



Taburan Data Pasaran Malaysia

Pasaran di Malaysia

Andai kita ingin memasarkan produk atau perkhidmatan kita dalam dunia digital ini, salah satu perkara yang perlu kita ambil peduli adalah mengenai taburan pengguna digital di Malaysia.

lanya akan membantu untuk kita merancang, menyusun dan melakukan pemasaran dengan lebih teratur.

Data dalam perkongsian kali ini diperolehi daripada consumerbarometer yang disediakan oleh Google. Anda boleh melihat dan menilainya untuk keperluan perniagaan anda.

Semoga bermanfaat.

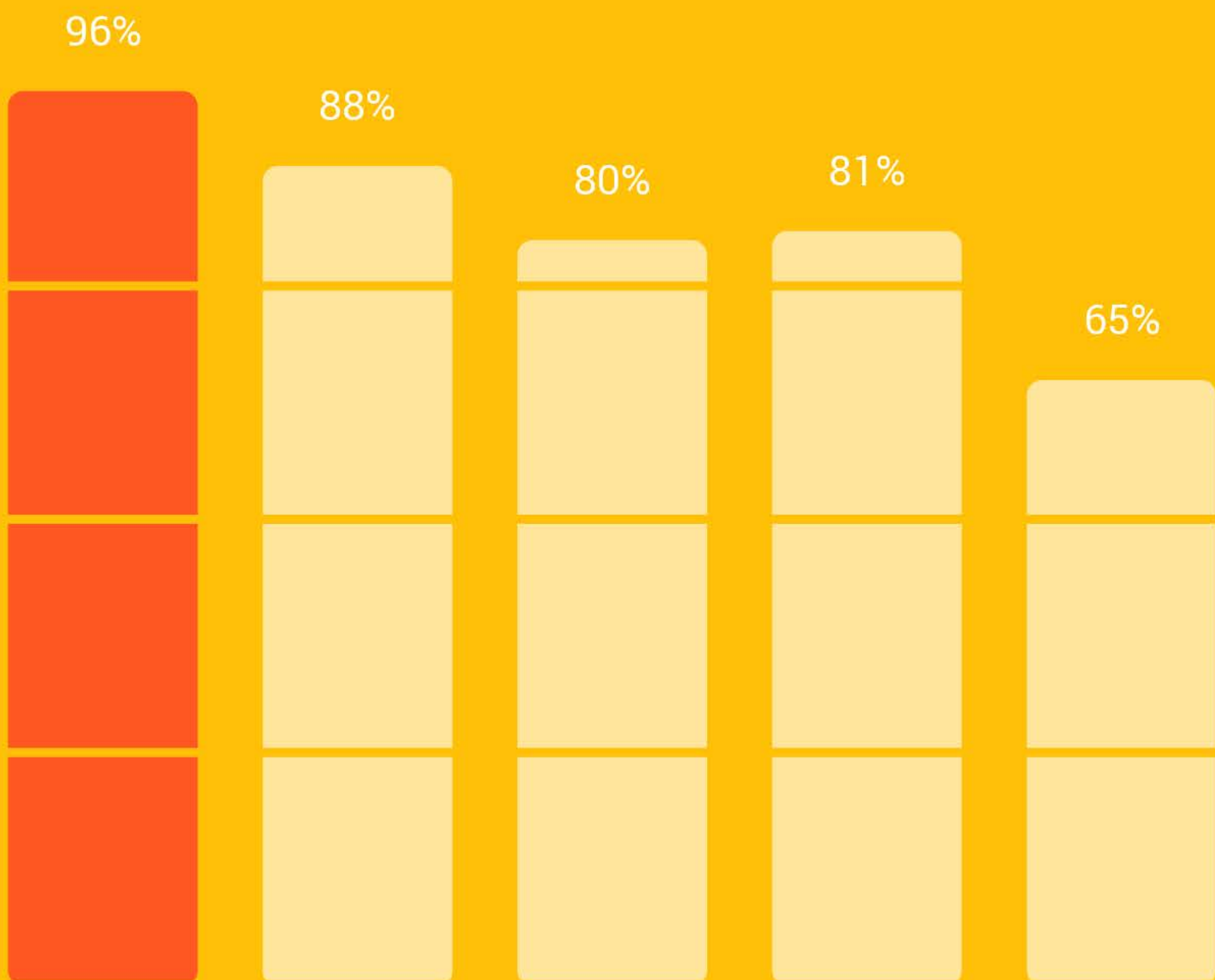
Eizil,

www.kodkreatif.com

Perkhidmatan yang disediakan oleh KodKreatif

Berikut adalah antara perkhidmatan yang kami sediakan (klik link).

- **Web Development**
- **Google Analytics Online Coaching**
- **Blog.Pemasaran.&**
- **WordPress Optimization**
- **Pakej Penulisan Artikel (SEO)**



- 96% Under 25 years
- 88% 25-34 years
- 80% 35-44 years
- 81% 45-54 years
- 65% 55 and over

Internet Use - Personal Purposes

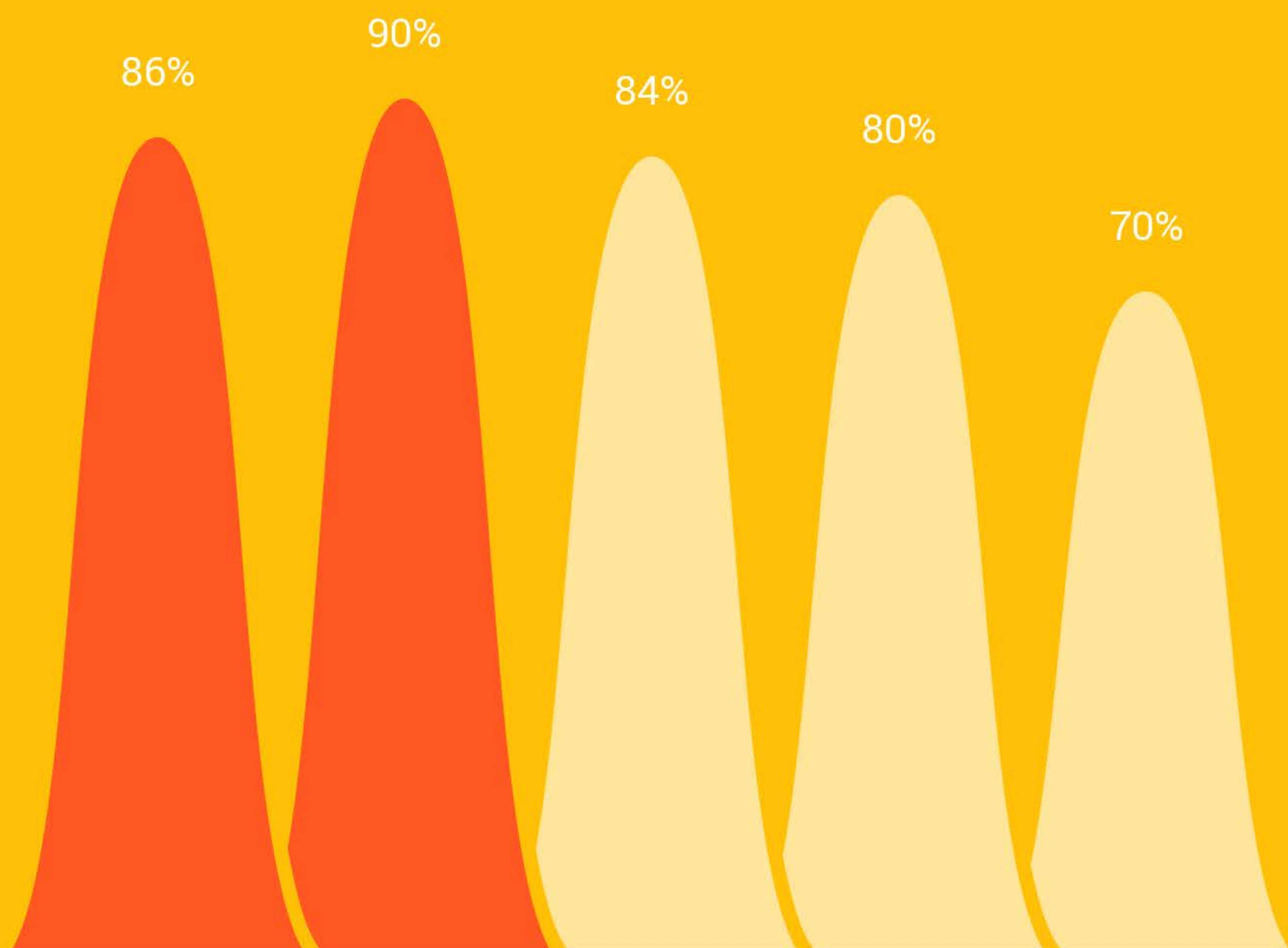
Internet use is pervasive across all age groups.

