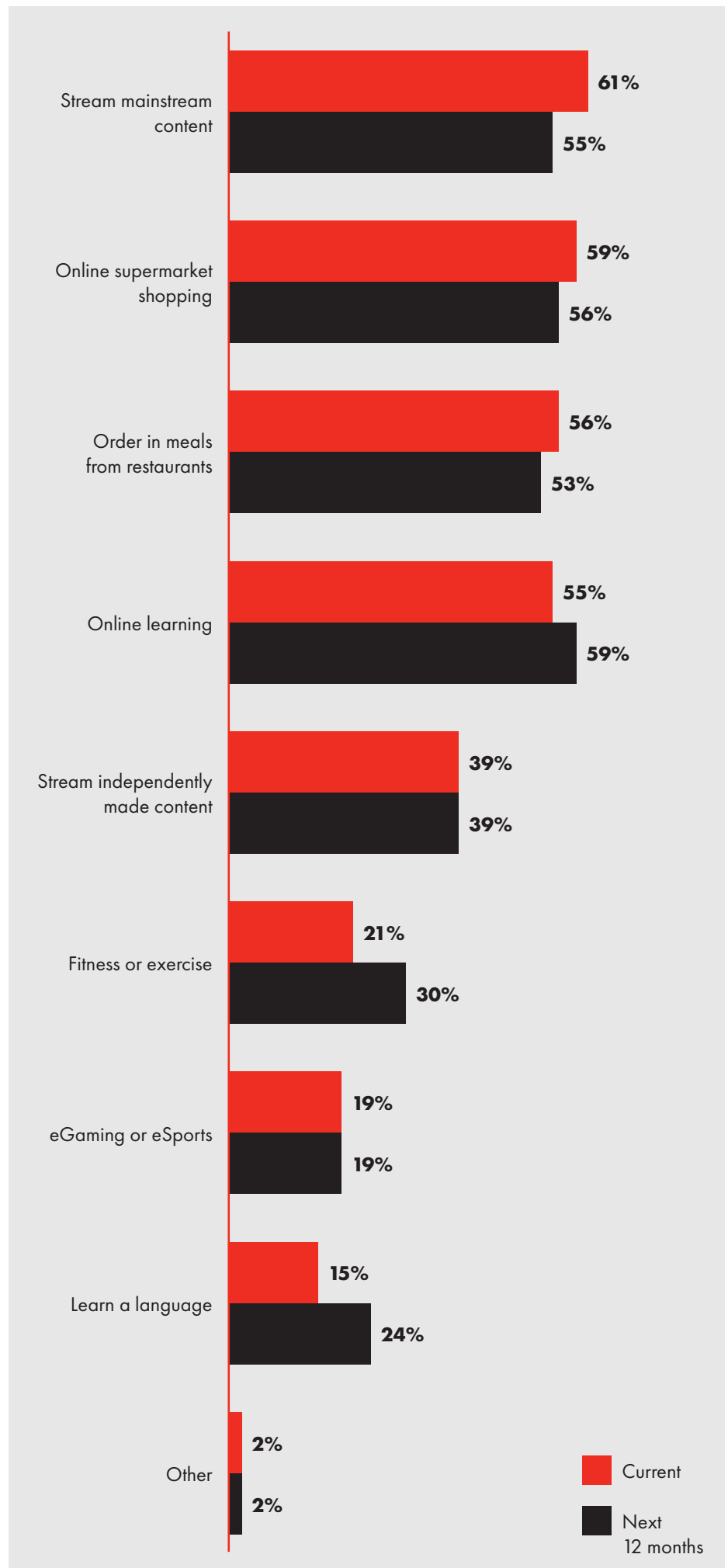
Over the next 12 months respondents plan on streaming less entertainment, reducing the number of meals they order in; and increasing the time spent on online learning and fitness programs. There was a smattering of respondents who say they plan on watching religious and travel programs over the next 12 months.

Millennials, Gen Z and Gen X all plan on spending more time using online learning programs over the next 12 months.

## Current time online and planned future time online

The 'Other' category for current viewing include social media, games, books, cooking programs, music, buying and selling.

The 'Other' category for future viewing had the same as the above with the addition of travel programs.



