ATTITUDES IN VIETNAM

TOWARDS SAVING, SPENDING, SHOPPING AND SUSTAINABILITY

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FOREWORDS

The IAB SEA+India in partnership with Carousell Media Group surveyed consumers in Vietnam, the Philippines, Hong Kong, Singapore and 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 Chợ Tốt in the last 12 months**
- **Attitudes on Sustainability**

KEY POINTS OF INTEREST FROM THIS SURVEY

26% of respondents are self employed - the highest in the region where the average number of self-employed respondents is 13%

Domestic travel is the priority; 30% of respondents want to travel domestically in the next 12 months compared with 9% wanting to travel internationally

Eight out of ten (81%) of respondents said they would consider using online trading apps, crypto trading apps and social trading apps

Based on Respondents' responses to Investments, it would appear that property and property improvement are the main forms of financial security in Vietnam

Respondents from Vietnam access more independently made content online (40%) than they do watching mainstream content (33%), the only country in this survey to do so

32% of respondents say they sell or have sold on Chợ Tốt because of the platform's sustainability ethics, the highest of all countries in this survey

BACKGROUND

Vietnam's population in 2021 is 98.5 million according to the General Statistics Office of Vietnam (GSO). More of its population live in rural areas (63%) than in urban environments (37%). It is a country in transition both economically and socially. While its agriculture sector remains a steady contributor to the economy - Vietnam is one of the world's largest producers and exporters of rice, coffee, peanuts, pepper, cashew nuts and rubber - its economy today is based on manufacturing, processing and tourism.

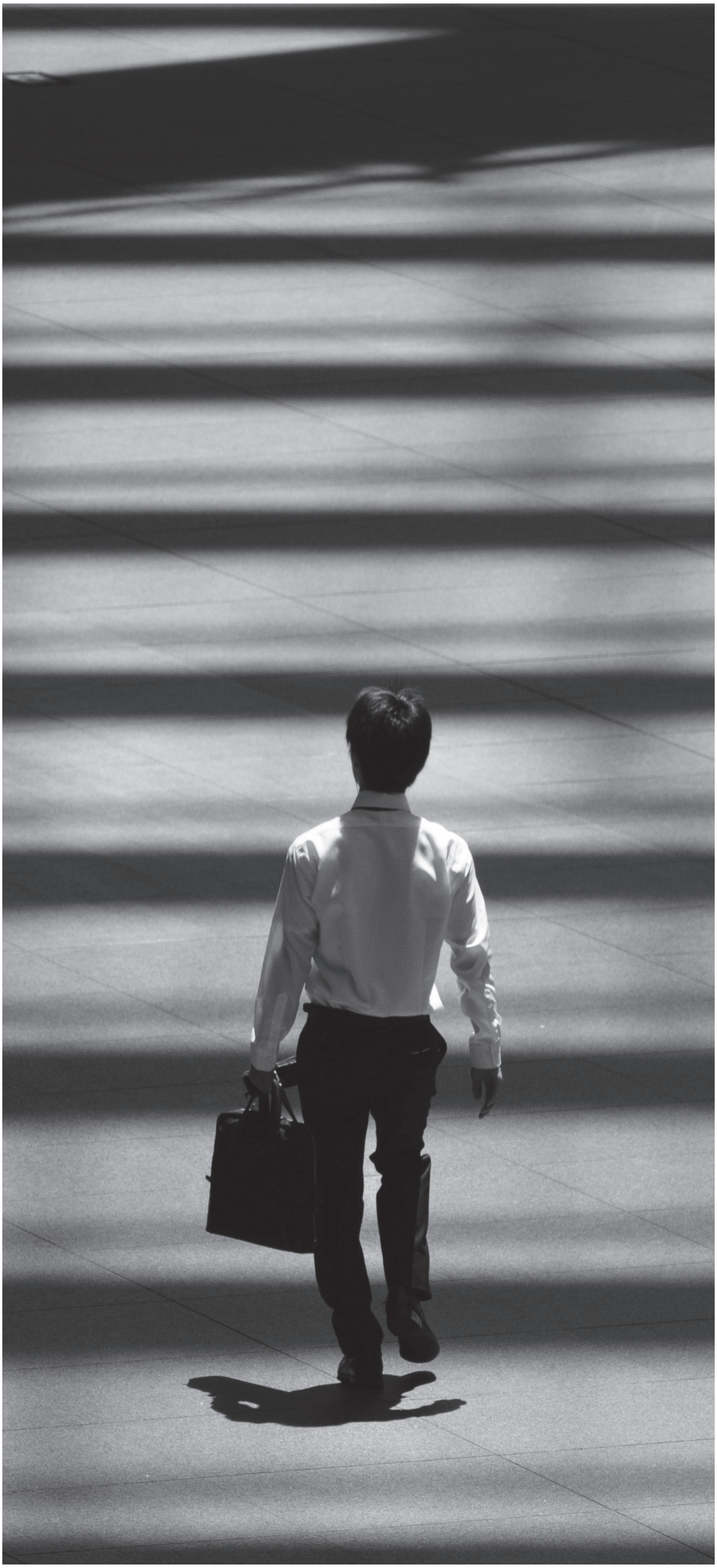
The family unit is still paramount in Vietnamese culture, interdependent and tight-knit. Generations may still live together with grandparents helping with childcare and children helping with chores.

Vietnamese culture values age and education more than wealth. Many customs are rooted in both the Confucian respect for education, family, and elders, and the Taoist desire to avoid conflict.

EMPLOYMENT

In Q3 2021 more than 28.2 million people aged 15 and over were negatively affected by the Covid-19 pandemic in various forms of job losses, furloughs, alternate working shifts, reduced working hours, reduced income, etc.

46.2% of workers in urban areas have been adversely affected by the Covid-19 pandemic, compared with 2.4% in rural areas.



SUSTAINABILITY

Vietnam is one of the five largest textile exporters in the world. The sector employs approximately 20% of the national industrial workforce, according to Guidelines for Greening the Textile Sector in Vietnam published by the World Wildlife Fund Vietnam with cooperation from the Vietnam Textile and Apparel Association. The Guidelines report that the economic benefits are overshadowed by the environmental degradation and pollution resulting from the production of textiles and garments; and set out a blueprint for the textile sector so that it can continue to thrive without detriment to the environment.

CAROUSELL 2022 SURVEY RESULTS: **VIETNAM**

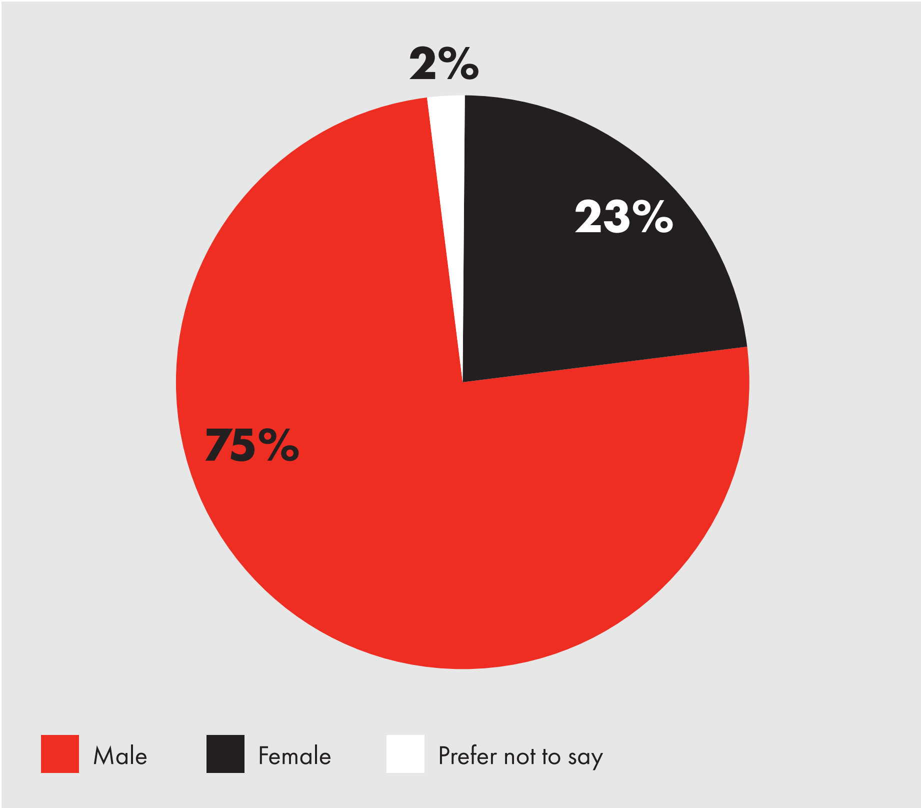
AUDIENCE BREAKDOWN

1,662 people responded to this survey of which 99% of people reside in Vietnam. The majority of the remaining 1% live in Singapore.

Gender profile

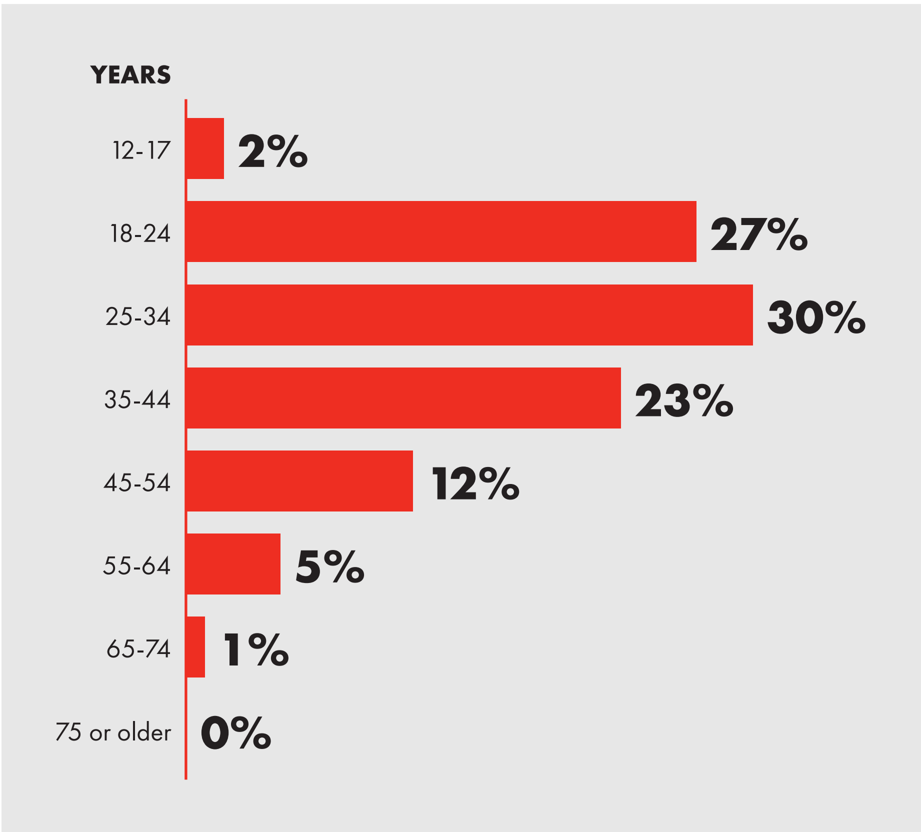
There were more male respondents than female respondents.

This gender split does not align with the published data Q4 2021 from the General Statistics Office which shows a fairly even gender split of 50.2% female to 49.8% male.



Age profile

59% of respondents are Millennials or Gen Zs.