Question asked:
How often do you access the Internet for personal reasons, i.e. all non-business or work related purposes? Please think about your usage habits during the last month.

Source:
The Connected Consumer Survey

Base:
Total online and offline population

Country
Malaysia



- 86% Under 25 years
- 84% 35-44 years
- 70% 55 and over

- 90% 25-34 years
- 80% 45-54 years

Daily Internet Use

Those who use the internet come online very frequently. This is especially true among younger age groups.

Question asked:

How often do you access the Internet for personal reasons, i.e. all non-business or work related purposes?

Source:

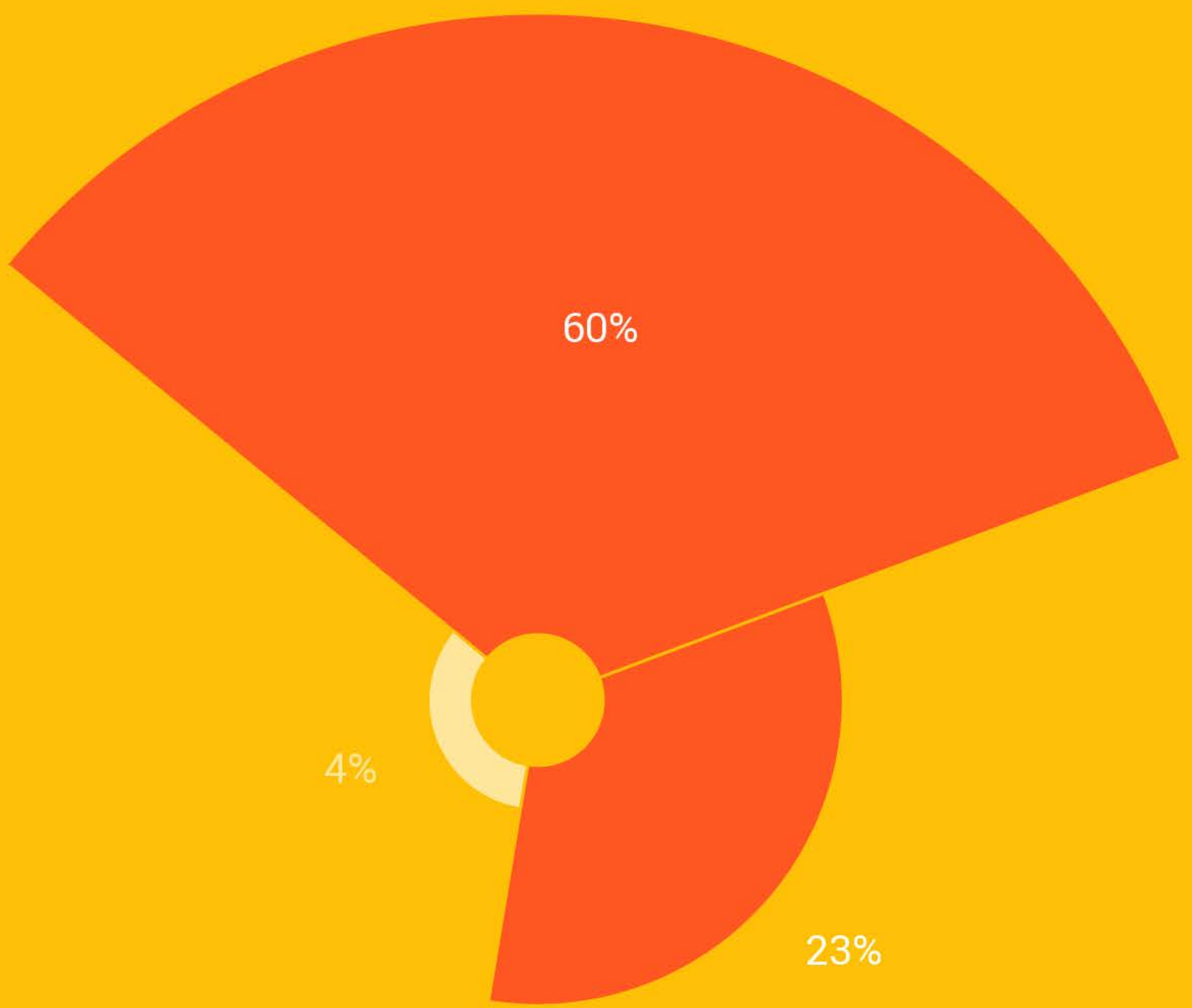
The Connected Consumer Survey

Base:

Internet users (accessing via computer, tablet or smartphone)

Country

Malaysia



- 60% More often via smartphone than computer/tablet
- 23% Equally via smartphone and computer/tablet
- 4% More often via computer/tablet than smartphone

Devices Most Often Used to Come Online

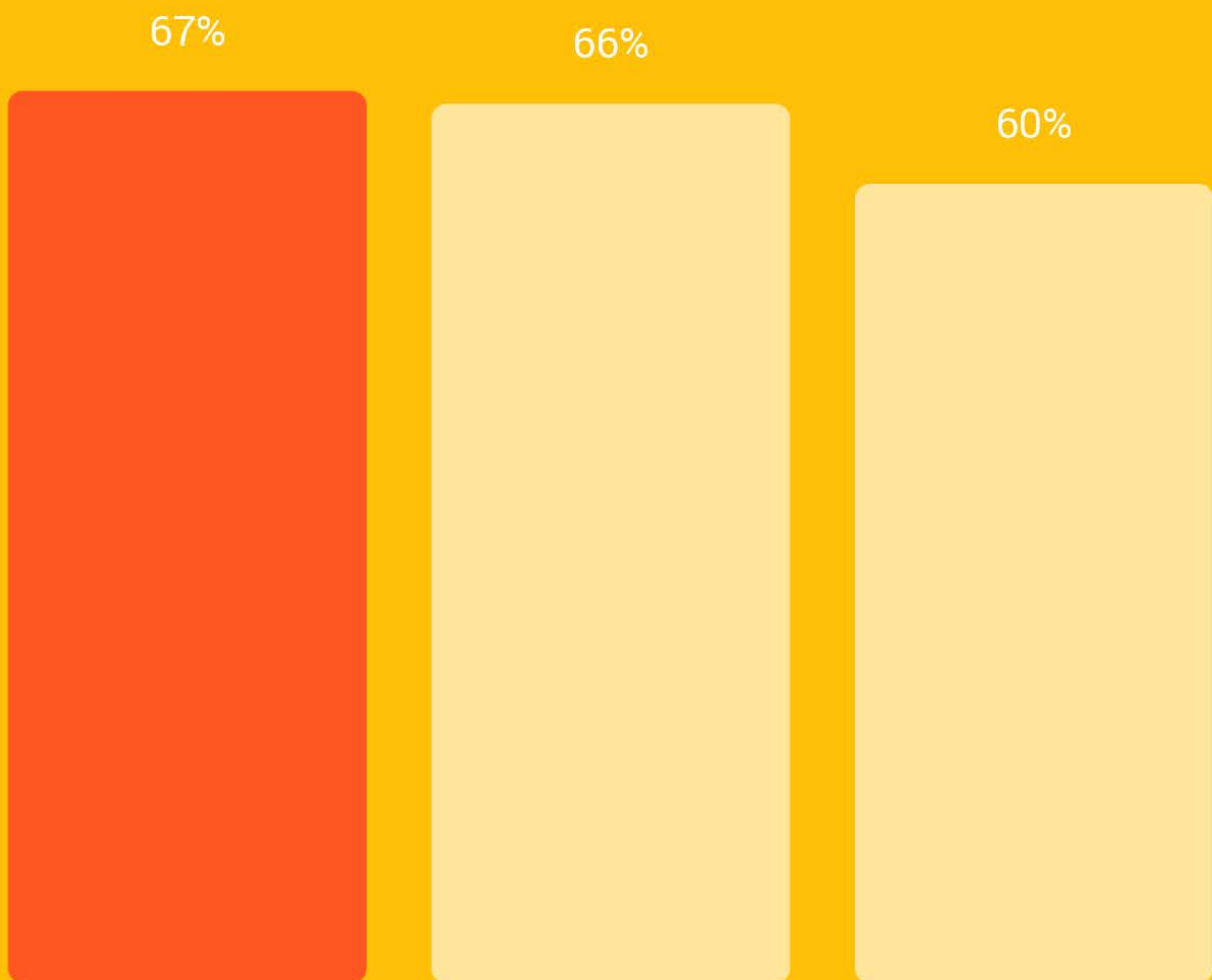
For many people, Internet access is smartphone-centric. Smartphones are used to come online at least as often as computers / tablets.