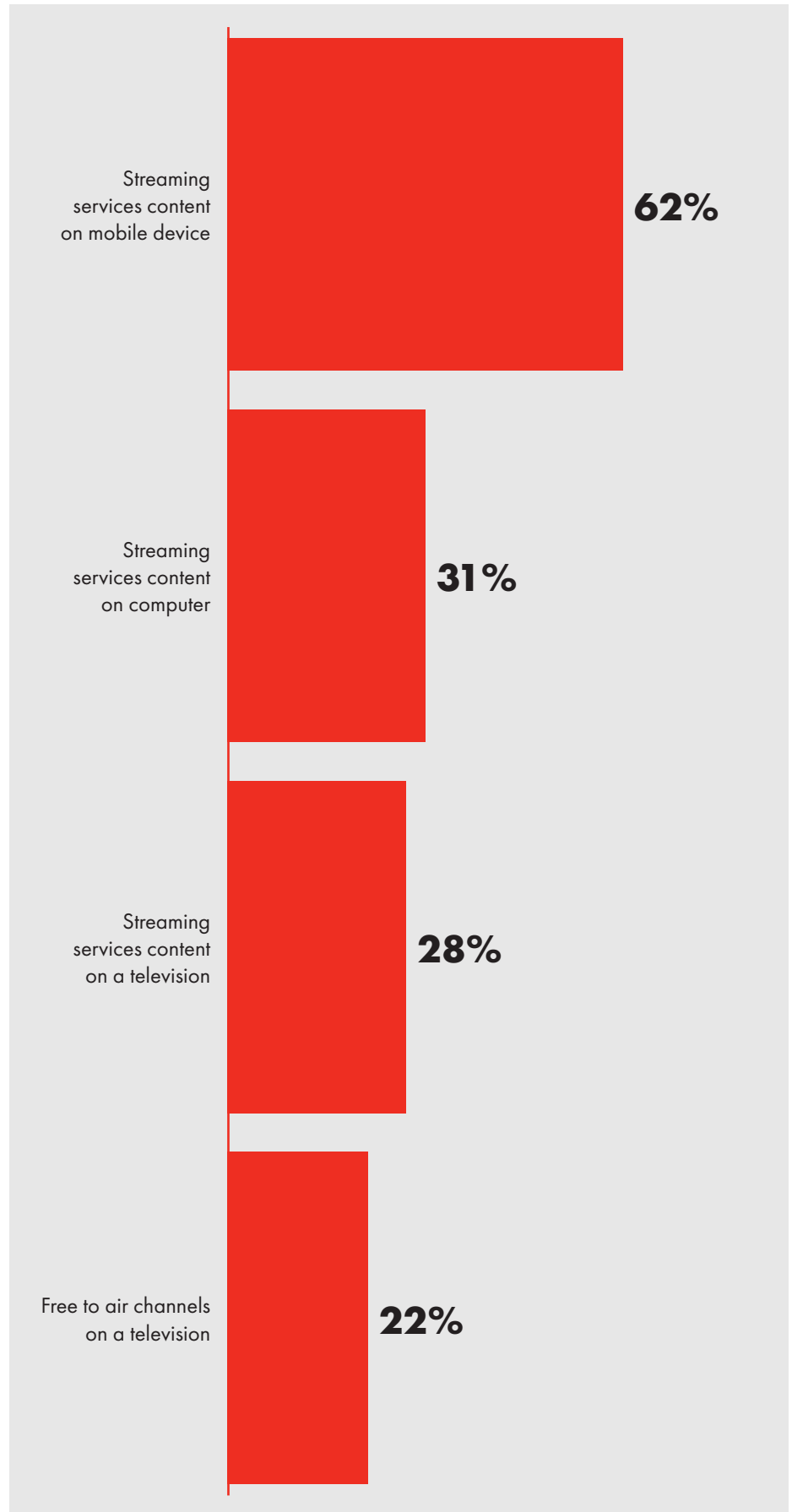
Respondents could choose more than one option

# Accessing streaming services

Streaming to mobile devices is the preferred way of viewing content.

## How respondents access content each week

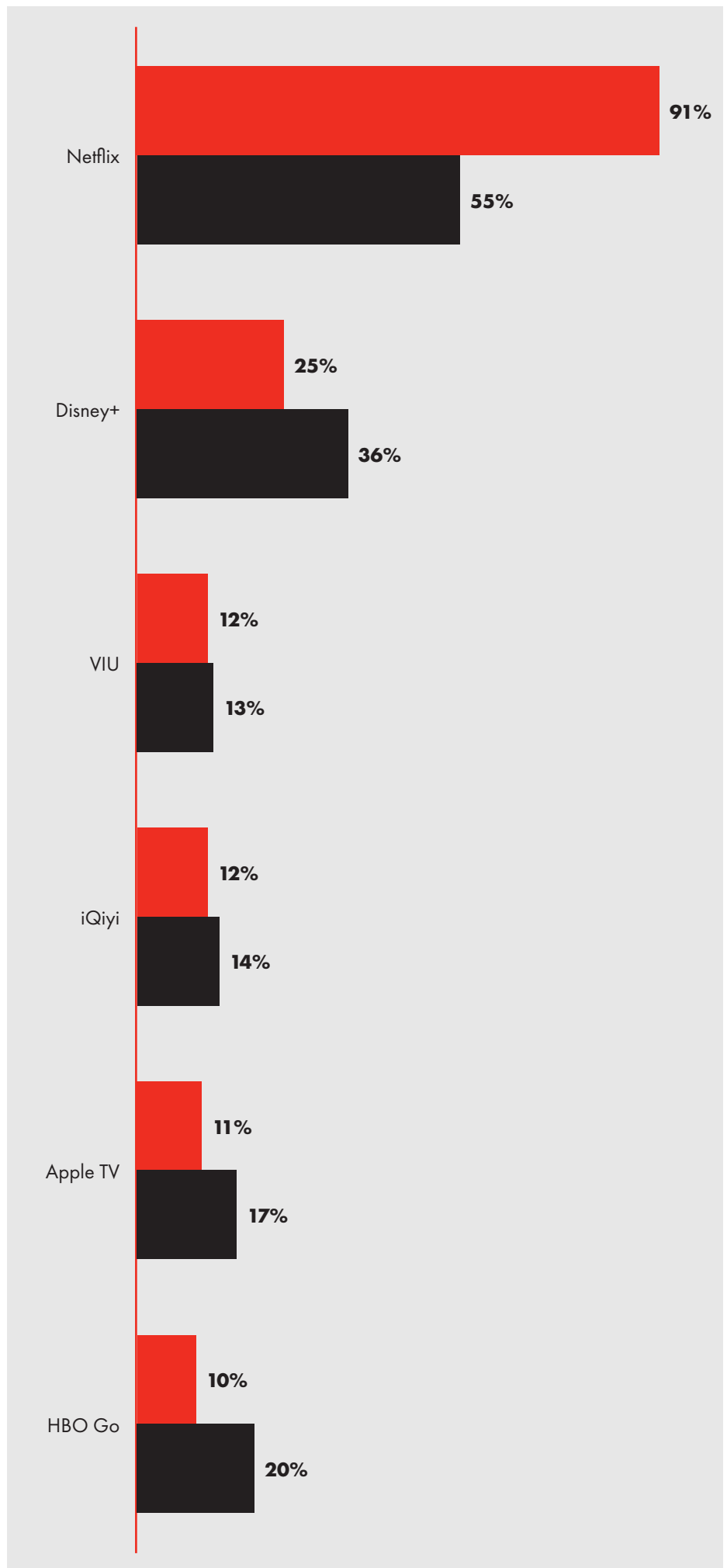
Just over half (54%) of respondents have subscribed to streaming services over the past 12 months. A quarter (26%) of respondents plan to subscribe to more streaming services over the next 12 months.