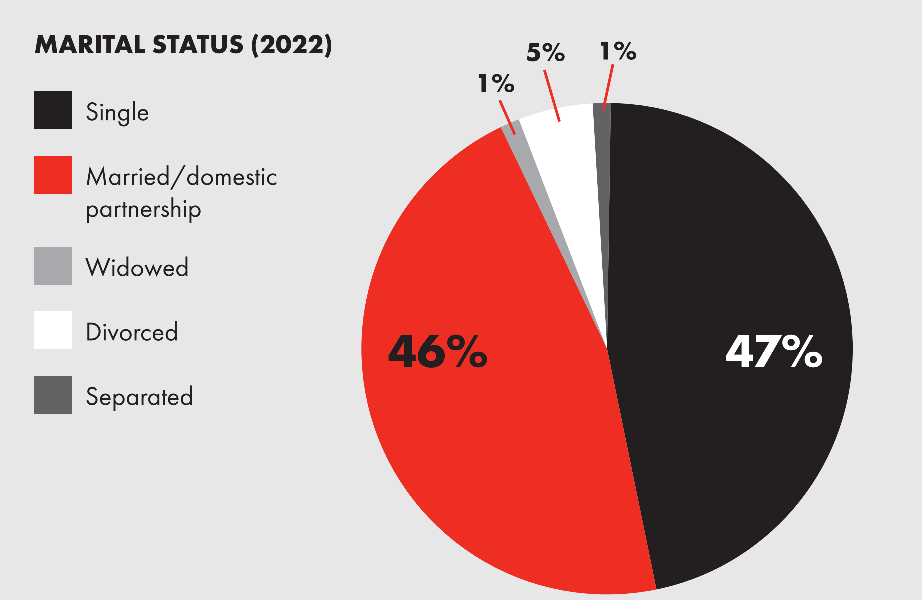


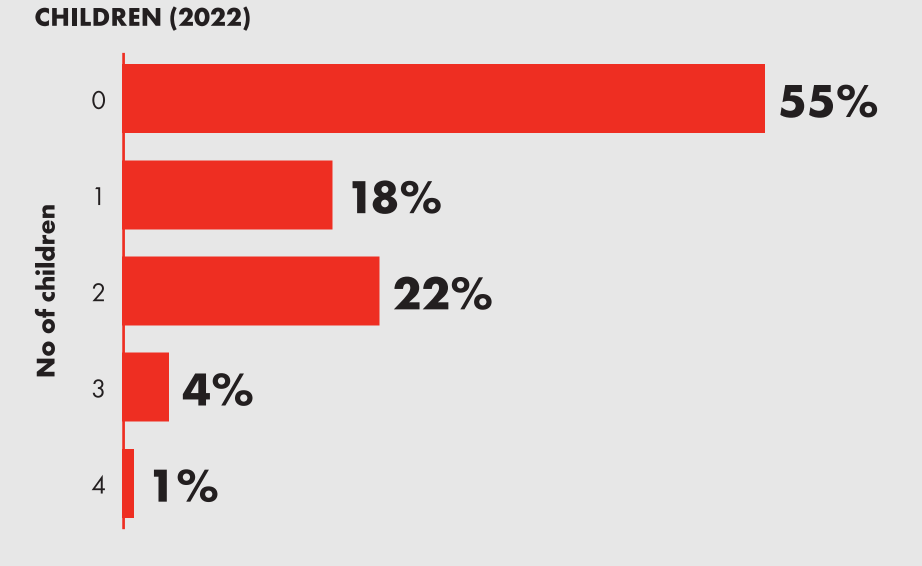
Marital status

There is an even split between respondents who are single (47%) and respondents who are married or in a domestic partnership (46%).

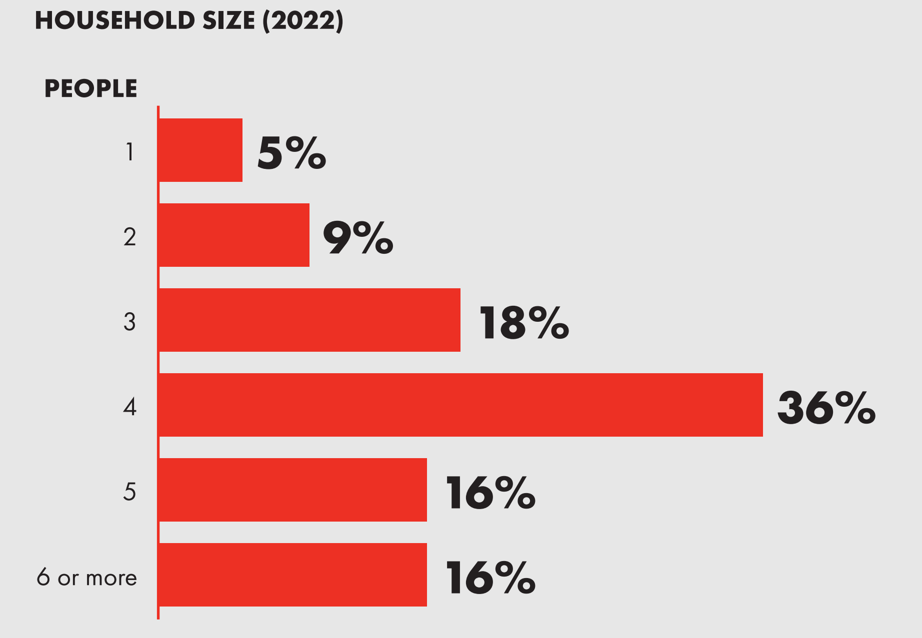
Children

Just over half of respondents (55%) have no children, less than the regional average of 63%. 22% of respondents have two children, significantly higher than the regional average of 14%. This correlates to Vietnam having the highest number of 4-person households in the region.





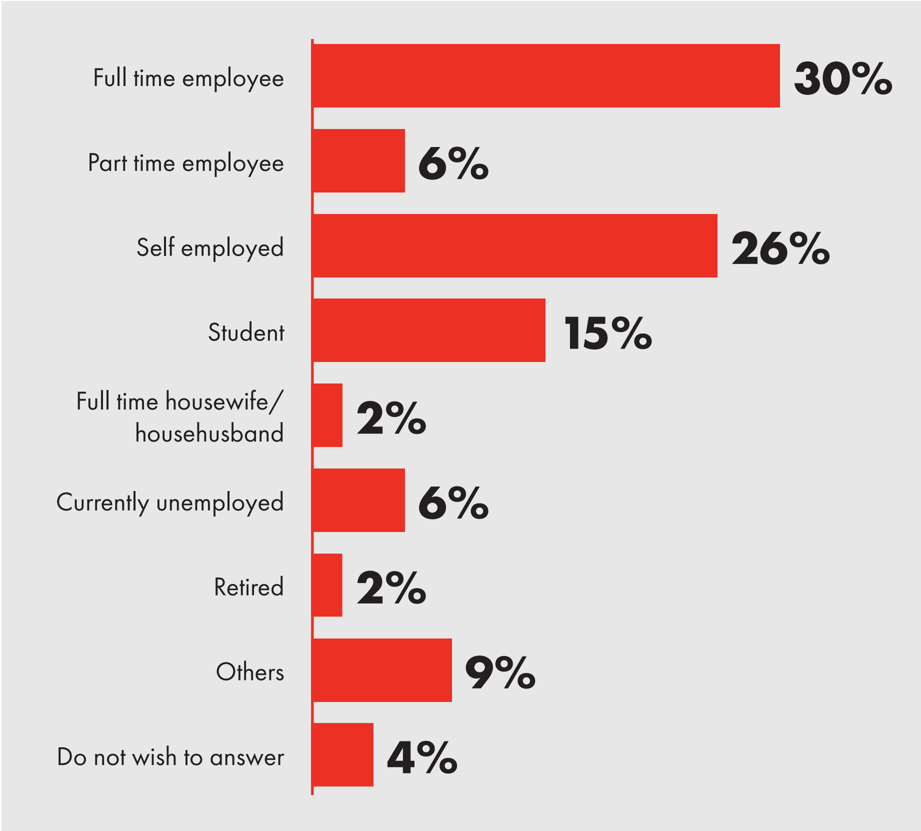
People within the home



KEY POINTS:

- Vietnam has the highest number of 4-person households (36%) in a region where the average is 27%.
- This correlates to Vietnam also having the highest number of respondents with two children.

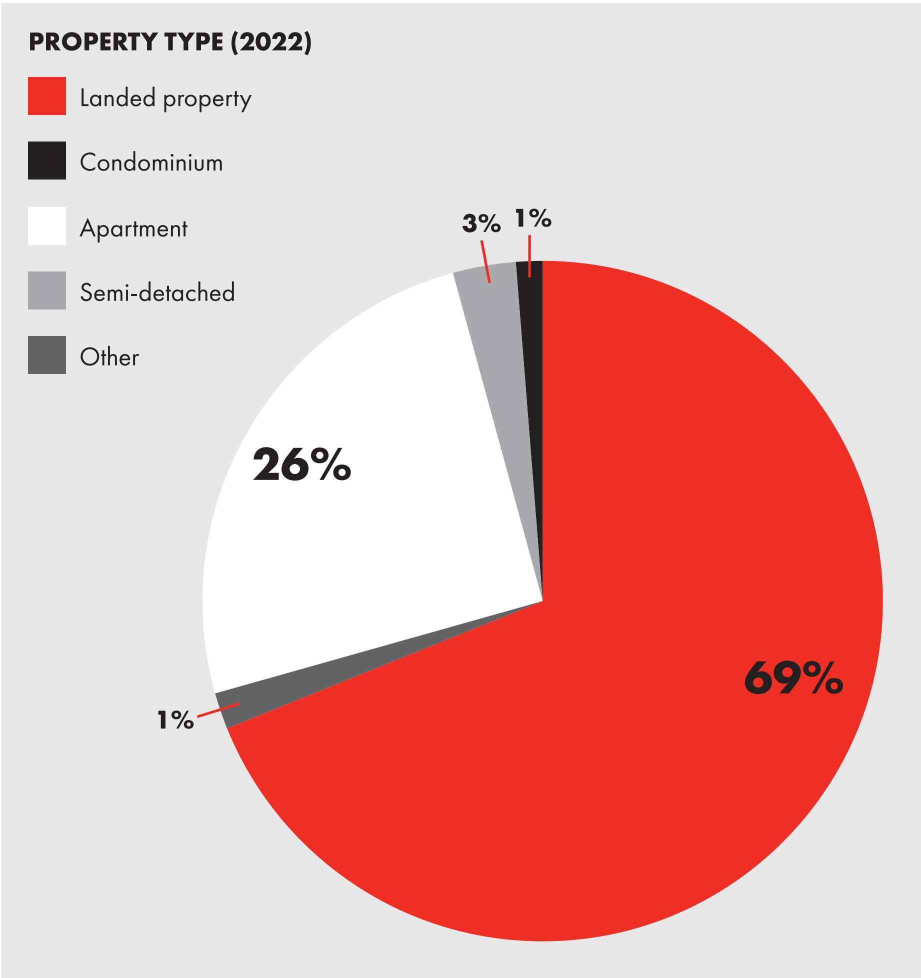
Employment status (2022)



Property ownership

Those who own property
42% of respondents in Vietnam own a property, mostly (69%) a house on land. This is high compared with the regional average of 41% and is likely to be because more than 60% of Vietnamese live in rural areas. It could also be because young Vietnamese are choosing not to have children, or to have just one child later in order to have a better standard of living.

The types of category noted in the 'Other' category were shared apartments with family, tile house; and townhouse.



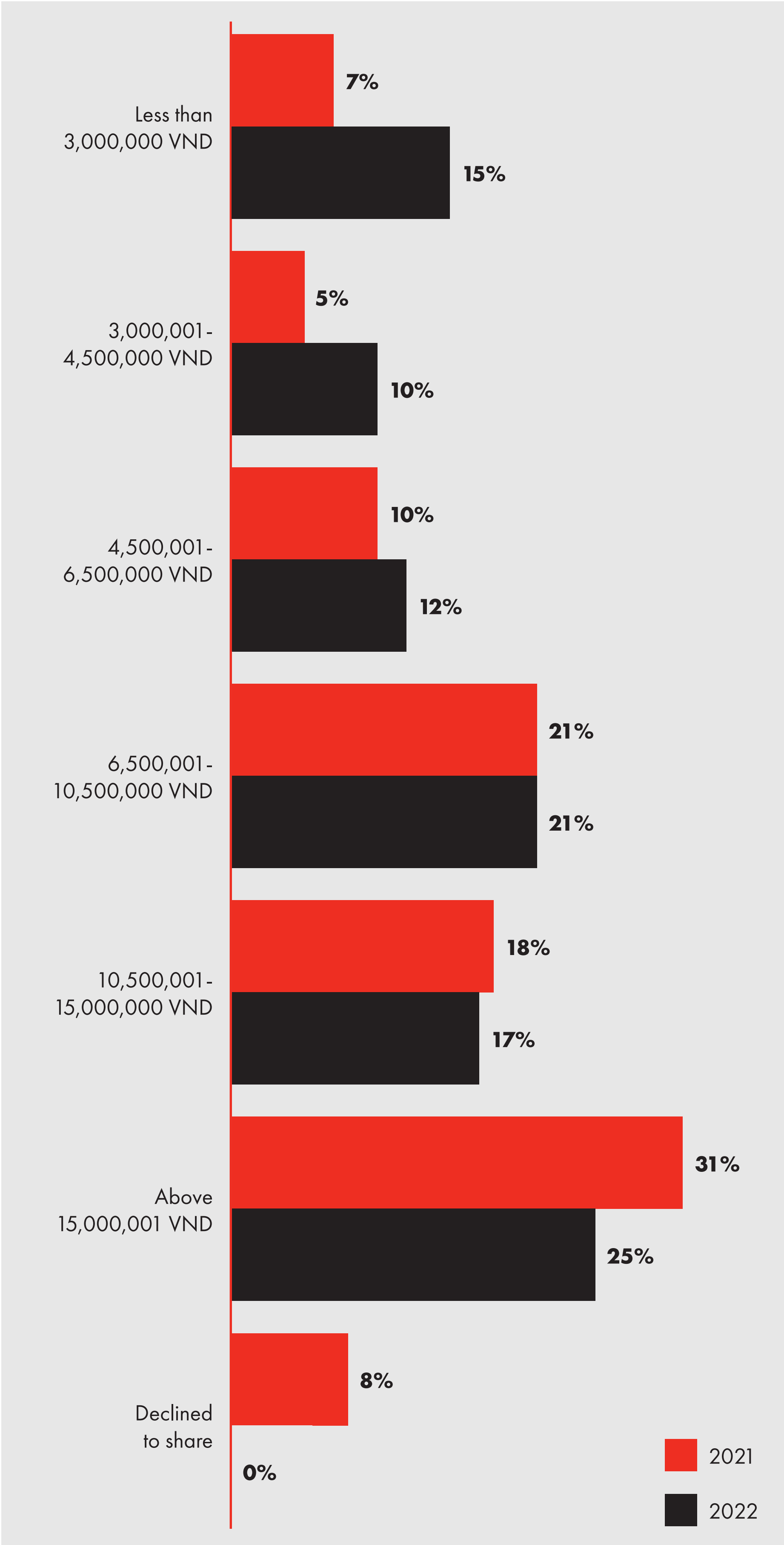
KEY POINTS:

- 62% of respondents are in the paid workforce.
- At 26%, Vietnam has the highest number of respondents who are self-employed, compared to the regional average of 13%.
- Self-employment is high in Vietnam overall - as much as 55% according to the World Bank.
- 67% of respondents who do not own a property are saving to purchase one.
- The types of category noted in the 'Other' category were shared apartments with family, tile house, and townhouse.

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.

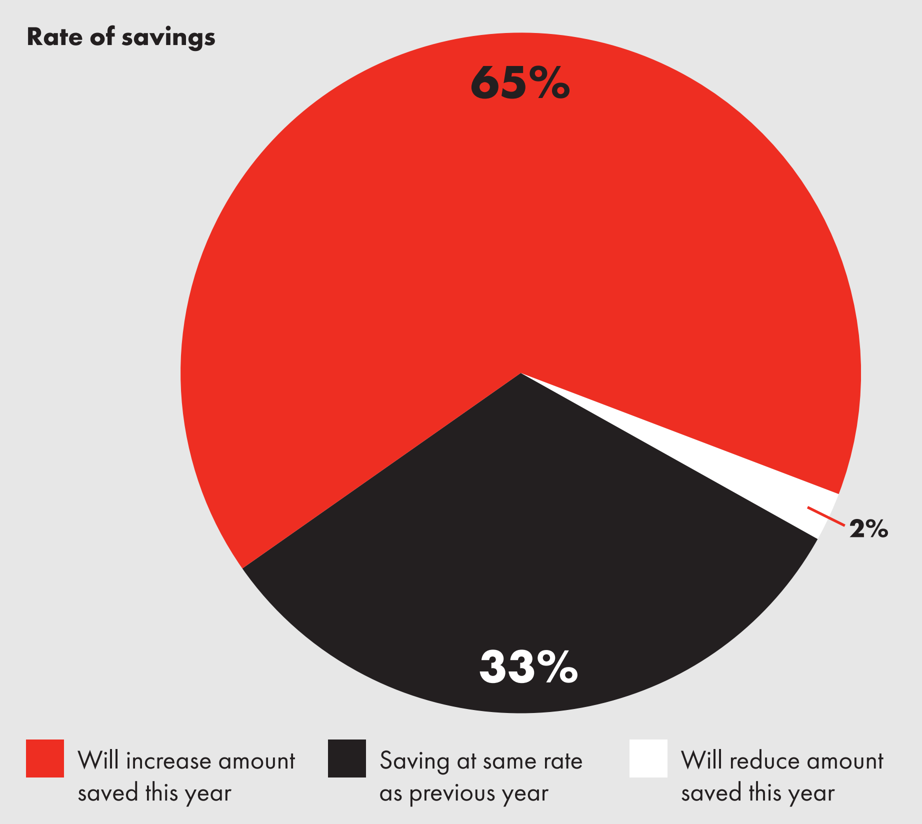


KEY POINTS:

- Average monthly income as at Q1 2021 was 6.3 million VND according to the GSO which means that up to 65% of this survey's respondents earn above this.
- While the number of respondents earning above 15 million VND has decreased from last year, respondents in this income bracket are the highest across the region.

Savings

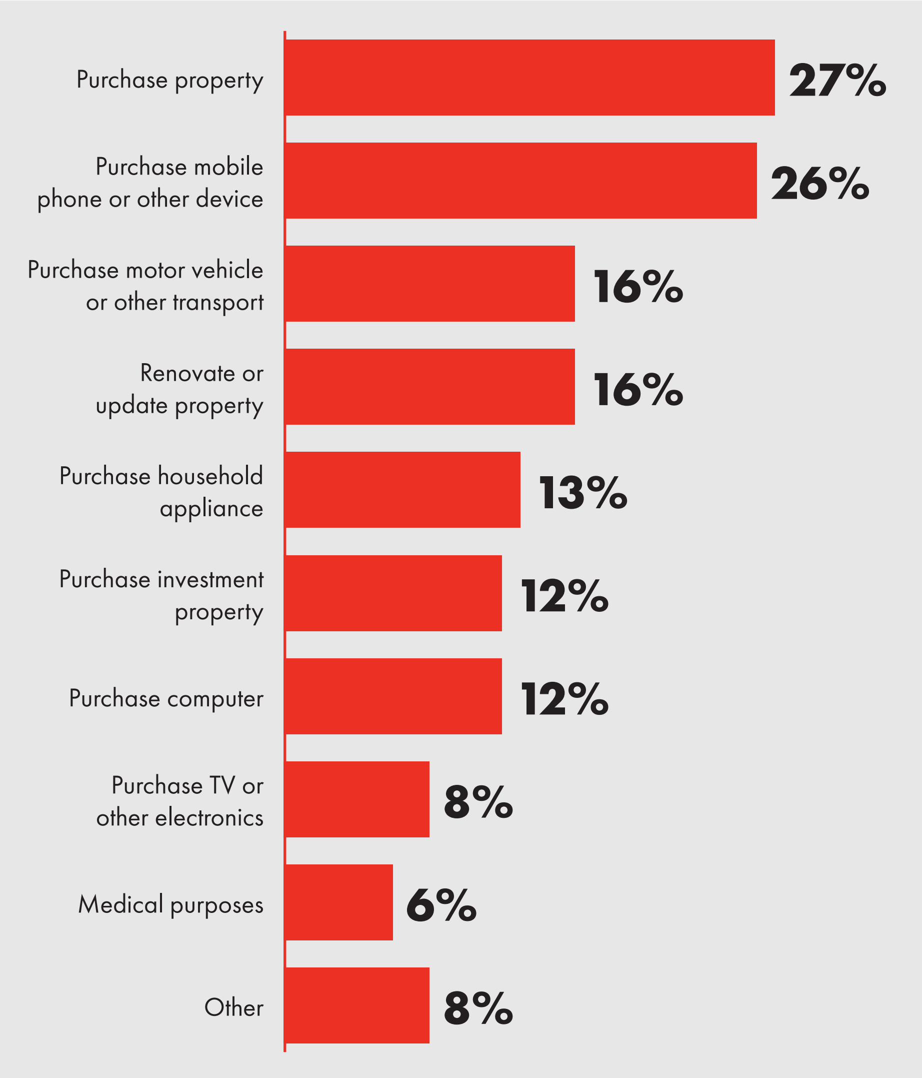
67% of respondents who do not already own their primary dwelling are saving to purchase their own home.



Loans over the past 12 months

Less than 3 out of 10 respondents (29%) of respondents have taken out a loan over the past 12 months.

Other reasons for taking out a loan include to pay bills, for study/education, investments; and for business purposes.



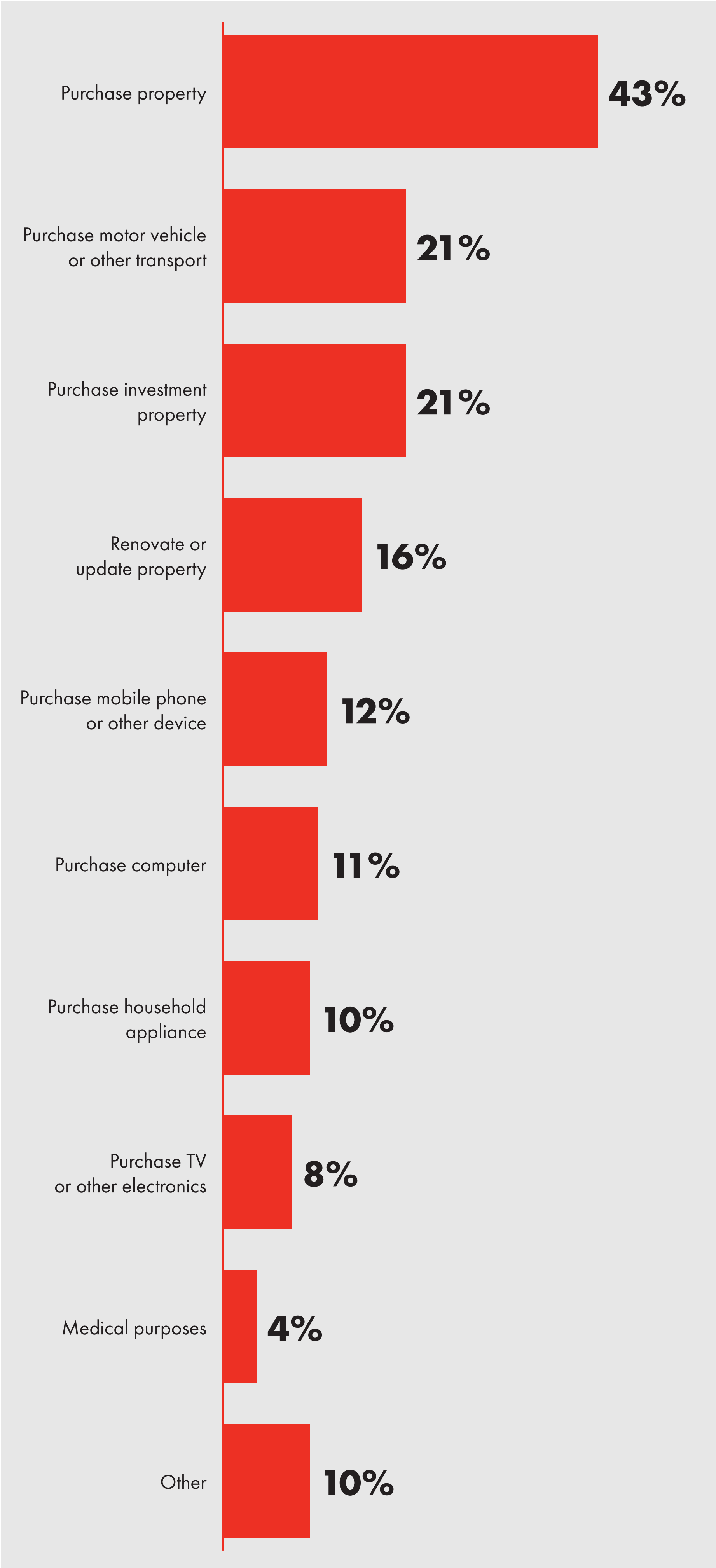
Respondents could choose more than one option