Question asked:
How often do you use the Internet - through your web browser or apps - for personal reasons (i.e. all non business or work-related purposes) on a [computer / smartphone / tablet]?

Source:
The Connected Consumer Survey

Base:
Internet users (accessing via computer, tablet or smartphone)

Country
Malaysia



- 67% When I need information, the first place I look is the Internet
- 66% Using the Internet is fun to me
- 60% If I have the opportunity to do a task digitally, I prefer doing it that way

Agreement with the Statements: "The Internet is..."

Once online, the Internet becomes essential for many people.

Question asked:

To what extent do you agree or disagree with the following statements? Please evaluate each of the following statements on a scale from 1 - strongly agree to 5 - strongly disagree.

Source:

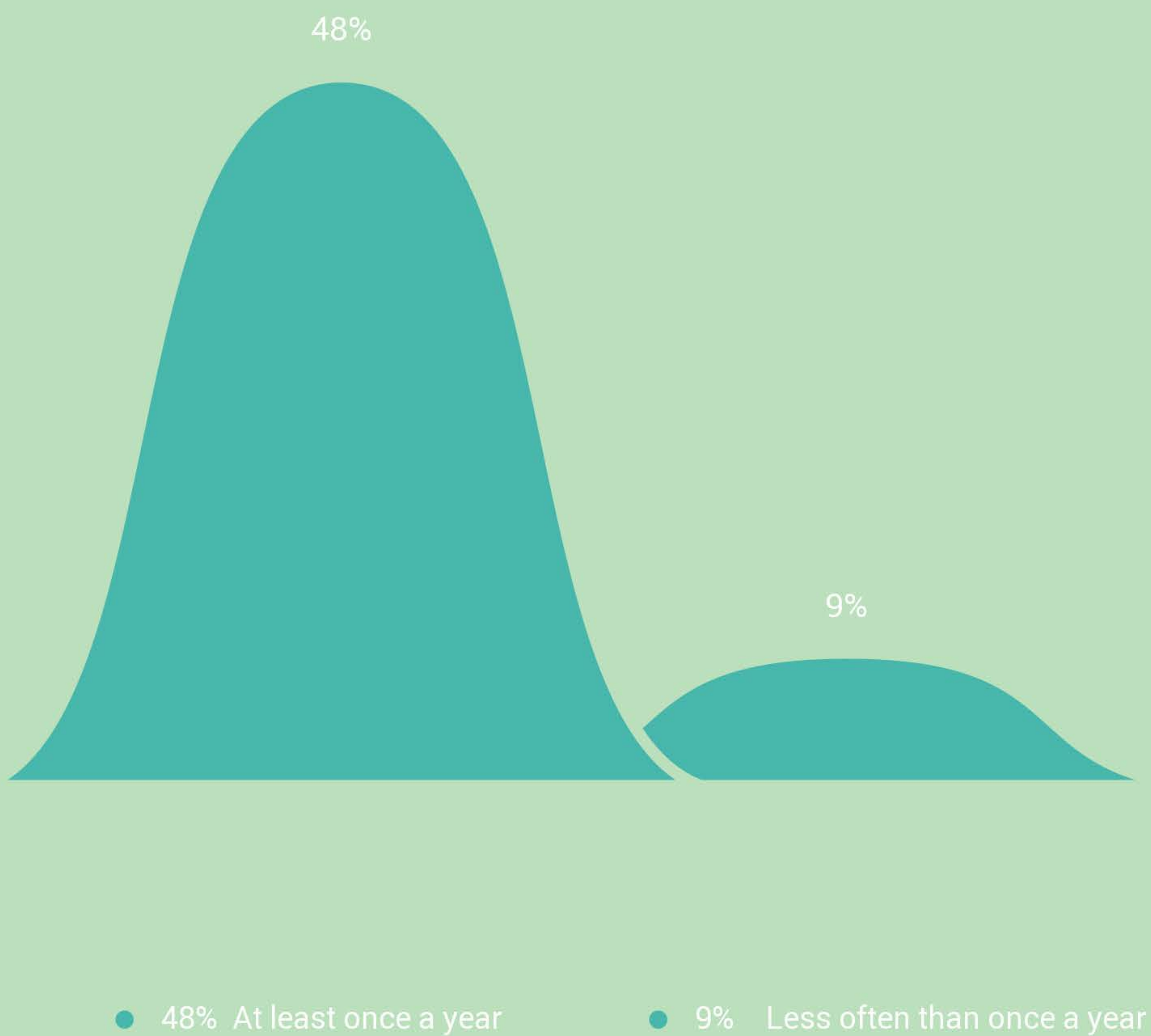
The Connected Consumer Survey

Base:

Internet users (accessing via computer, tablet or smartphone)

Country

Malaysia



Frequency of Online International Purchase

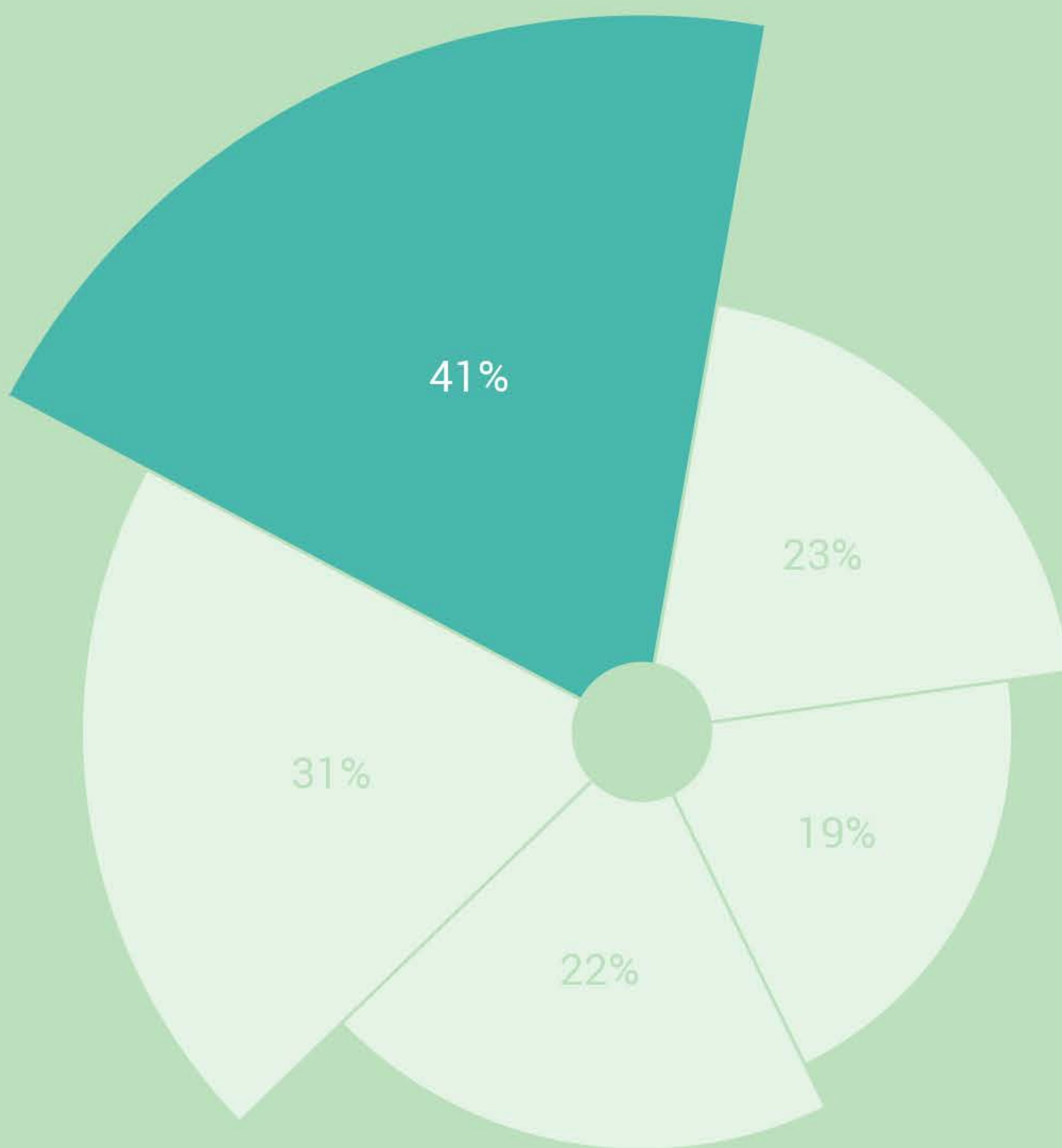
For people who already shop online, making international purchases is also a consideration.