Respondents could choose more than one option

## Streaming Services to which respondents currently subscribe and plan to subscribe

In the 'Other' category for current streaming services, respondents stated Amazon Prime, iFlix, WeTV, Crunchyroll, MUBI, Dimsum, Tonton CINEMA, YUPP TV, Youtube and Youtube Premium, Spotify, Siar, Hulu, Myiptv, Twitch, Astro, Unifi, Viki, Hypp TV, HBO Max, Mango, Nebula, Longtv, Curiosity channel, Voot, Hotstar, Magellan TV and more.



## KEY POINTS:

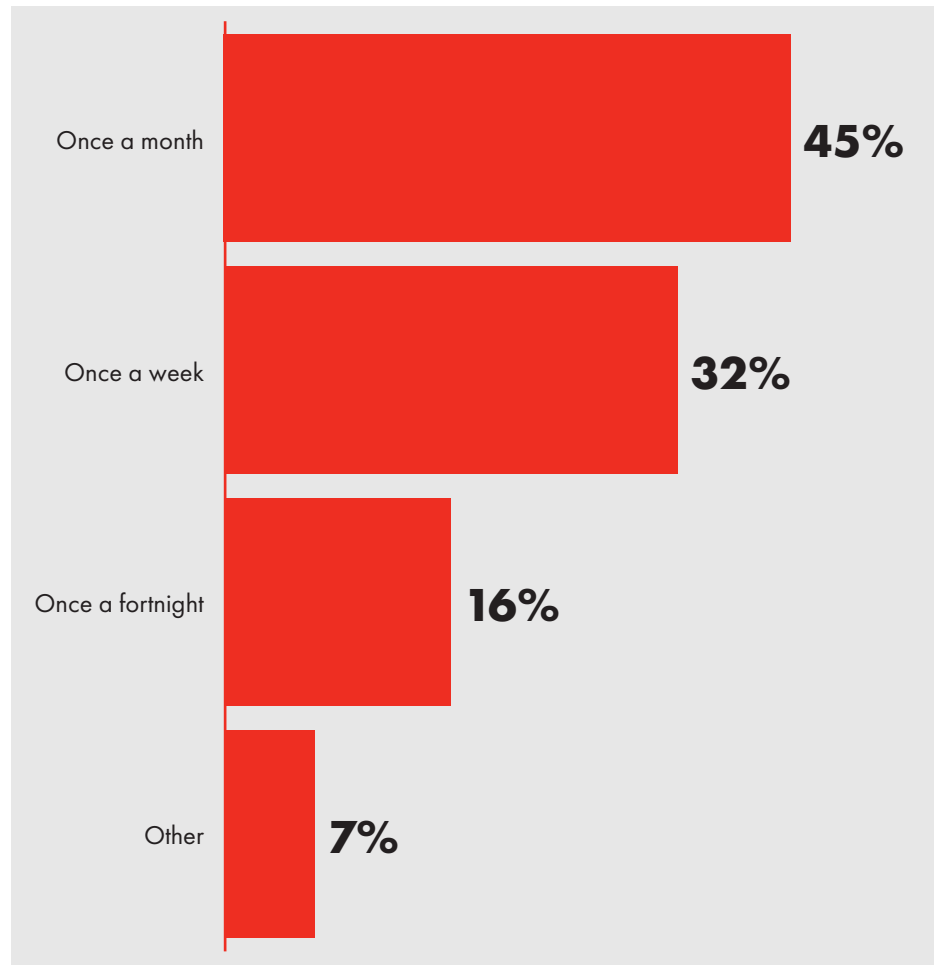
- Nine out of 10 respondents (91%) subscribe to Netflix, with half (55%) of the remaining 10% of respondents planning on subscribing to Netflix over the next 12 months.
- Four out of 10 respondents (25%) subscribe to Disney+ and one-third (36%) of respondents who do not currently subscribe plan on doing so over the next 12 months.
- More respondents plan on subscribing to Apple TV (17%), HBO Go (20%), Amazon Prime (15%), Crunchyroll (4%) and Tonton Cinema (5%) over the next 12 months.
- Segmenting this further, Millennials and Gen Zs currently subscribe mainly to Netflix, iQiyi and Disney+; and over the next 12 months they plan on subscribing to Netflix, Apple TV and Disney+.
- Gen X currently subscribe mainly to Netflix and Disney+ and plan on subscribing to Netflix, Disney+ and HBO Go.

# ONLINE FOOD AND GROCERY SHOPPING HABITS

## Frequency of online grocery shopping over past 12 months

Prior to the pandemic just over half of respondents (55%) had ordered groceries online, increasing to 68% over the past 12 months during pandemic lockdowns.

'Other' responses included on an adhoc basis, when covid numbers are high, twice a month, quarterly, and twice a year. Six out of 10 of respondents (62%) say they will continue to shop for groceries online over the next 12 months.



## Online meal delivery orders

87% of respondents say that prior to the pandemic, they ordered from an online meal delivery service. Over the past 12 months this increased to 92%.