Future loans

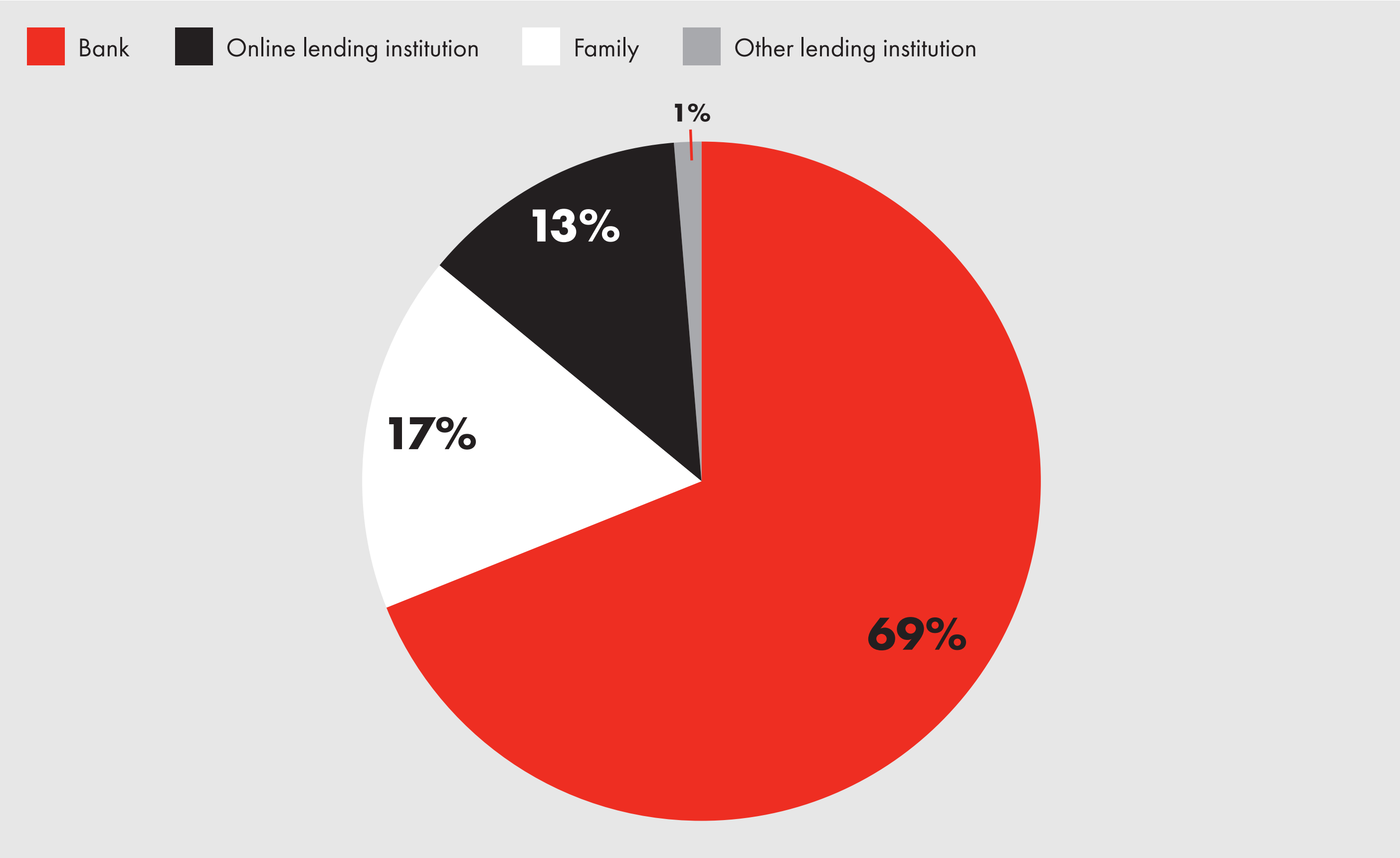
29% of respondents say they intend taking out a loan in the next 12 months.

Other reasons for future loans include business capital, business expansion, wedding expenses, investments, education, buy shares, purchase cargo truck, to purchase food and groceries.

Respondents would prefer to source their loans from a bank rather than from family.



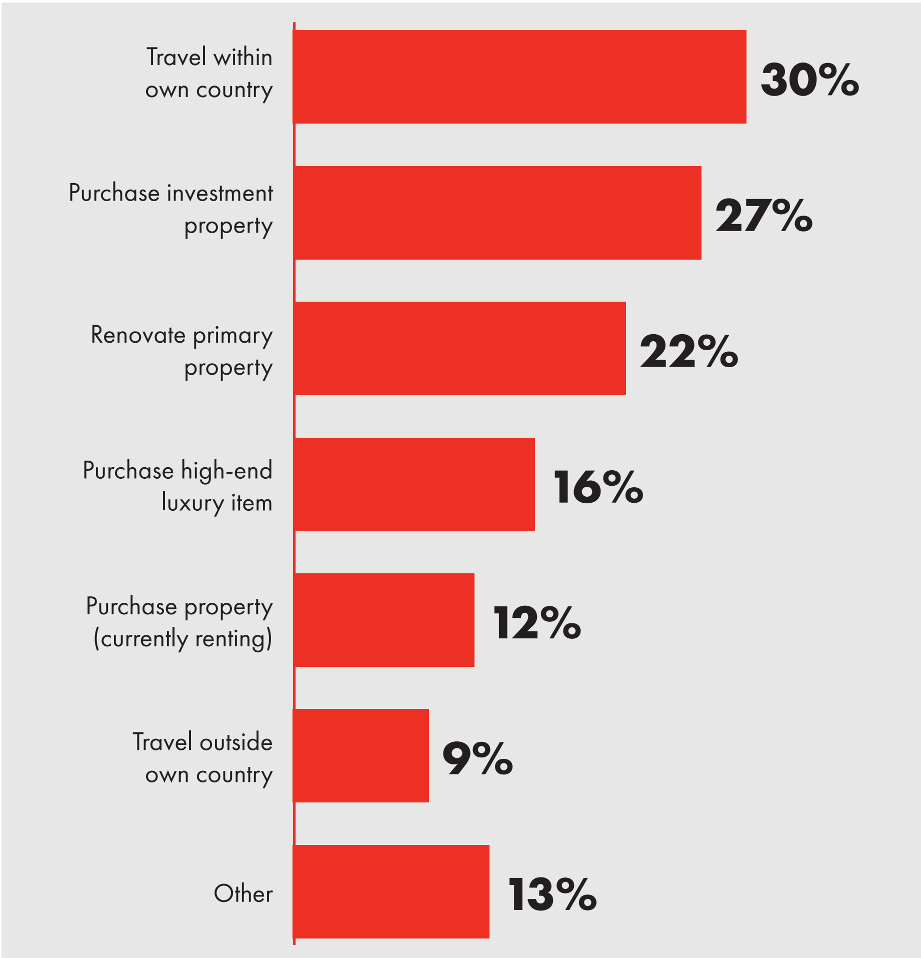
Loan sources



Spending over the next 12 months

Respondents plan to travel around their own country with very few looking to go further abroad. Just under one-third (27%) plan on purchasing an investment property.

'Other' future spending was either business related or purchase motorcycles.



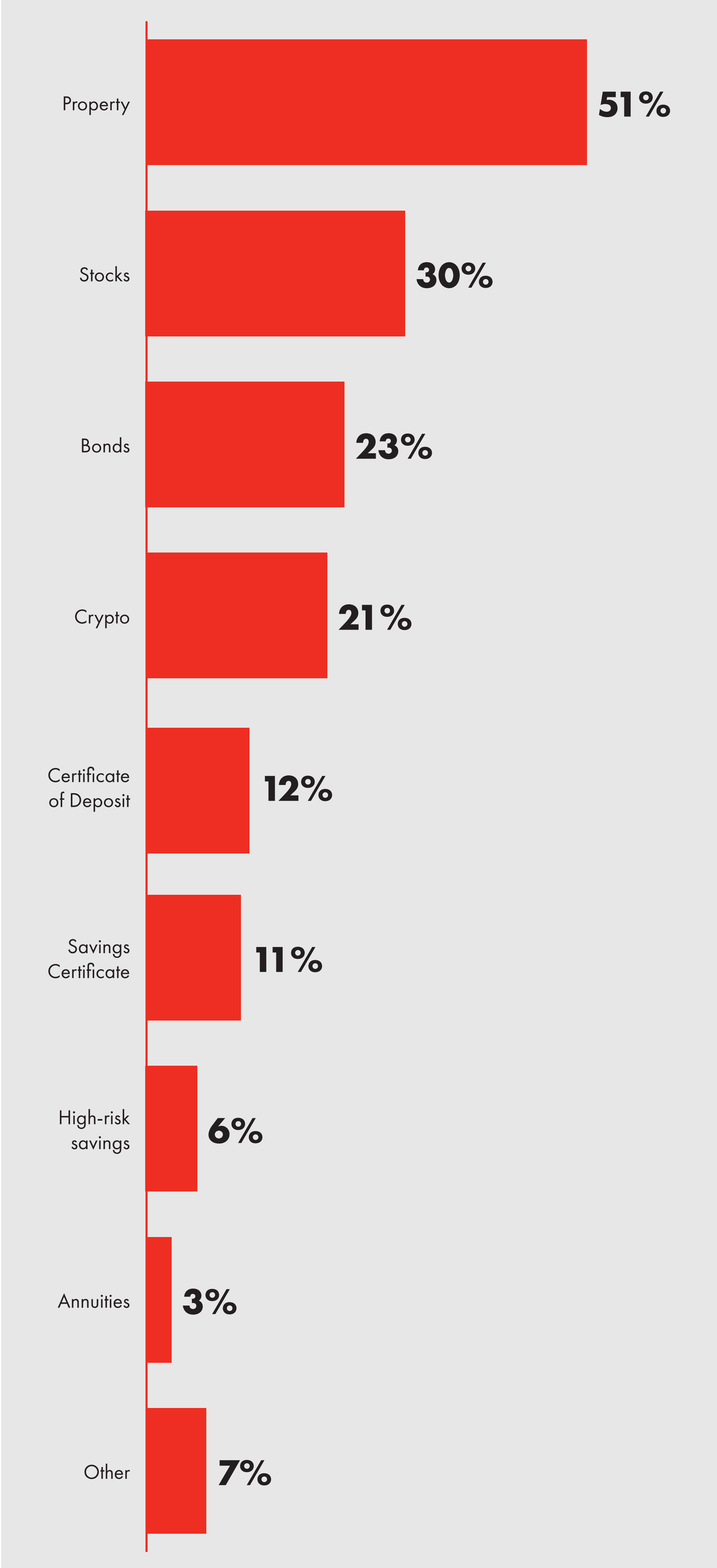
Respondents could choose more than one option

Investments

Current investments

Half (51%) of respondents invest in property, well ahead of the regional average of 28%, and significantly more than they invest in stocks (30%) and bonds (23%).

'Other' included investing into a business and purchase a farm.