Question asked:
How often do you purchase products online from abroad (including shipments to you from a foreign country)? [select only one option]

Source:
The Consumer Barometer Survey 2014/15

Base:
Internet users (accessing via computer, tablet or smartphone) | Purchased online via computer, tablet or smartphone

Country
Malaysia



- 41% It wasn't available in my country
- 23% Better conditions (service, terms of payment or price)
- 19% Broader range of products
- 22% Better quality of products
- 31% I found the offer appealing

Motivation for Online International Purchase

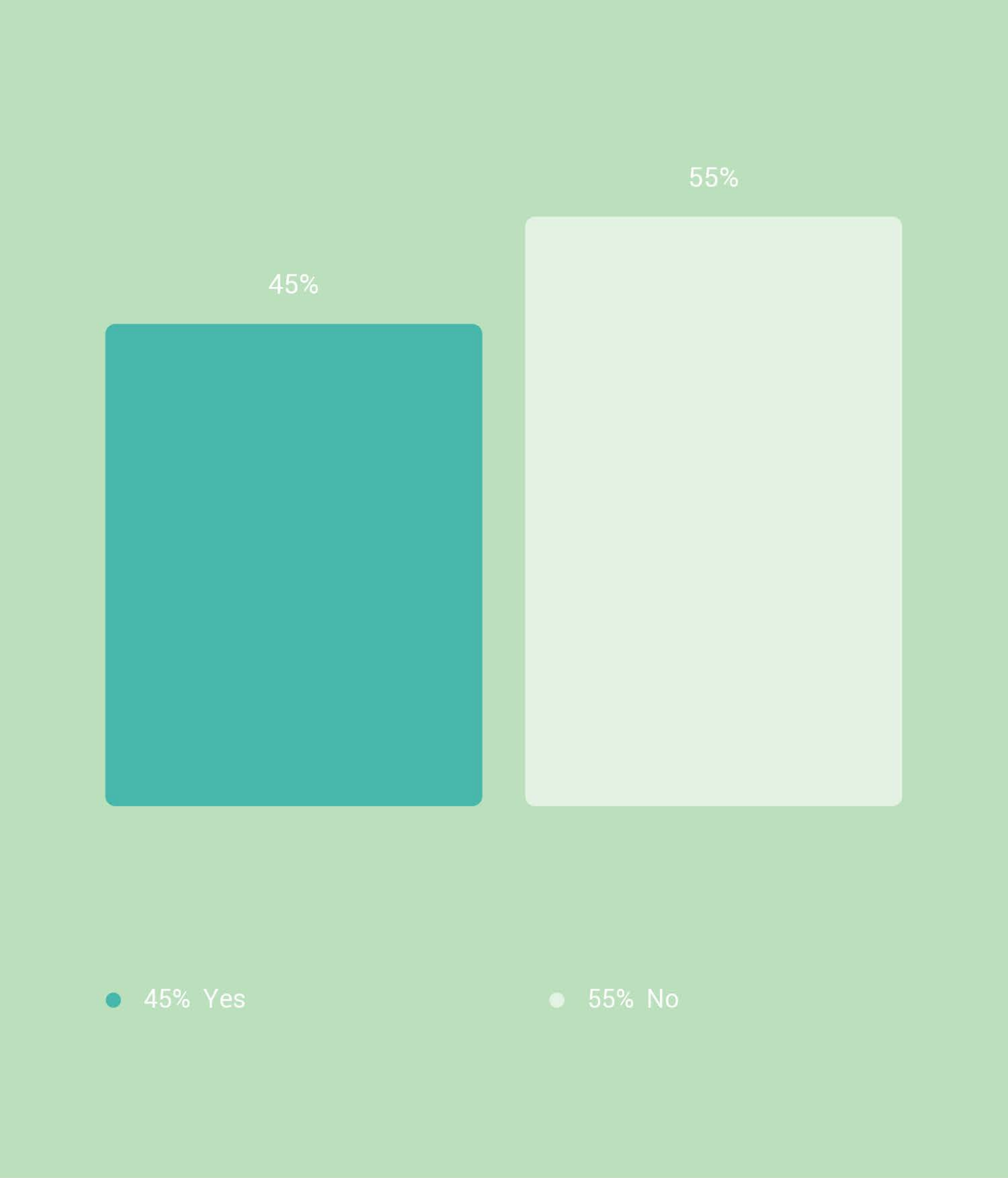
International e-commerce is driven by the discovery of appealing offers, a broader range of products and better payment and service conditions.

Question asked:
Why did you purchase the product online from abroad and not from within your country?

Source:
The Consumer Barometer Survey 2014/15

Base:
Internet users (accessing via computer, tablet or smartphone) | Ever purchased a product / service online from abroad