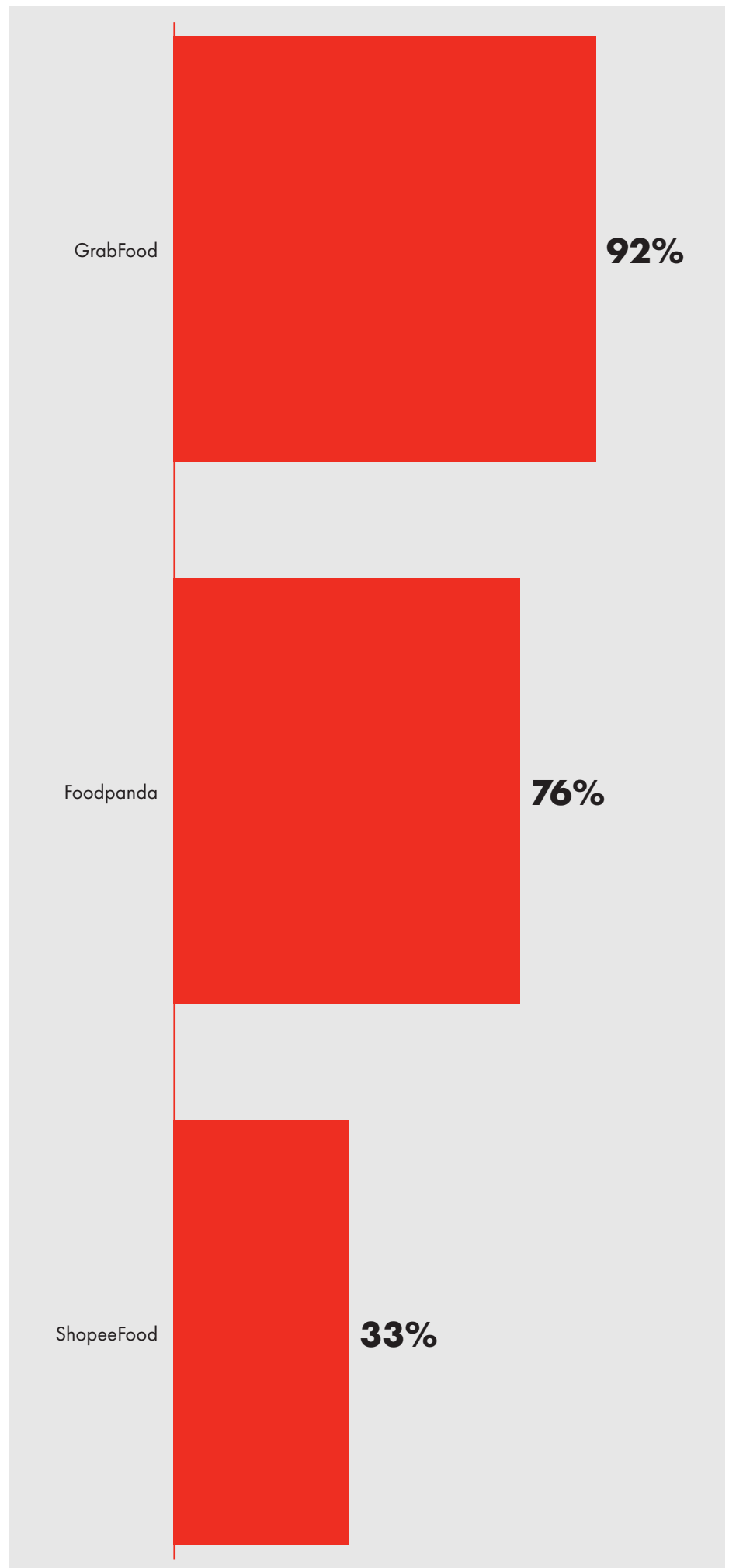
## Frequency of online meal deliveries

64% of respondents say they order meals online 1-2 times a week, 25% of respondents order meals to be delivered 3-4 times a week and 11% order meals to be delivered five times a week or more.

## Online meal delivery services

The majority of respondents order from GrabFood and Foodpanda with ShopeeFood being the third preference.

Note: There are also meal delivery platforms for Halal consumers where they carry only Halal food.