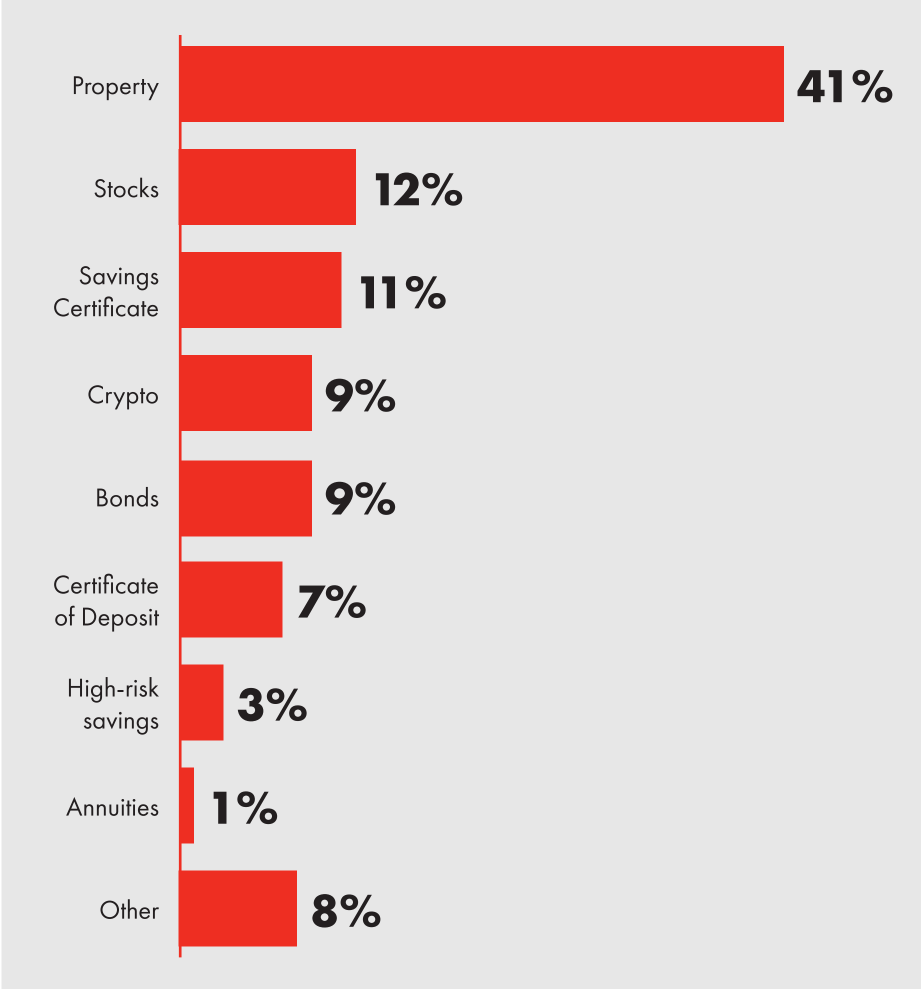


Respondents could choose more than one option

Future investments

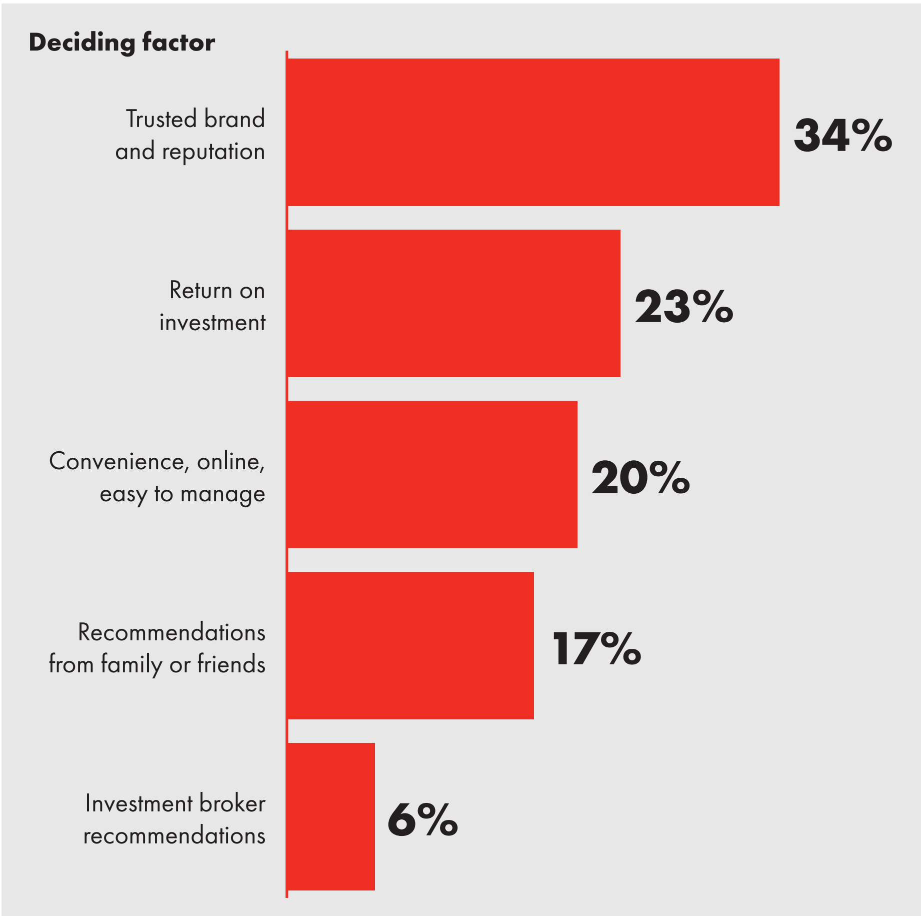
39% of respondents plan on investing over the next 12 months. Property remains the preferred investment choice (41%), more than the regional average of 35%.

'Other' future investments included farmland, restaurants, retail stores, and environmental technology.



Respondents could choose more than one option

Deciding where to invest



KEY POINTS:

- When considering future investments, 81% of respondents said they would consider using online trading apps, crypto trading apps and social trading apps, the highest response in the region where the average was 73%.

UNDERSTANDING HOW RESPONDENTS SPEND TIME ONLINE

Just over half (52%) of respondents have subscribed to a streaming channel over the past 12 months.

More than half (55%) of respondents said they have spent more time accessing content online over the last 12 months. A third (29%) of respondents say their time online did not change, and the remainder (16%) say they spent less time online.

Where respondents are spending their time online

Respondents say they spend 40% of their time online watching independently-made content while 33% of time online is spent accessing mainstream content online. More than half (52%) do their supermarket shopping online, while four in 10 (44%) are engaged in online learning. The 'Other' category reveals that respondents spend time on social media, working, looking for jobs, and buying and selling property.

Millennials and Gen Zs currently spend more time using online learning programs and shopping for food and groceries online. More than half of Gen X respondents spend time online shopping for food and groceries and a third spend time using online learning programs.

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

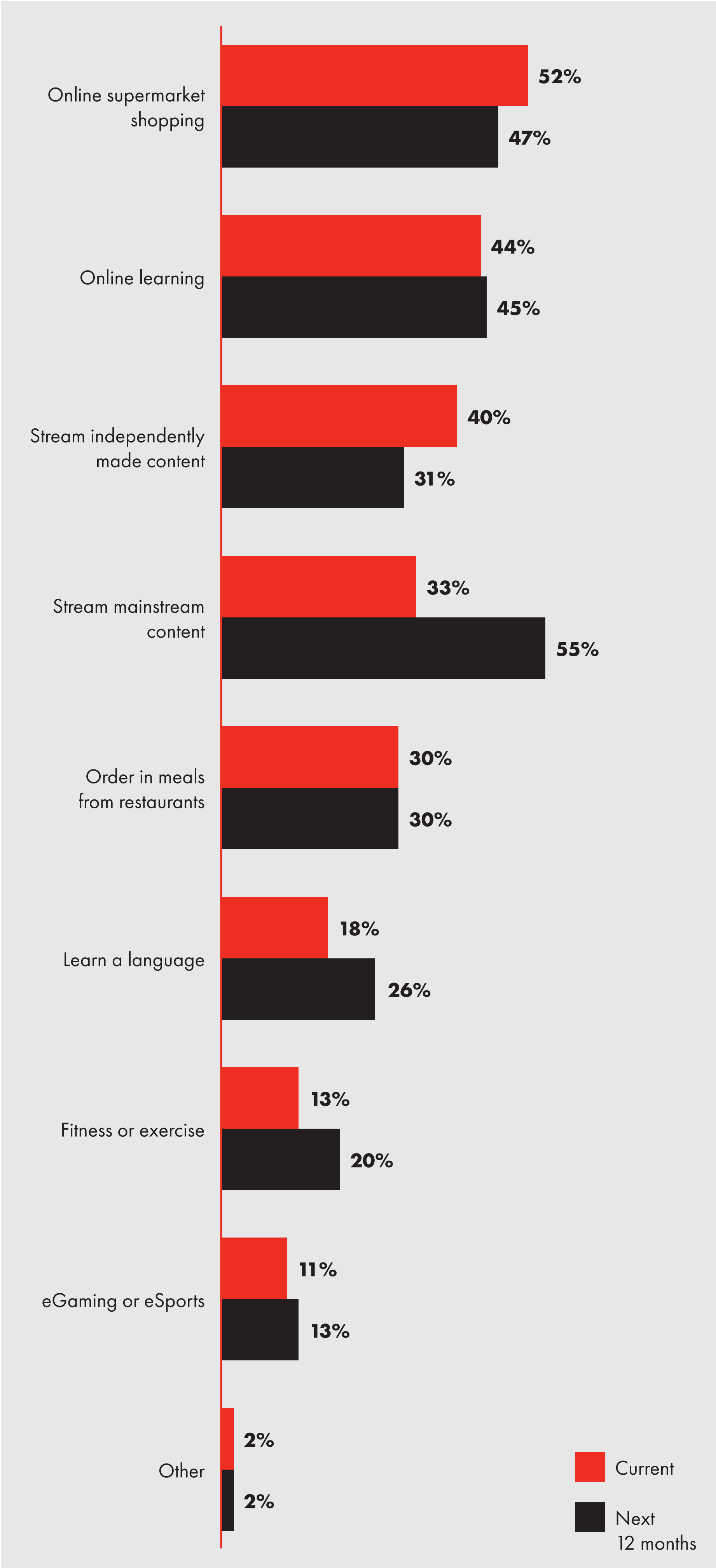
Over the next 12 months respondents plan on streaming more mainstream content, shopping online, learning online and watching exercise and fitness programs. They will reduce the amount of time they spend supermarket shopping online and watching independently-made content.

Millennials and Gen Zs plan on slightly increasing their time spent using online learning programs, and streaming content. Just under half of Gen X respondents will continue spending time online shopping for food and groceries and just over one-third plan on spending more time using online learning programs.

Current time online and planned future time online

The 'Other' category current viewing includes social media, working, news sites, reading eBooks, real estate sites, buying and selling, researching crypto, looking for jobs.

The 'Other' category for future viewing had the same as the above.



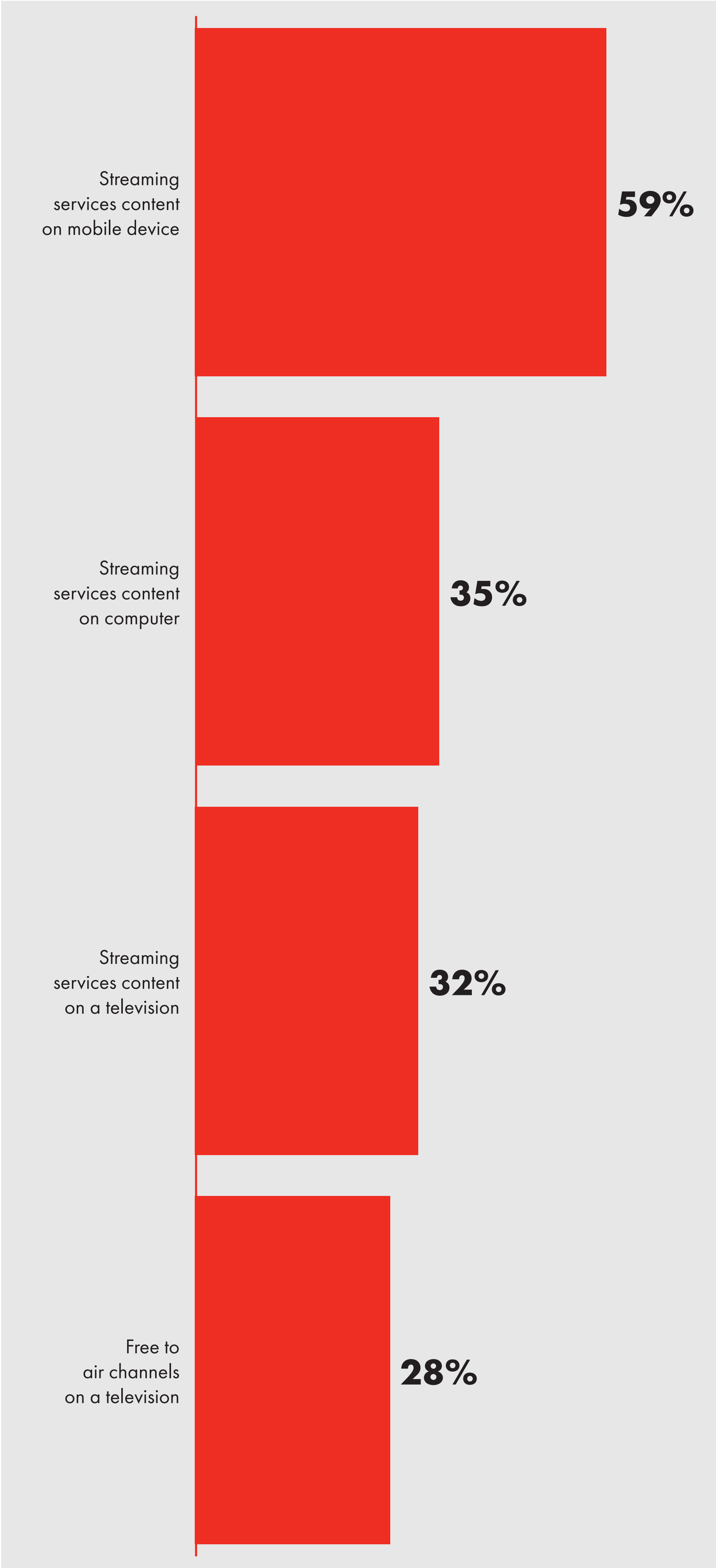
Respondents could choose more than one option

KEY POINTS:

- Respondents prefer to watch independently-made content rather than mainstream content.
- Respondents plan on spending more time watching mainstream content over the next 12 months, increasing their fitness and exercise, and learning a language. They also plan on spending less time online supermarket shopping.
- Streaming to mobile devices is the preferred way of viewing content.