Country
Malaysia



Barriers to Online International Purchases

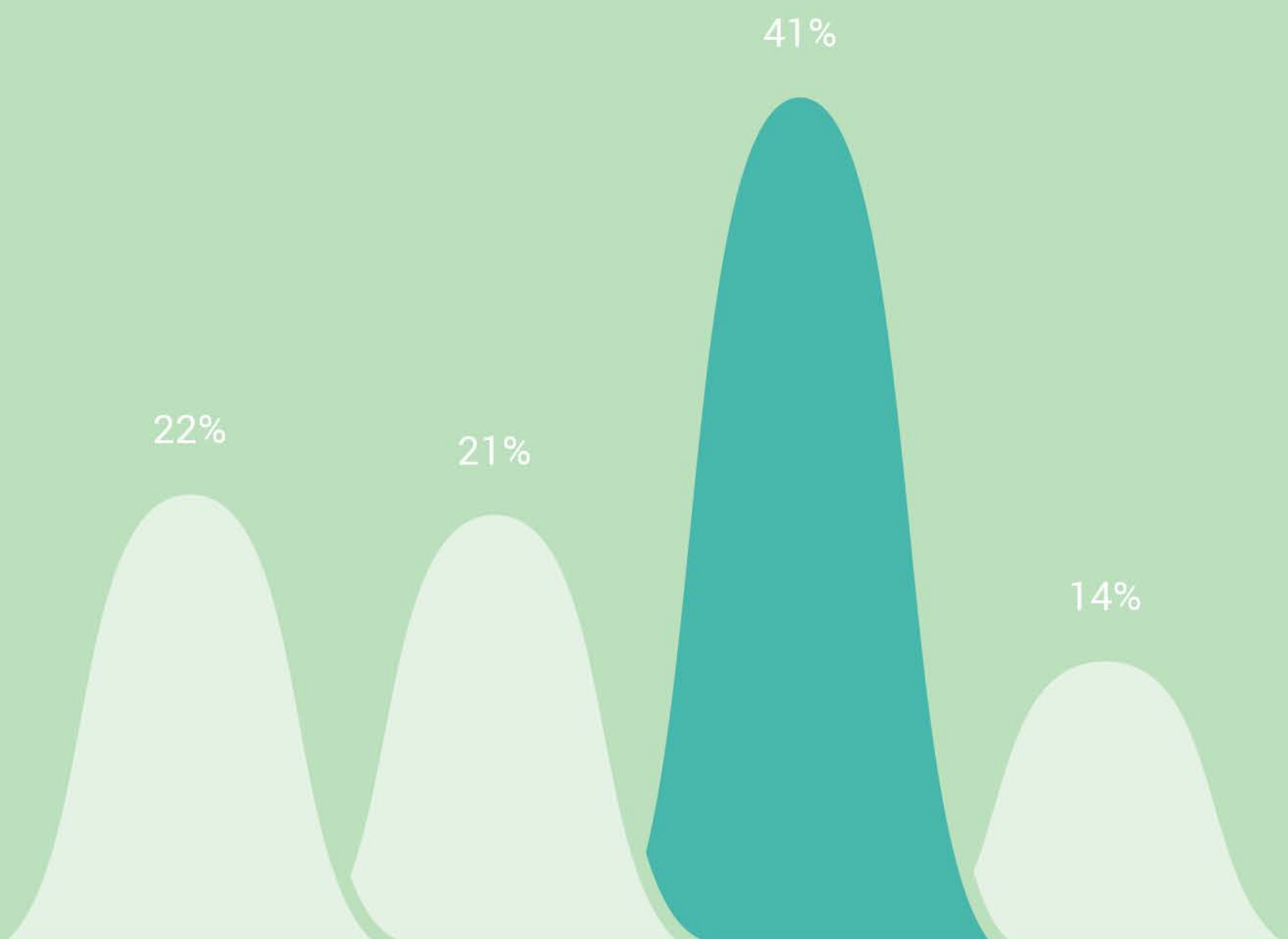
Poor translations are a challenge for people when buying online from abroad.

Question asked:
Which of these website issues - if any - have ever prevented you from purchasing a product online from abroad? Why have you never purchased a product online from abroad?

Source:
The Consumer Barometer Survey 2014/15

Base:
Internet users (accessing via computer, tablet or smartphone)

Country
Malaysia



- 22% Cosmetics, beauty or health products
- 21% Books, CDs, DVDs or video games
- 41% Clothing, accessories or footwear
- 14% Computer hardware, software or peripherals

Products Bought Online from Abroad

Clothing, books, cosmetics and computer hardware/software are among the products most often purchased online from abroad.

Question asked:

What type of product have you ever purchased online from abroad?

Source:

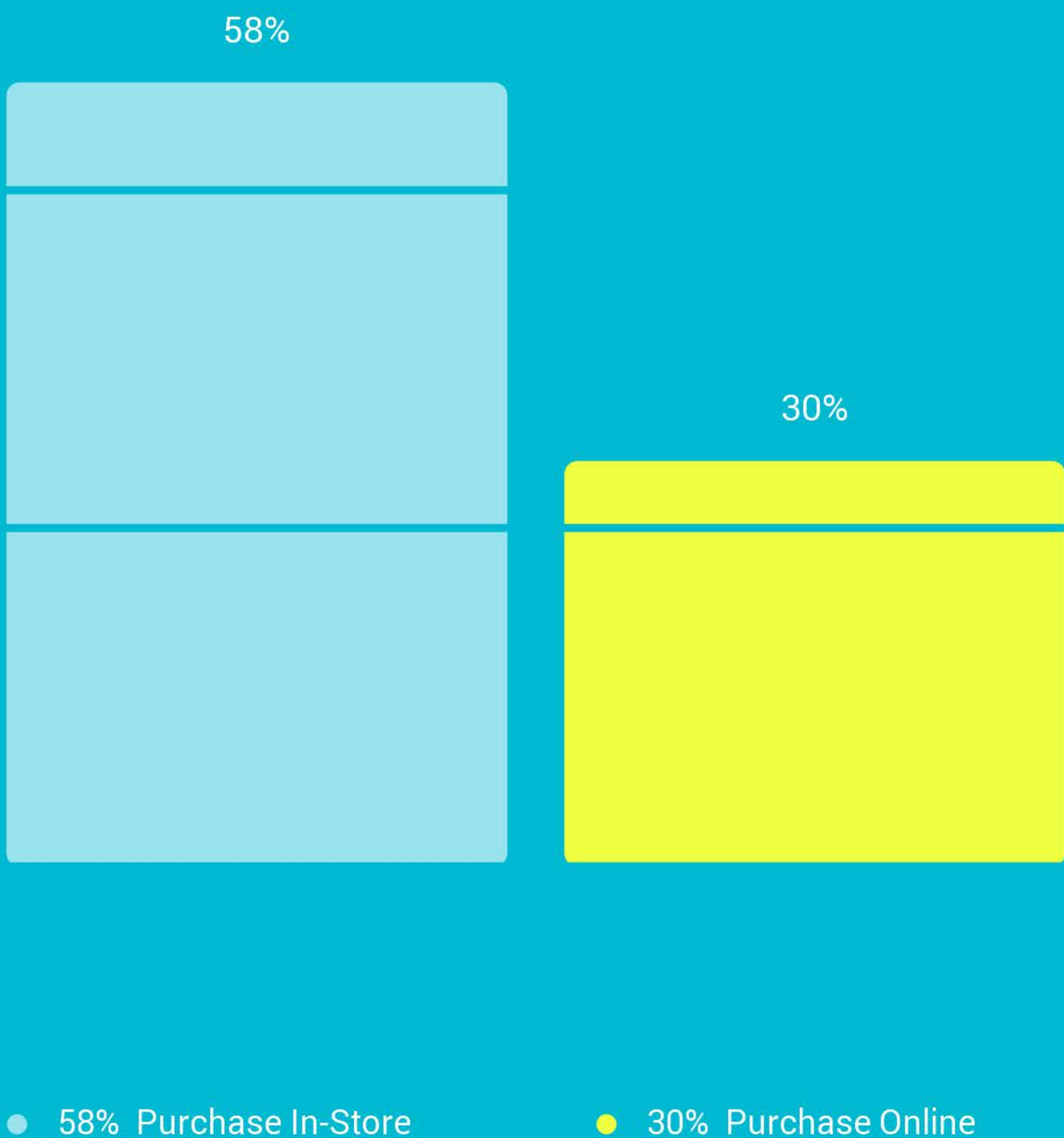
The Consumer Barometer Survey 2014/15

Base:

Internet users (accessing via computer, tablet or smartphone) | Ever purchased a product / service online from abroad