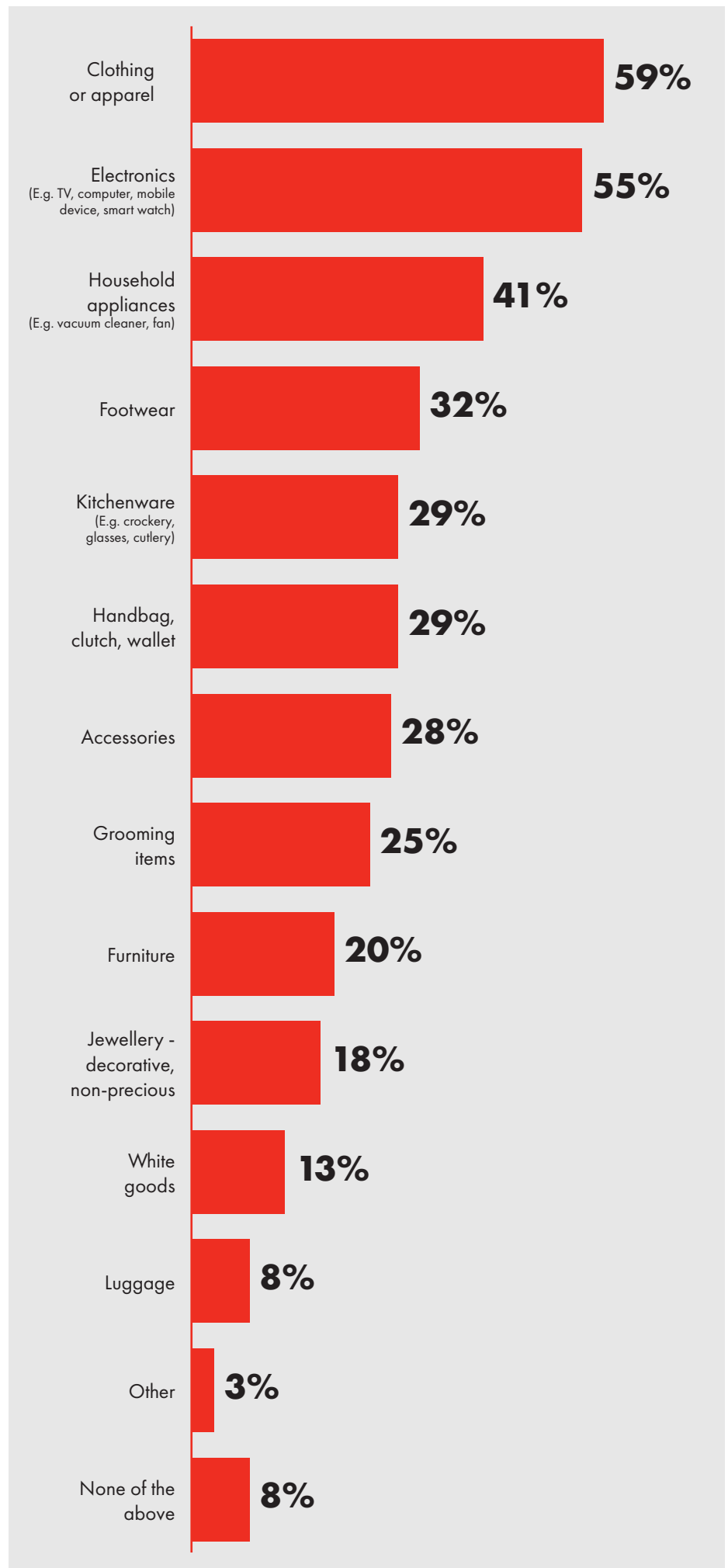
## FUTURE PURCHASING

Over the next 12 months respondents plan on replenishing their wardrobes and their homes in this post-pandemic spending with clothing, footwear, household appliances, and electronics popular items on respondents' shopping lists.



## Intended purchases over next 12 months

'Other' items for purchase included automotive parts, sports equipment, plants, musical instruments, books, decorative items for the home, pet supplies, items for babies; and art supplies.



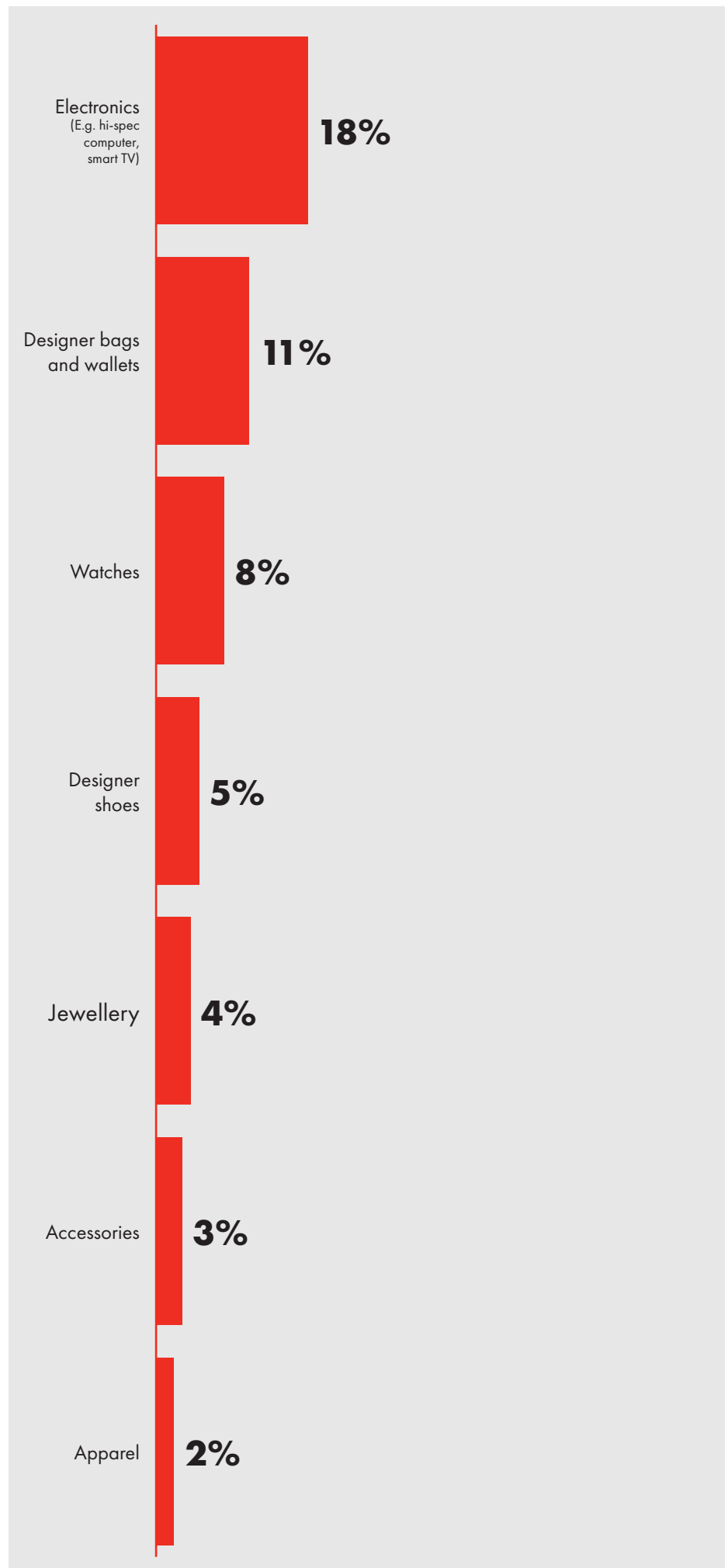
Respondents could choose more than one option

## Future purchasing of luxury items

Half of respondents (51%) will be purchasing luxury items in the future; mainly electronic items, designer bags and watches.