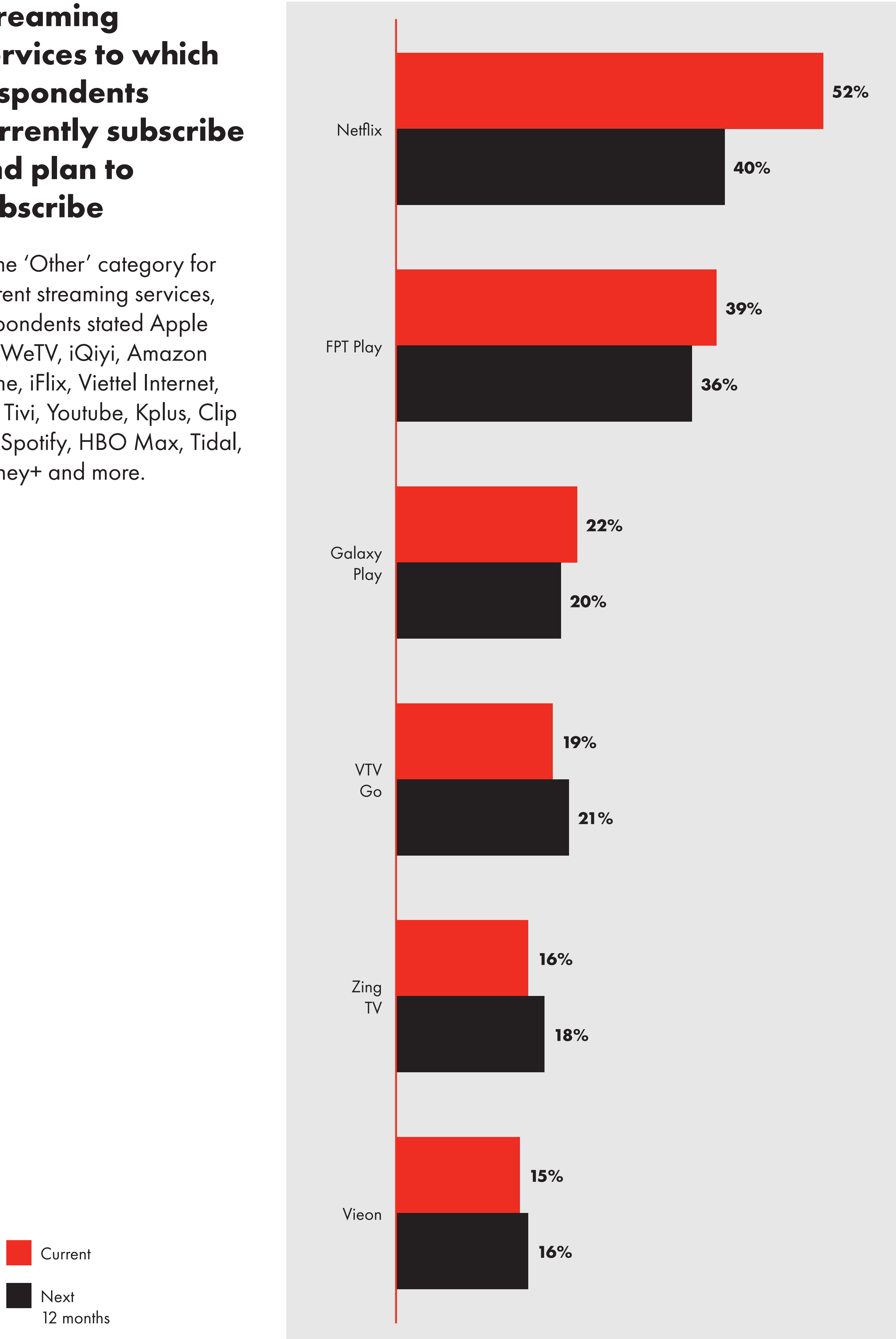
How respondents access content each week

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 Apple TV, WeTV, iQiyi, Amazon Prime, iFlix, Viettel Internet, My Tivi, Youtube, Kplus, Clip TV, Spotify, HBO Max, Tidal, Disney+ and more.



KEY POINTS:

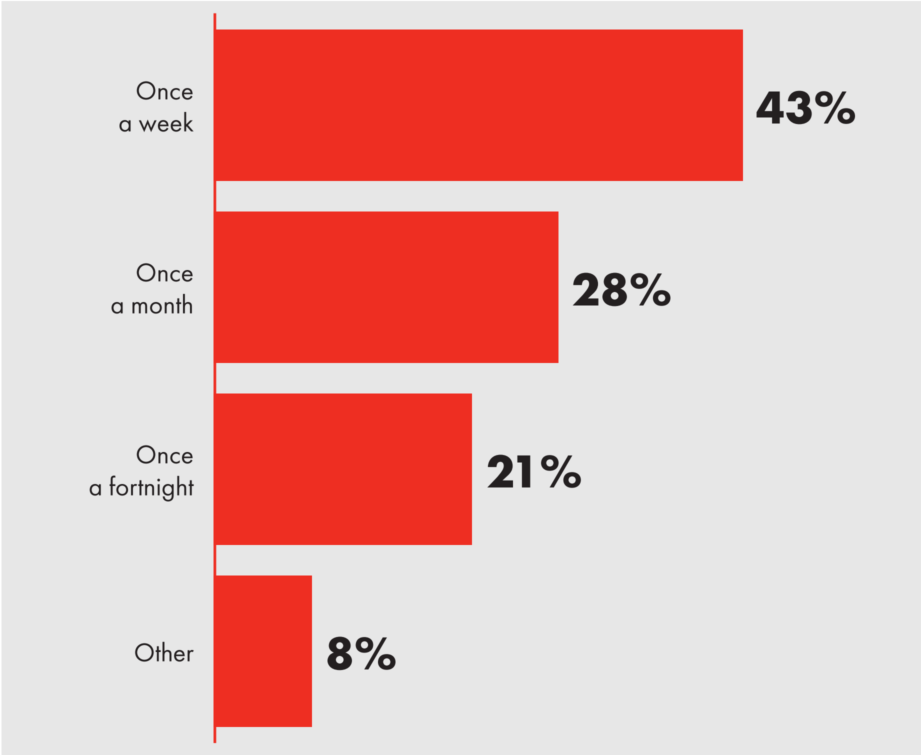
- Half of respondents (52%) subscribe to Netflix, followed by FPT Play (39%) and Galaxy Play (22%). These are also the preferred streaming services for Millennials and Gen Zs. For Gen X, the favoured streaming services are Netflix, FPT Play and VTV Go.
- Over the next 12 months the channels which will attract more subscribers are VTV Go, Zing TV, Vieon, Apple TV, iQiyi, Amazon Prime and iFlix.
- 40% of respondents say they plan to subscribe to more channels over the next 12 months.

ONLINE FOOD AND GROCERY SHOPPING HABITS

Prior to the pandemic 8 out of 10 respondents (80%) had ordered groceries online, increasing to 83% over the past 12 months during pandemic lockdowns. 84% of respondents say they will continue to shop online for groceries over the next 12 months.

Frequency of online grocery shopping over past 12 months

'Other' responses were mostly that people would purchase grocery supplies online on an as needed basis.



Online meal delivery orders

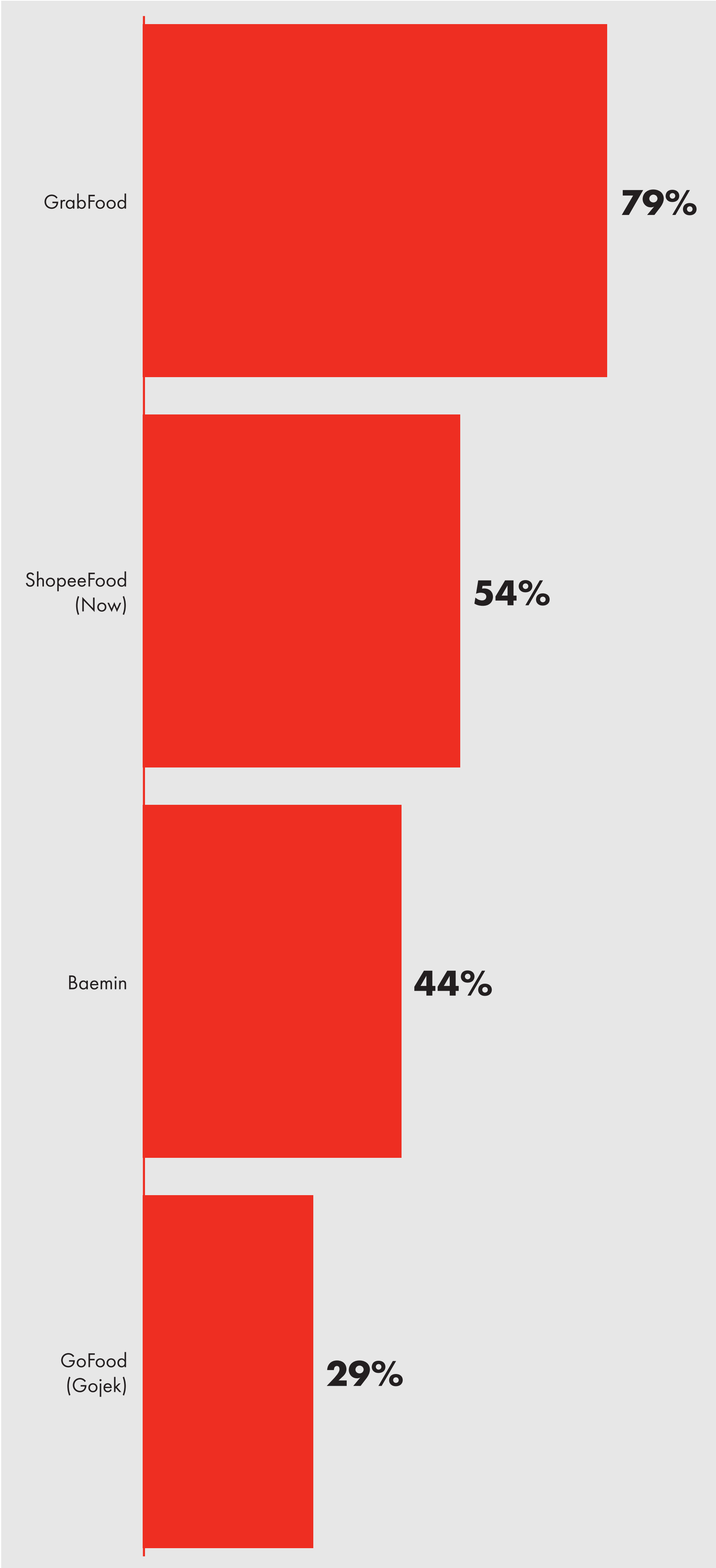
73% of respondents say that prior to the pandemic they ordered from an online meal delivery service. Little has changed over the past 12 months with a small increase to 74%.

Frequency of online meal deliveries

66% of respondents say they order meals online 1-2 times a week, 21% of respondents order meals to be delivered 3-4 times a week and 13% order meals to be delivered five times a week or more.

Online meal delivery services

GrabFood is the most popular food delivery service in Vietnam followed by ShopeeFood.