Country

Malaysia



Purchase Location

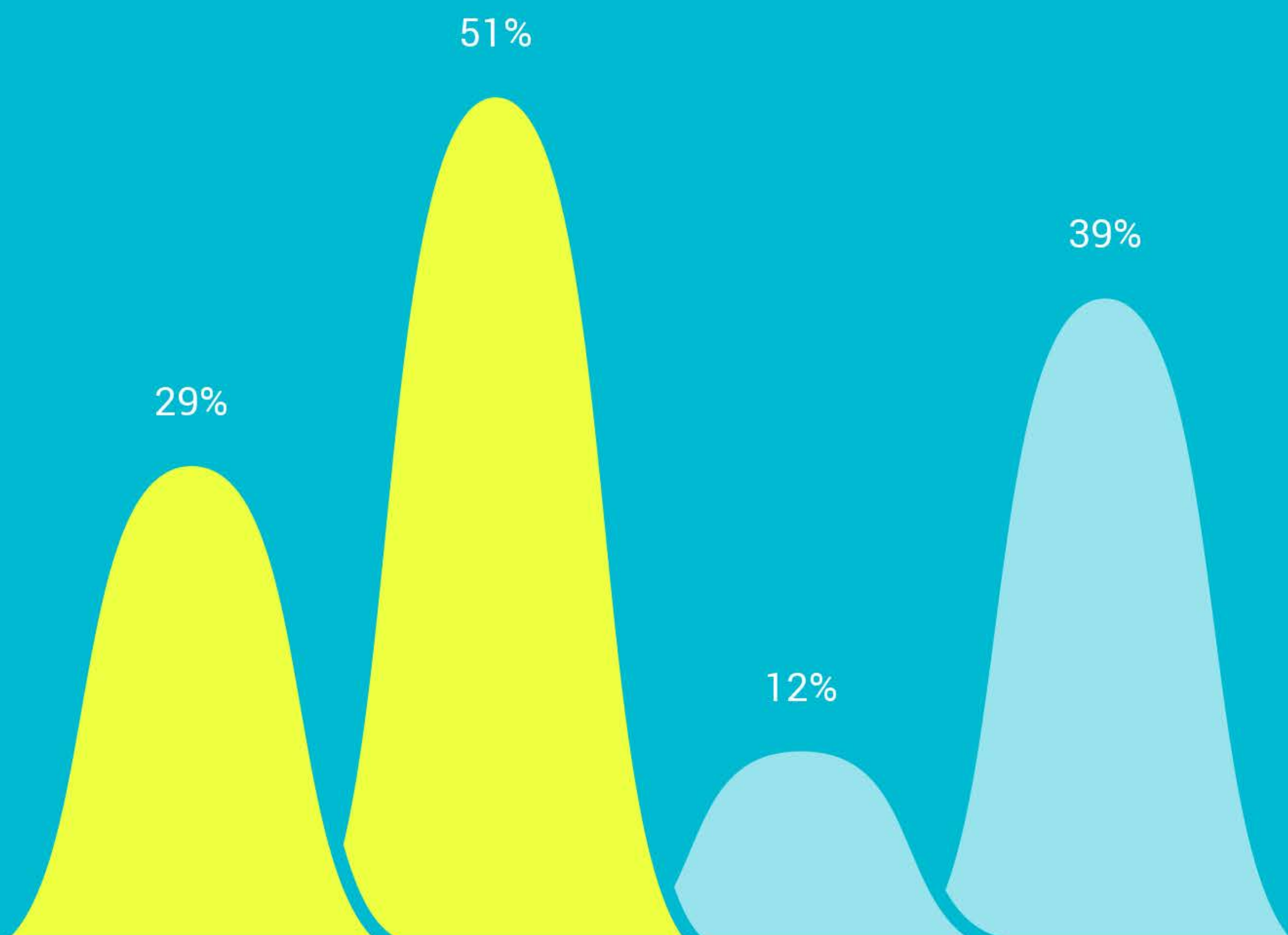
Many people purchase products online.

Question asked:
Where did you make your purchase?

Source:
The Consumer Barometer Survey 2014/15

Base:
Internet users (accessing via computer, tablet or smartphone) | Answering based on a recent purchase (in select categories)

Country
Malaysia



● 29% Research online & purchase online

● 12% Research offline & purchase online

● 51% Research online & purchase offline

● 39% Research offline & purchase offline

Research & Purchase Method (ROPO)

Online research is relevant regardless of the method of purchase. Even for people who don't purchase online, the internet is widely used for pre-purchase research.

Question asked:

Which of these online or offline sources informed your recent purchase, at any stage from getting initial ideas to reaching a final decision? / Where did you make your purchase?

Source:

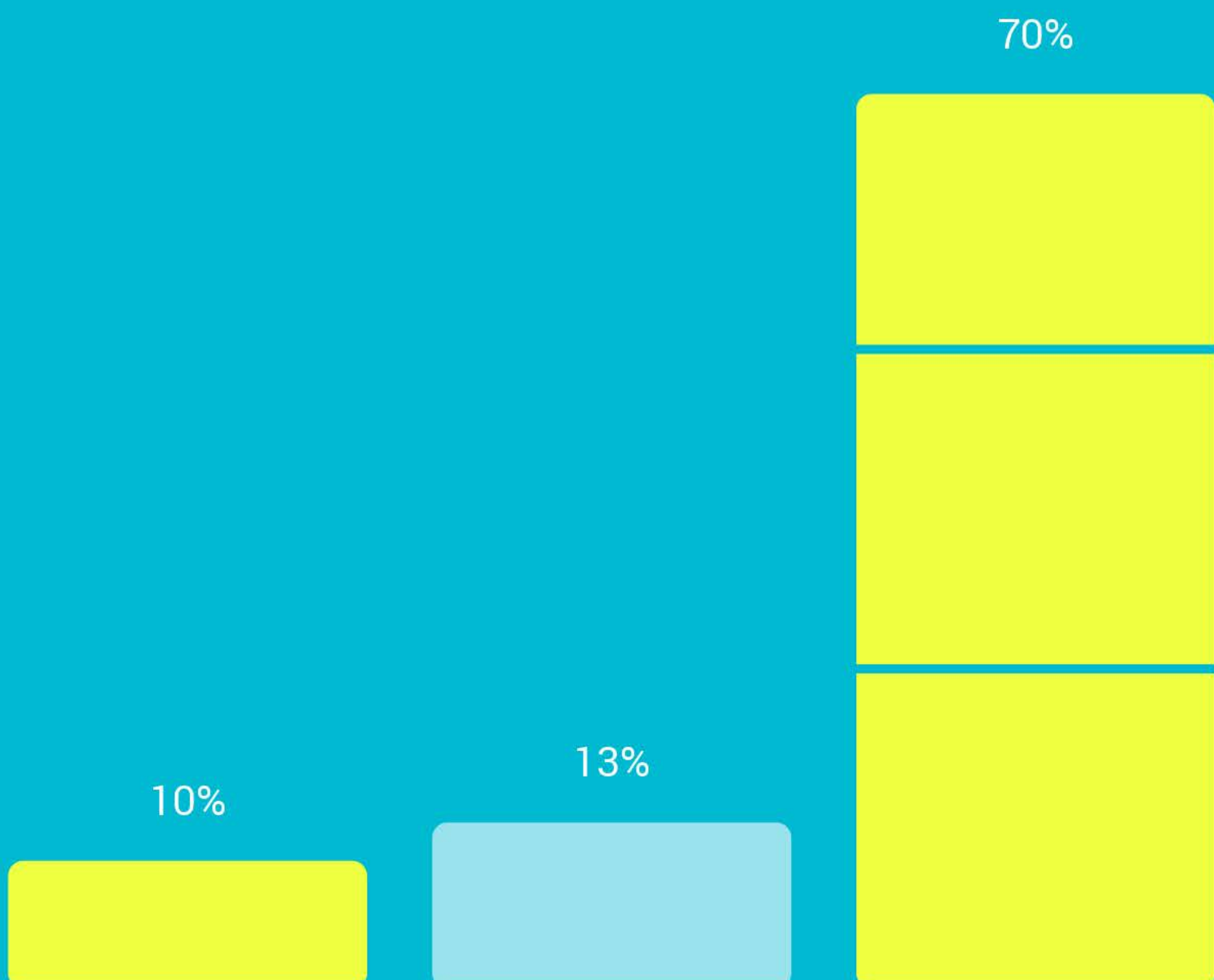
The Consumer Barometer Survey 2014/15

Base:

Internet users (accessing via computer, tablet or smartphone) | Answering based on a recent purchase (in select categories)

Country

Malaysia



- 10% Online research only
- 13% Offline research only
- 70% Both online & offline research