## Future purchase of luxury items

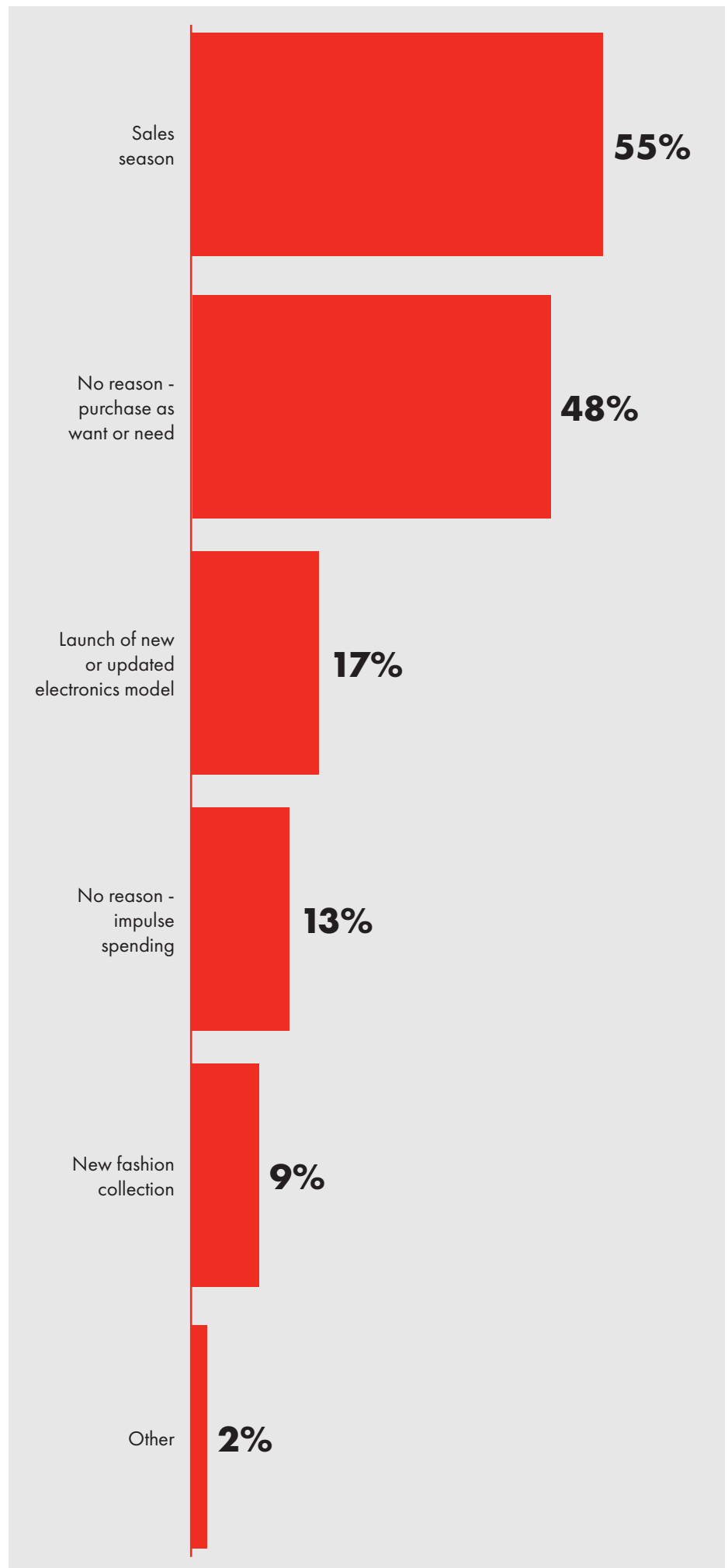


## Considerations when purchasing higher-priced items

Just over half of respondents (55%) wait until sales season to purchase higher-priced items. Others look first to see if they can purchase the item second hand at a more favourable price, and as a self-reward.