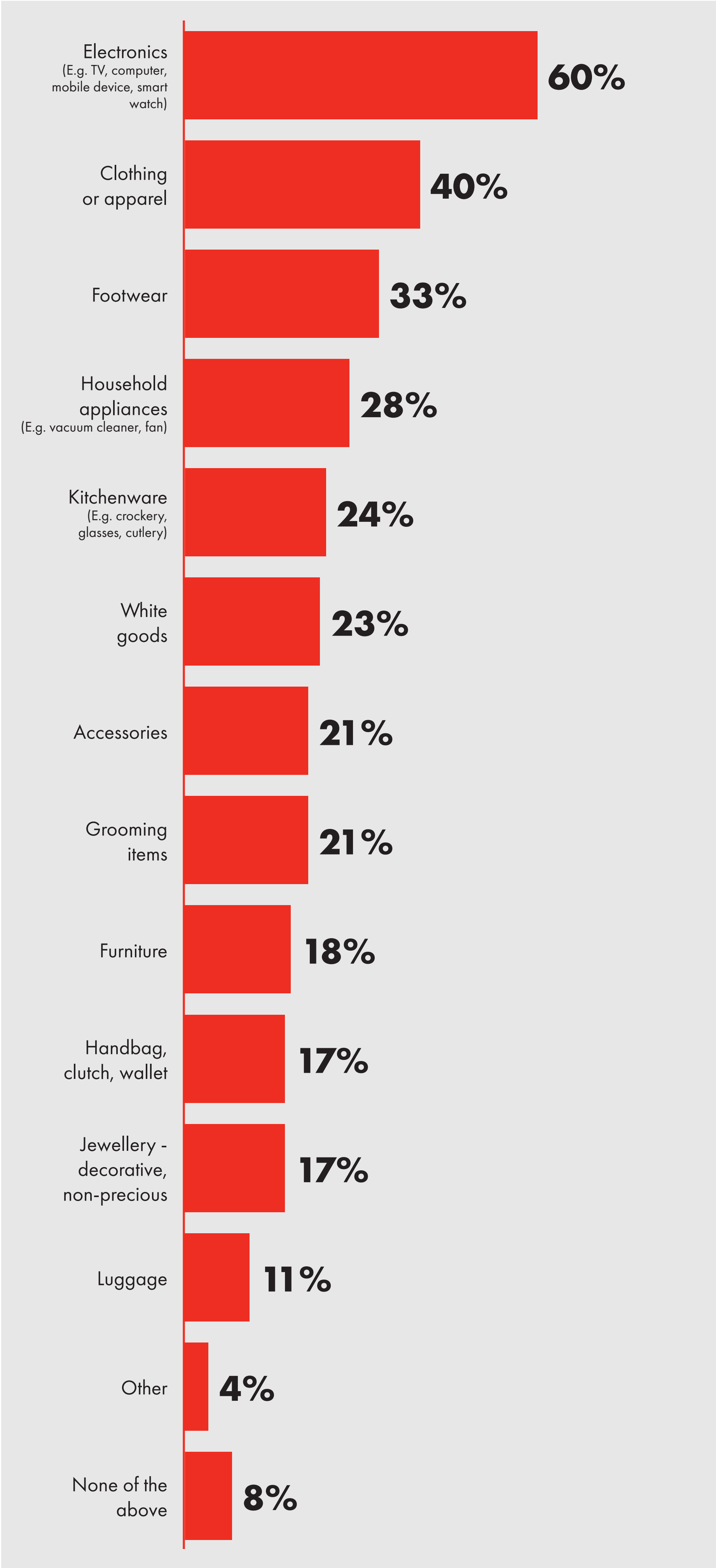
Respondents could choose more than one option

FUTURE PURCHASING

Over the next 12 months six out of 10 (60%) respondents plan on purchasing electronic items homes, with clothing and footwear next on the list.

Intended purchases over next 12 months

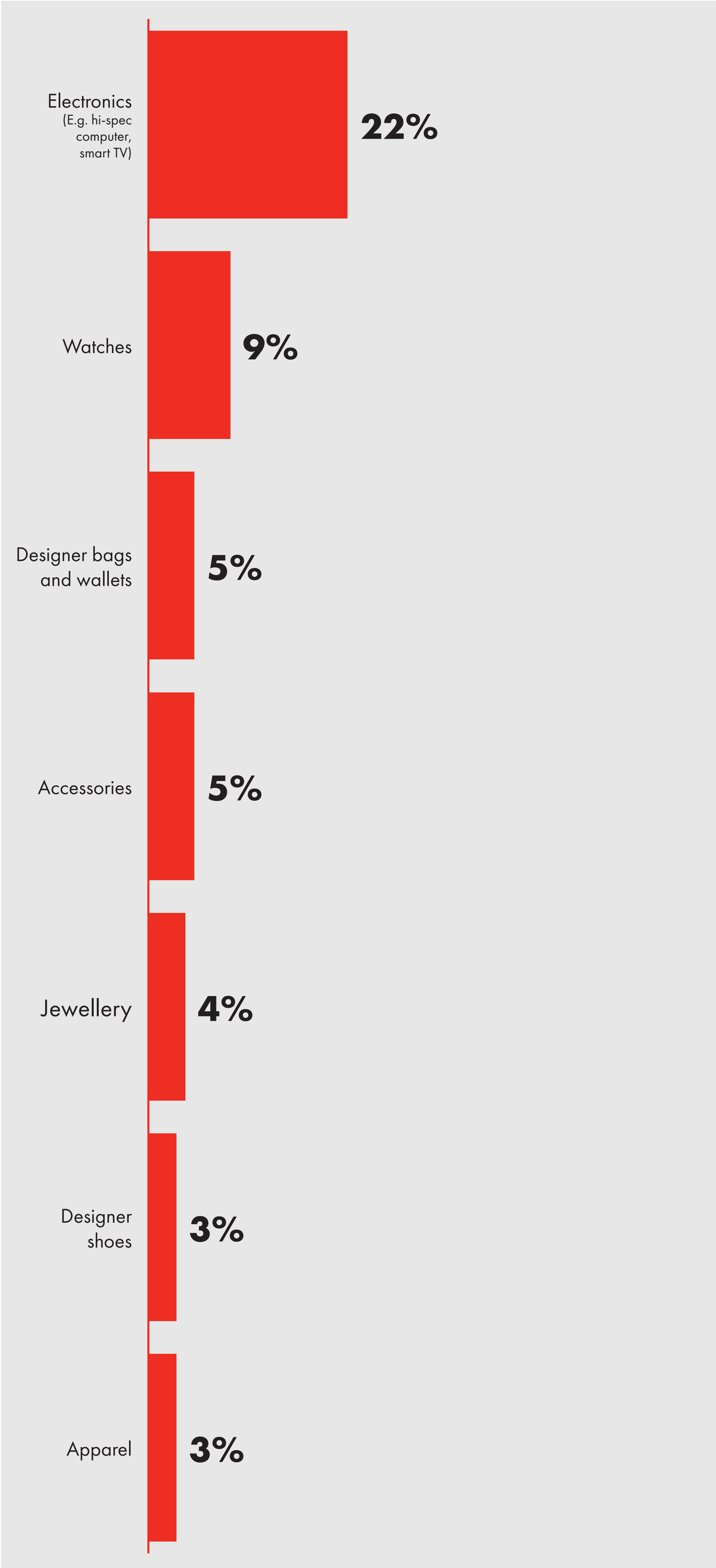
‘Other’ items for purchase could have been captured in the above table or elsewhere in this survey. They included items for a newborn, and motorcycles.



Respondents could choose more than one option

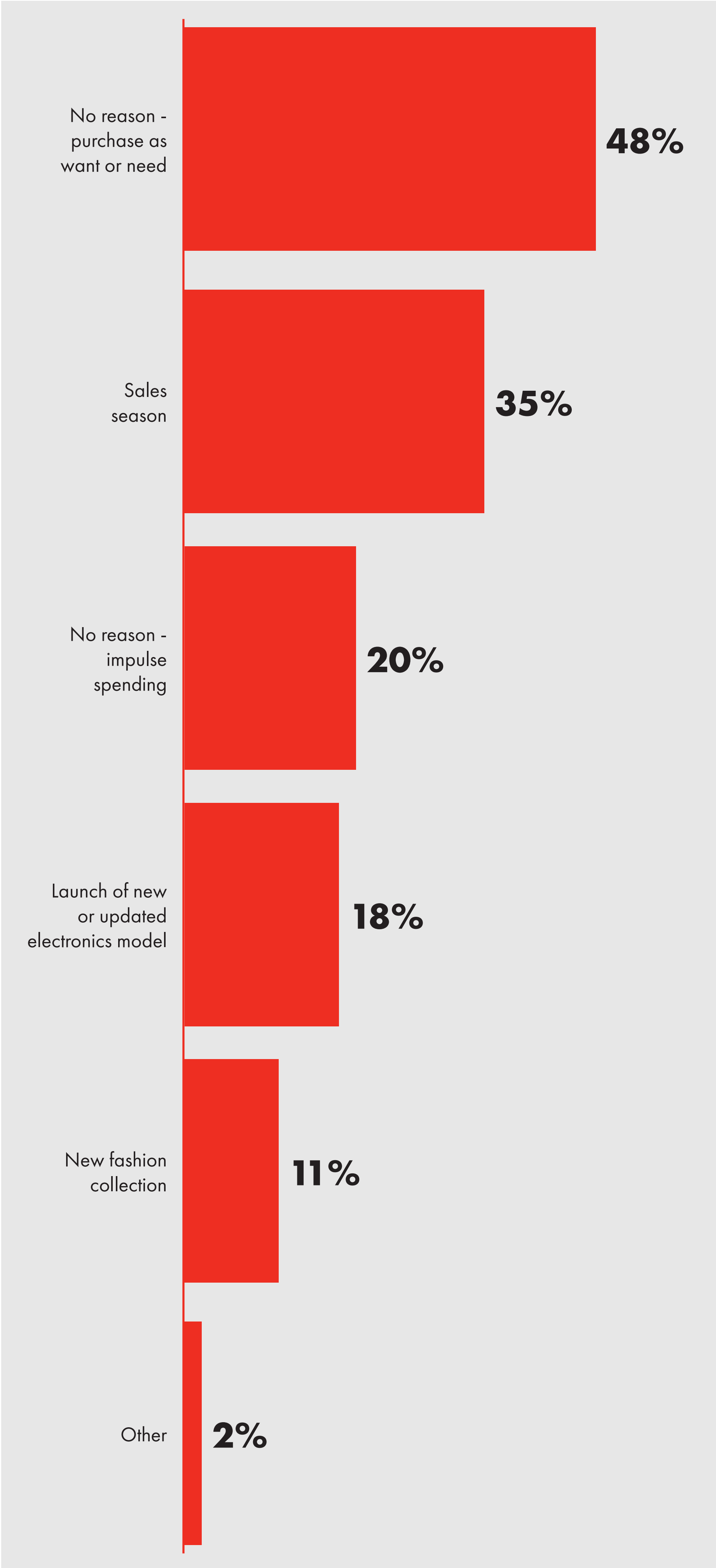
Future purchasing of luxury items

Half of respondents (51%) will be purchasing any luxury items in the future with Electronics being the preferred category.



Considerations when purchasing higher-priced items

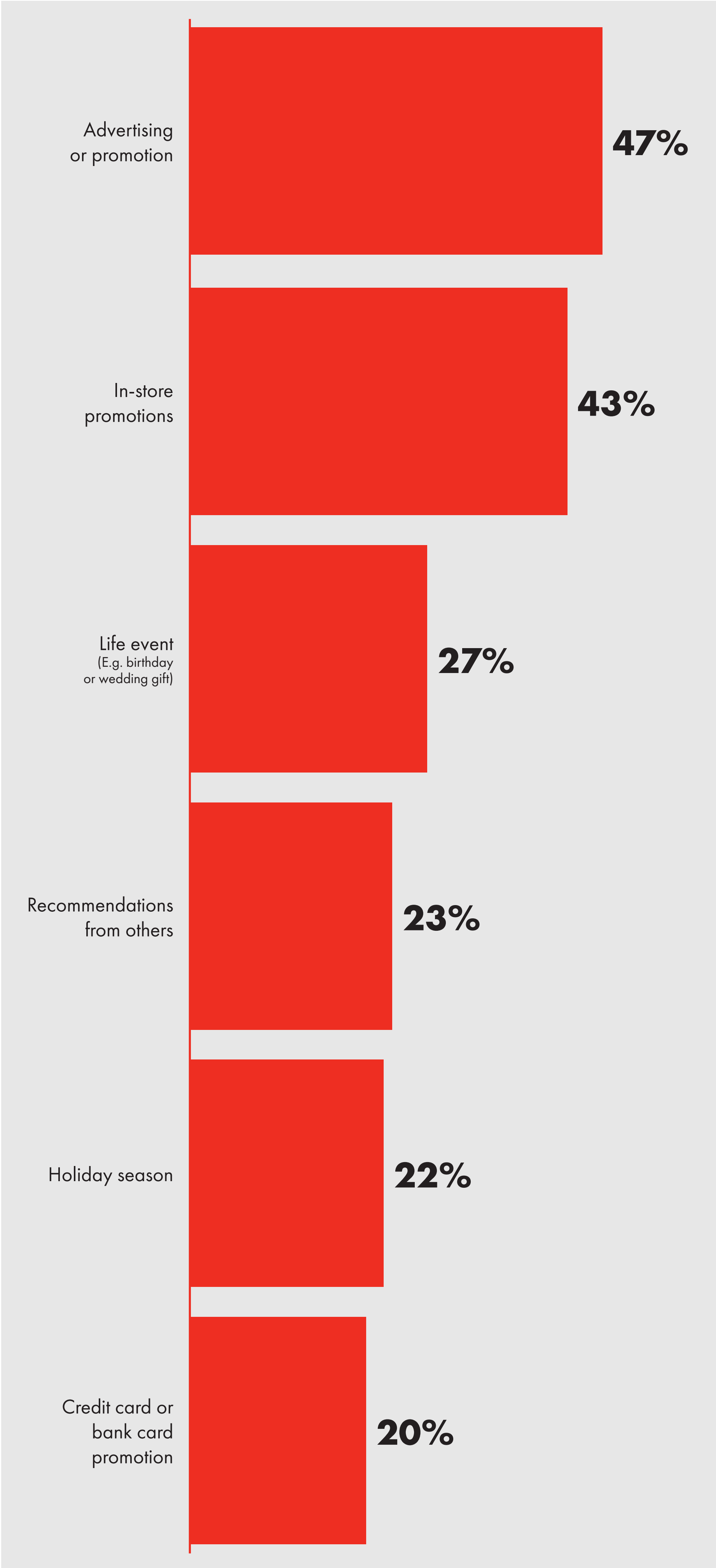
68% of respondents either purchase as they want or need an item - or on impulse as opposed to waiting for sales season.