Online & Offline Research Method

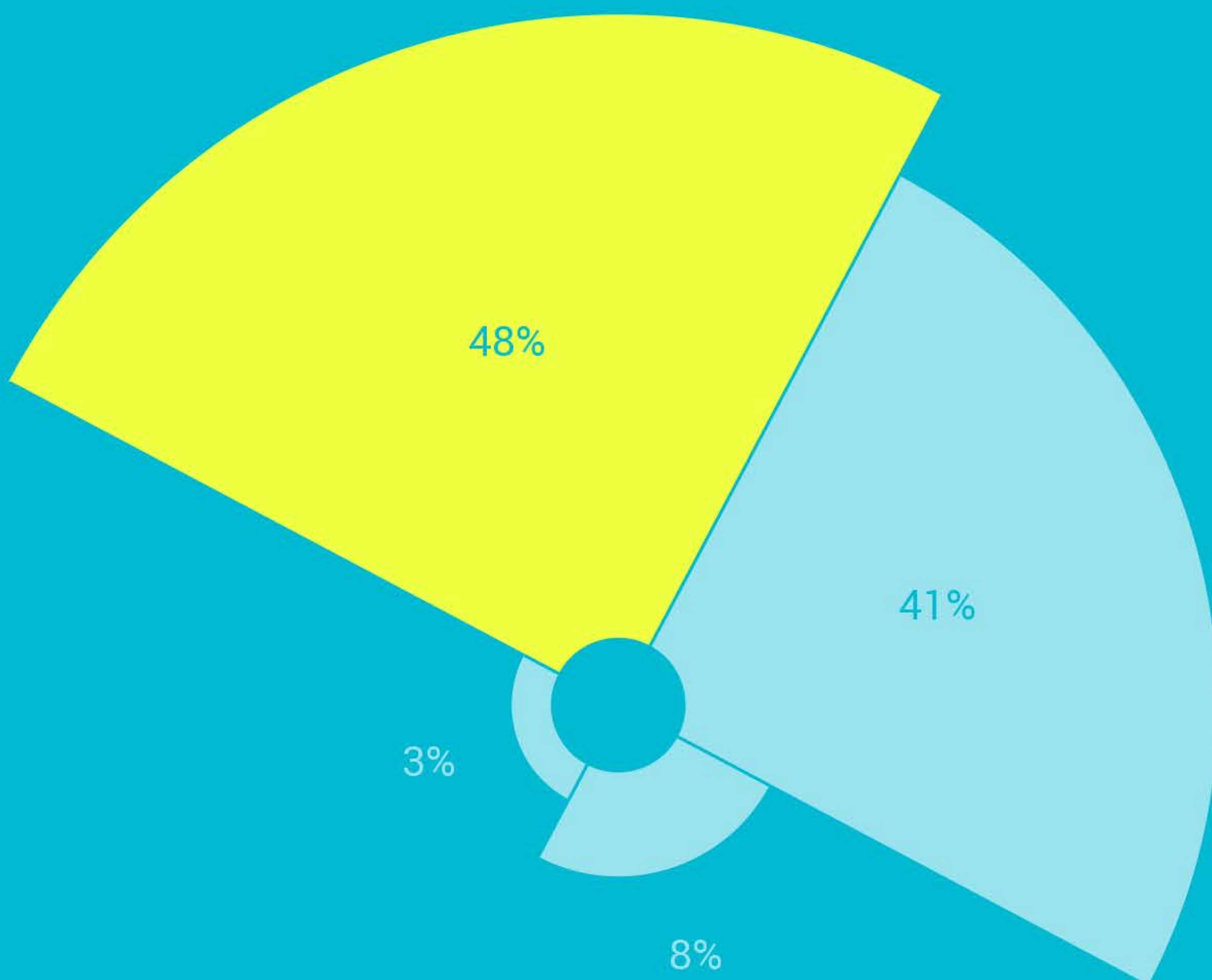
Consumers rely on online information sources throughout the pre-purchase journey, either as the sole source or alongside offline research

Question asked:
Which of these offline sources informed your recent purchase, at any stage from getting initial ideas to reaching a final decision?

Source:
The Consumer Barometer Survey 2014/15

Base:
Internet users (accessing via computer, tablet or smartphone) | Answering based on a recent purchase (in select categories)

Country
Malaysia



- 48% Customer Became Aware Online
- 41% Customer Became Aware in Store
- 8% Customer Became Aware via Phone
- 3% Consumer Became Aware via Other Method

First Source of Product Awareness During Pre-Purchase Research

Online information sources are even key in introducing consumers to products and offers.

Question asked:

How exactly did you first come across this product / offer during product research / shopping?

Source:

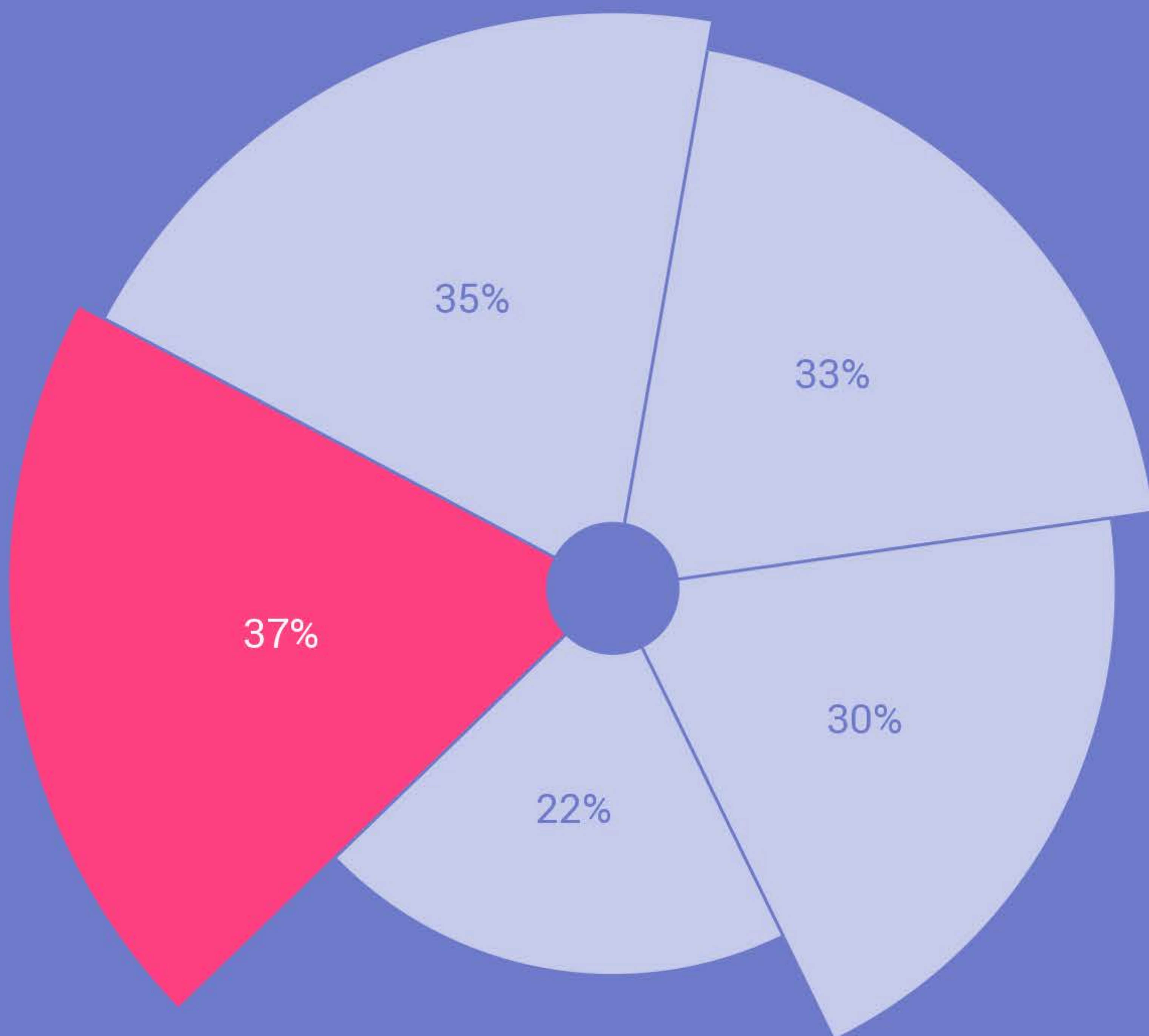
The Consumer Barometer Survey 2014/15

Base:

Internet users (accessing via computer, tablet or smartphone) | Answering based on a recent purchase (in select categories) | Became aware of product purchased during research

Country

Malaysia



- 35% To plan an activity
- 33% To plan a purchase / shopping trip
- 30% Something read, saw or noticed
- 22% To explore the area
- 37% To find a specific product / service

Motivation for Local Search

There are many reasons for consumers to look for local businesses.

Question asked:

What triggered you looking for information about this business?