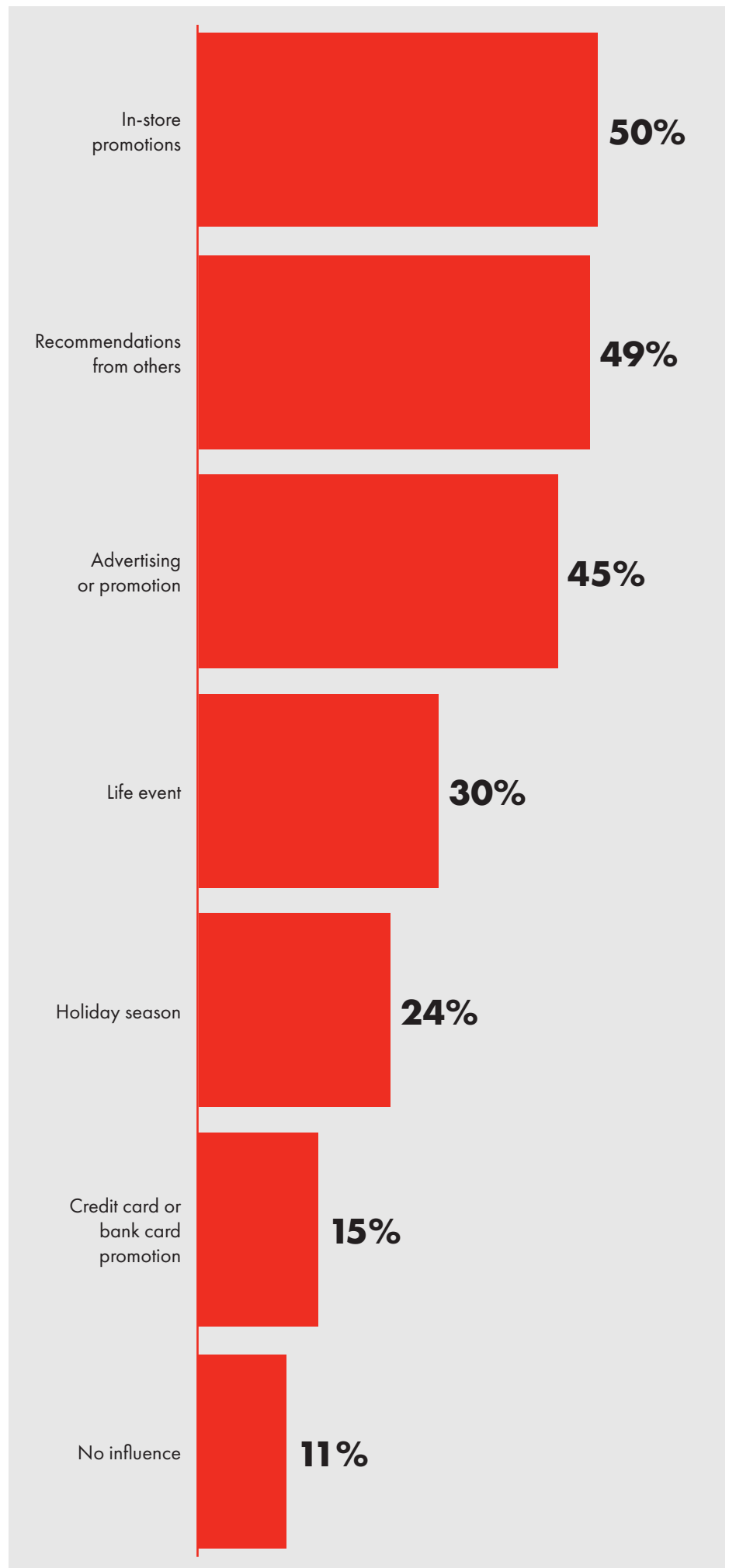
'Other' responses included value for money, collectibility, durability, purchase to replace existing item that has broken/worn out, self-reward, quality pieces at affordable prices (which captures both value for money and likely purchased at marked-down price), only if they cannot find the item at a good price second hand, and during promotions.

Respondents could choose more than one option



## Influences on purchase decision making

89% of Malaysian respondents are strongly influenced by promotions, recommendations and holiday/life events.