Respondents could choose more than one option

Influences on purchase decision making

Vietnamese respondents are strongly influenced by promotions whether in-store or advertising campaigns.



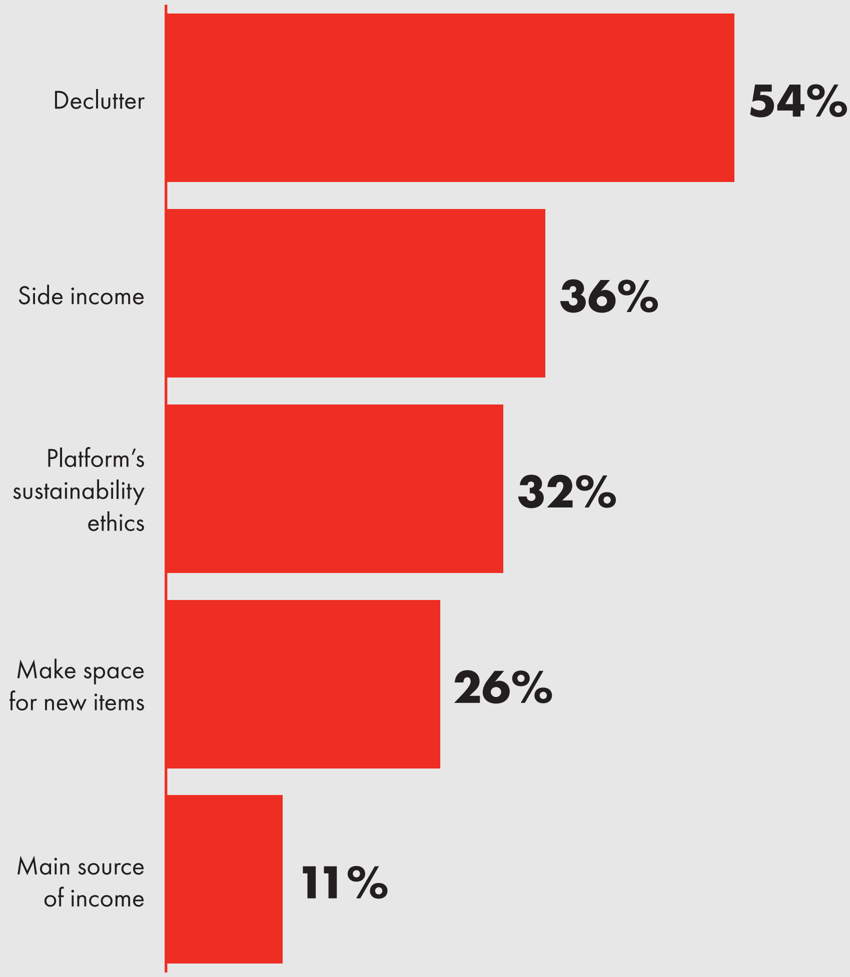
Respondents could choose more than one option

Sales on Chợ Tốt in the past 12 months

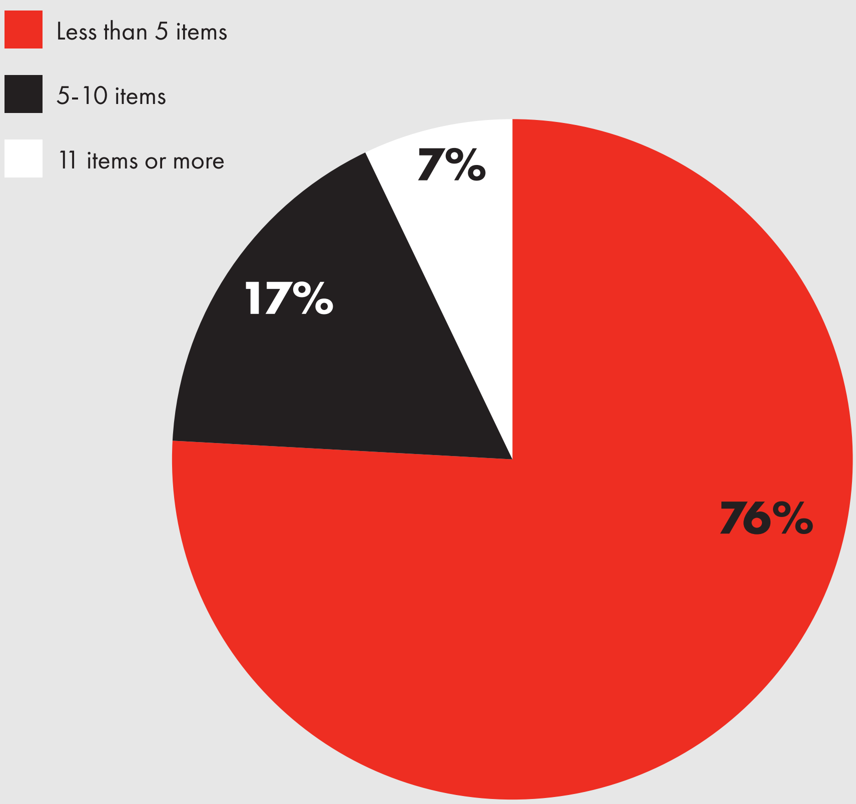
The Chợ Tốt marketplace is an established recommerce platform in Vietnam with a quarter of respondents having sold five or more items in the past 12 months and a third of these selling 11 items or more.

Just under half (47%) of respondents sell on Chợ Tốt to provide a primary or side income stream. One-third of respondents say they sell or have sold on Chợ Tốt because of the platform's sustainability ethics.

Reason for selling



Sales on Chợ Tốt in the past 12 months

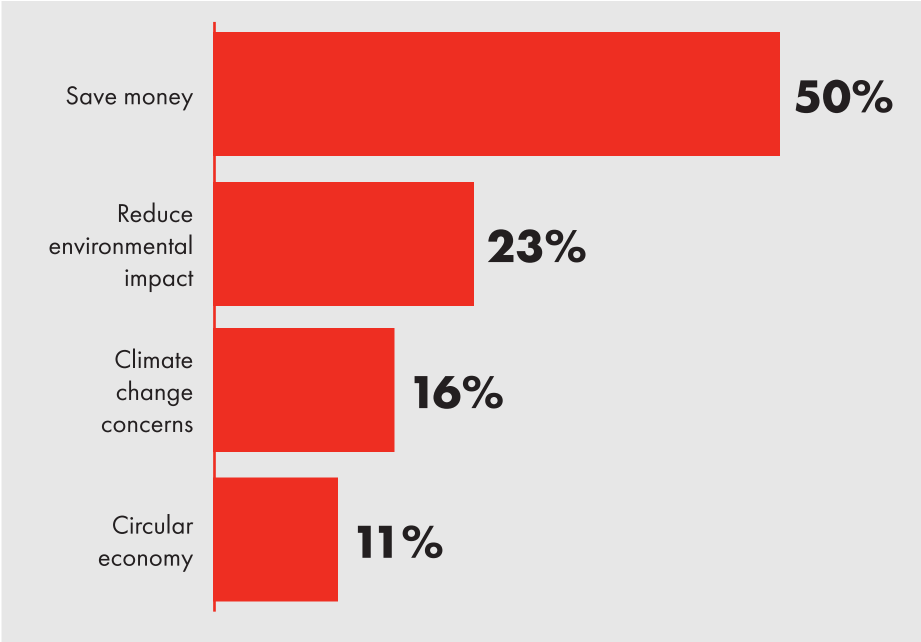


ATTITUDES TOWARDS SUSTAINABILITY

88% of respondents say they shop sustainably; of this, 27% of respondents say they shop sustainably because of climate change concerns and to be part of the circular economy; while a quarter of respondents (23%) shop sustainably to reduce the environmental impact. Half (50%) shop sustainably to save money.

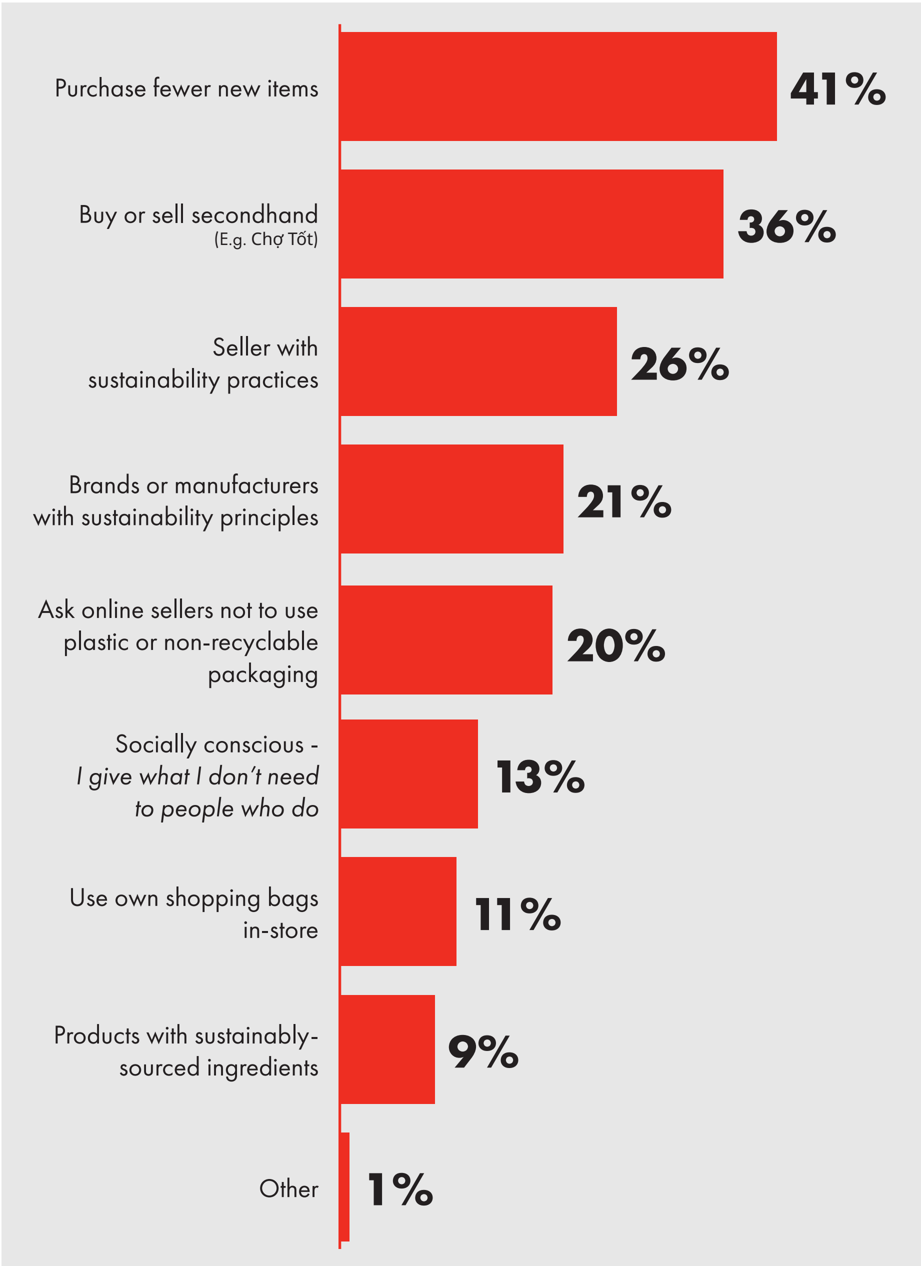
Attitudes towards sustainability

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 82% of respondents say they will increase sustainable purchasing over the next 12 months. The three main ways people are approaching sustainable shopping are to buy/sell second-hand, buy fewer new items, and to purchase from sellers with sustainability practices.



Respondents could choose more than one option

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