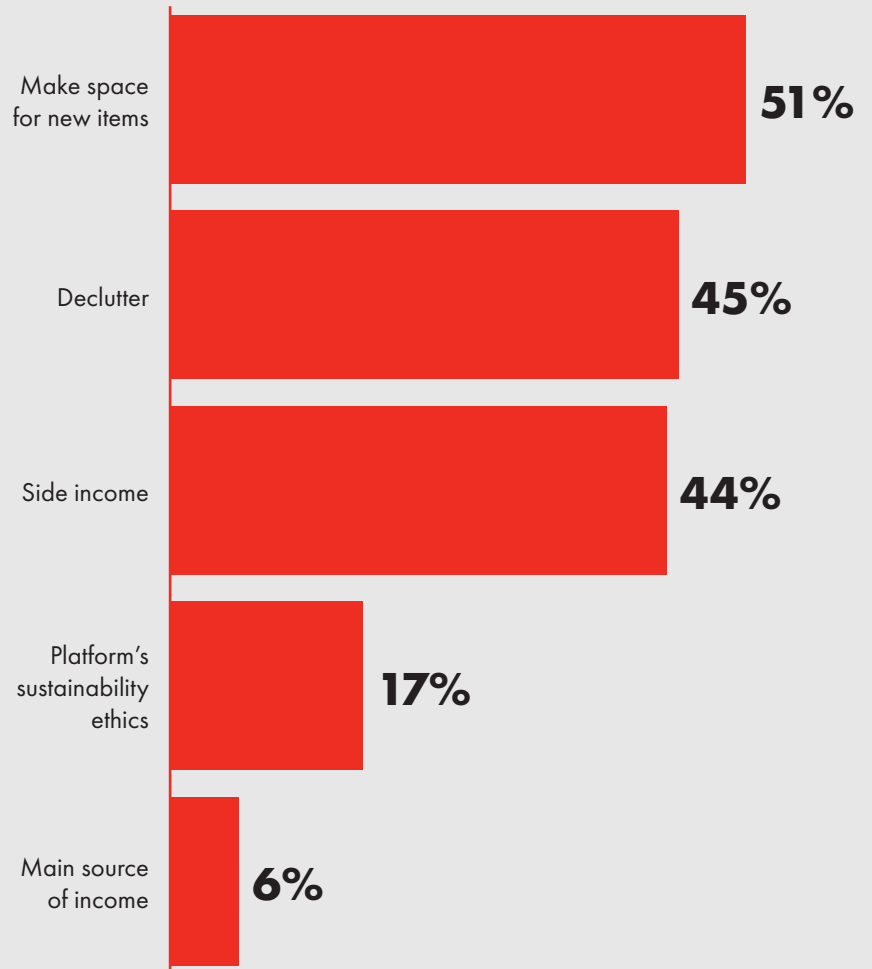


Respondents could choose more than one option

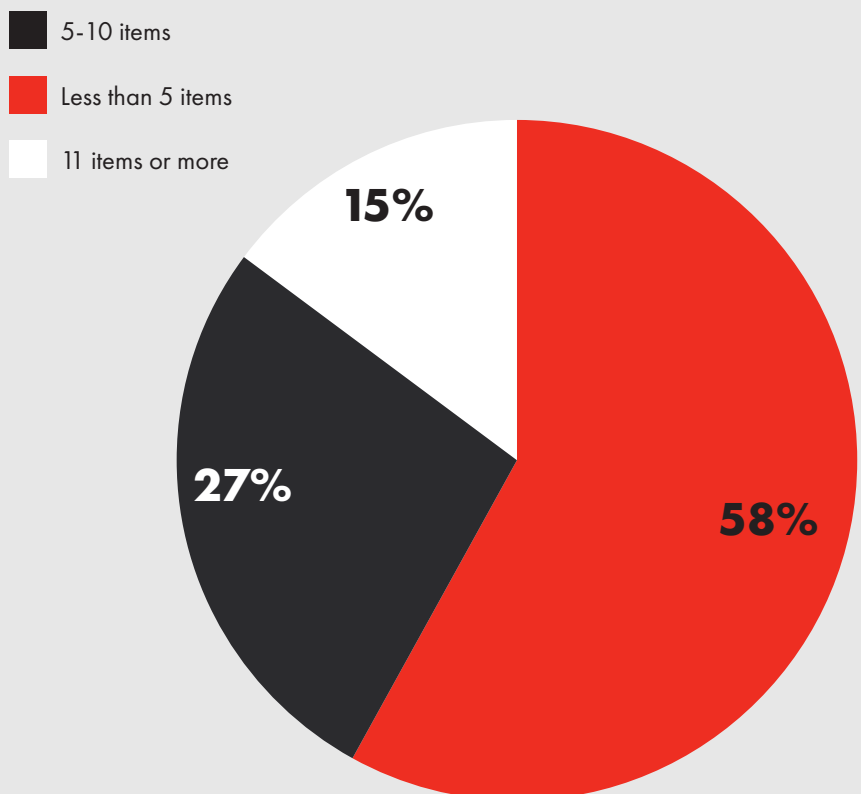
## Sales on Mudah.my in the past 12 months

Six out of 10 respondents (61%) have sold an item on Mudah.my over the past 12 months. 50% of respondents leverage the Mudah.my platform as their main or side source of income.

### Reason for selling



### Sales on Mudah.my in the past 12 months



## ATTITUDES TOWARDS SUSTAINABILITY

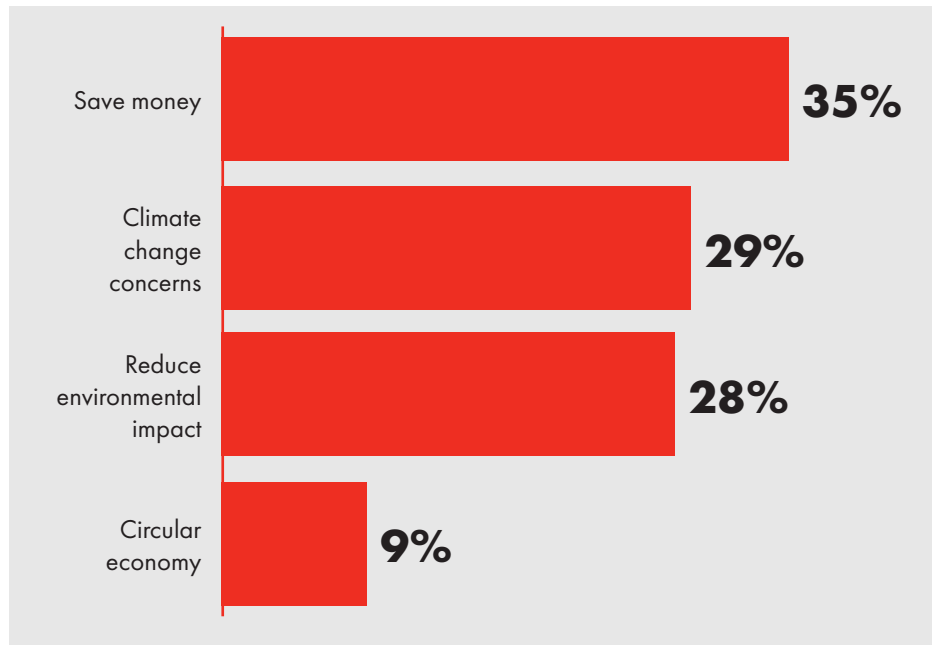
More than half (57%) of respondents shop sustainably driven by concerns about climate change and environmental impact.





## Attitudes towards sustainability

Respondents could choose more than one option



## Influence of sustainable shopping practices now and in the future

Respondents said that shopping sustainably has influenced their purchasing decisions over the past 12 months and 66% of respondents say they will increase sustainable purchasing over the next 12 months. The three main ways people are approaching sustainable shopping are at a practical level - buy/sell second-hand, buy fewer new items and use their own shopping bags.

The 'Other' category revealed respondents who recycle old PCs and unused electronics at work, purchase more fresh foods.