Source:

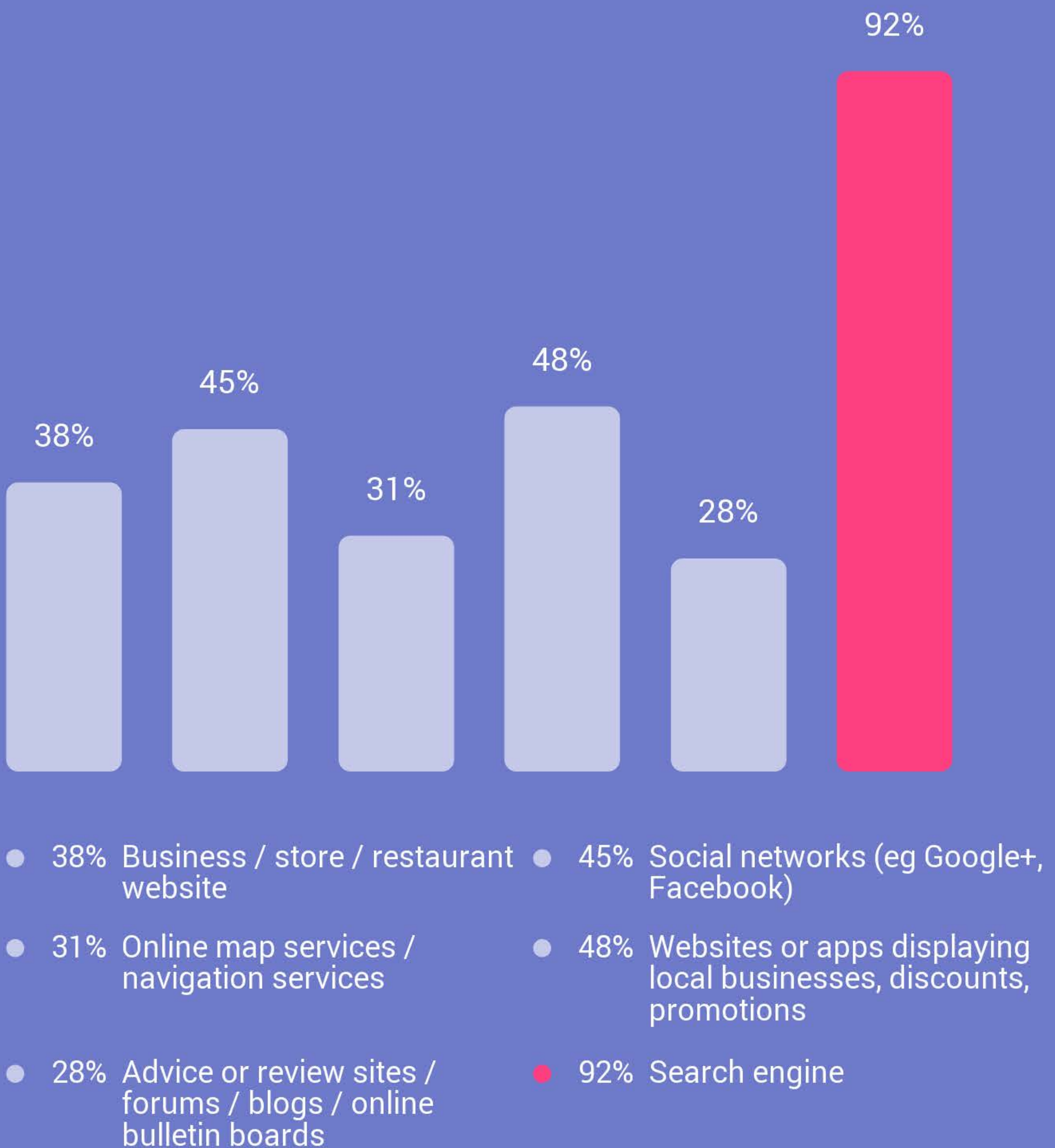
The Consumer Barometer Survey 2014/15

Base:

Internet users (accessing via computer, tablet or smartphone) | Searched for information about local business(es) in the past month

Country

Malaysia



Online Sources of Information

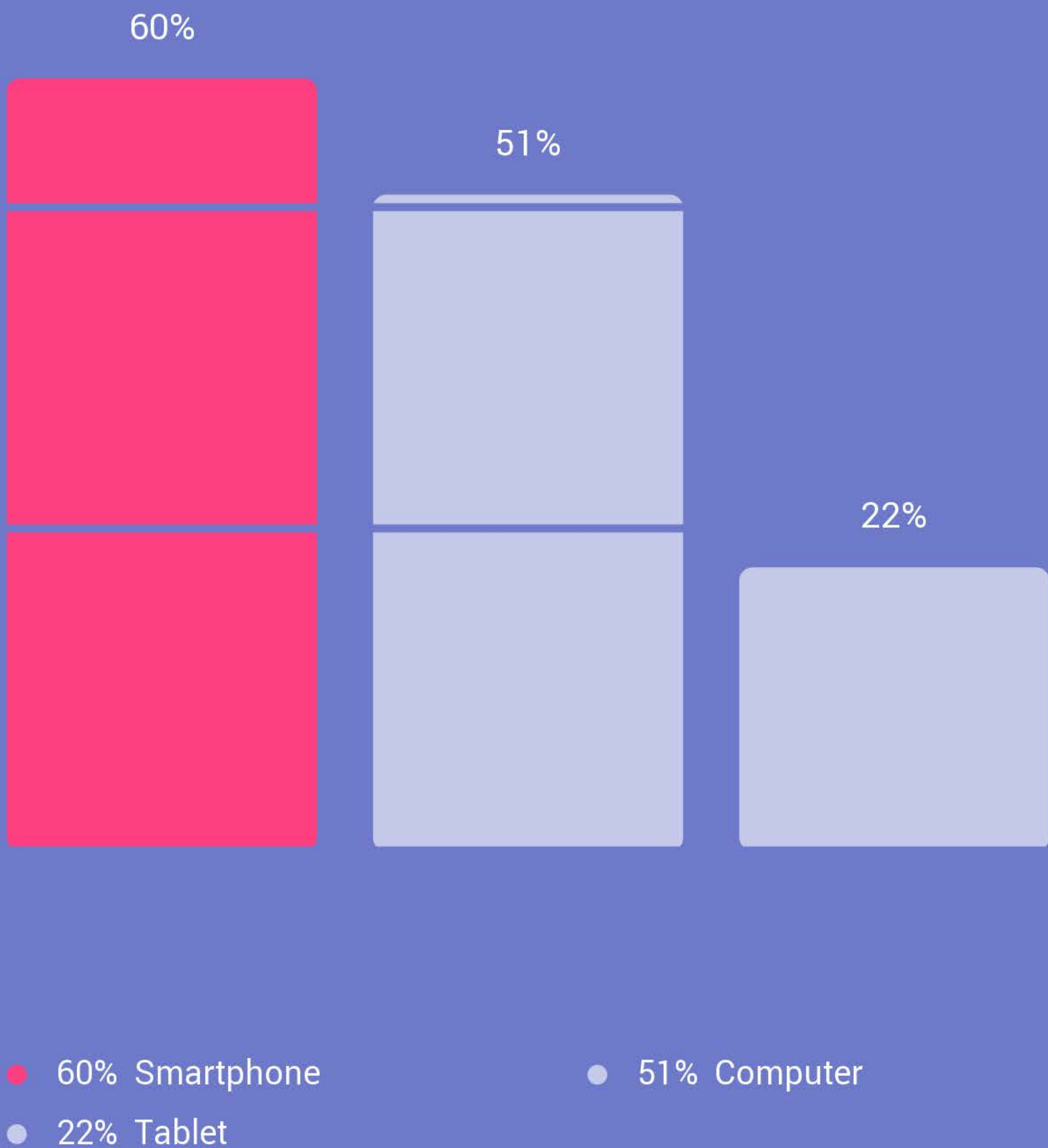
Consumers turn to specific online sources when looking for local businesses - a key opportunity to connect.

Question asked:
Which of the following online sources did you use while looking for information about this business?

Source:
The Consumer Barometer Survey 2014/15

Base:
Internet users (accessing via computer, tablet or smartphone) | Searched for information about local business(es) in the past month

Country
Malaysia



Devices Used for Local Search

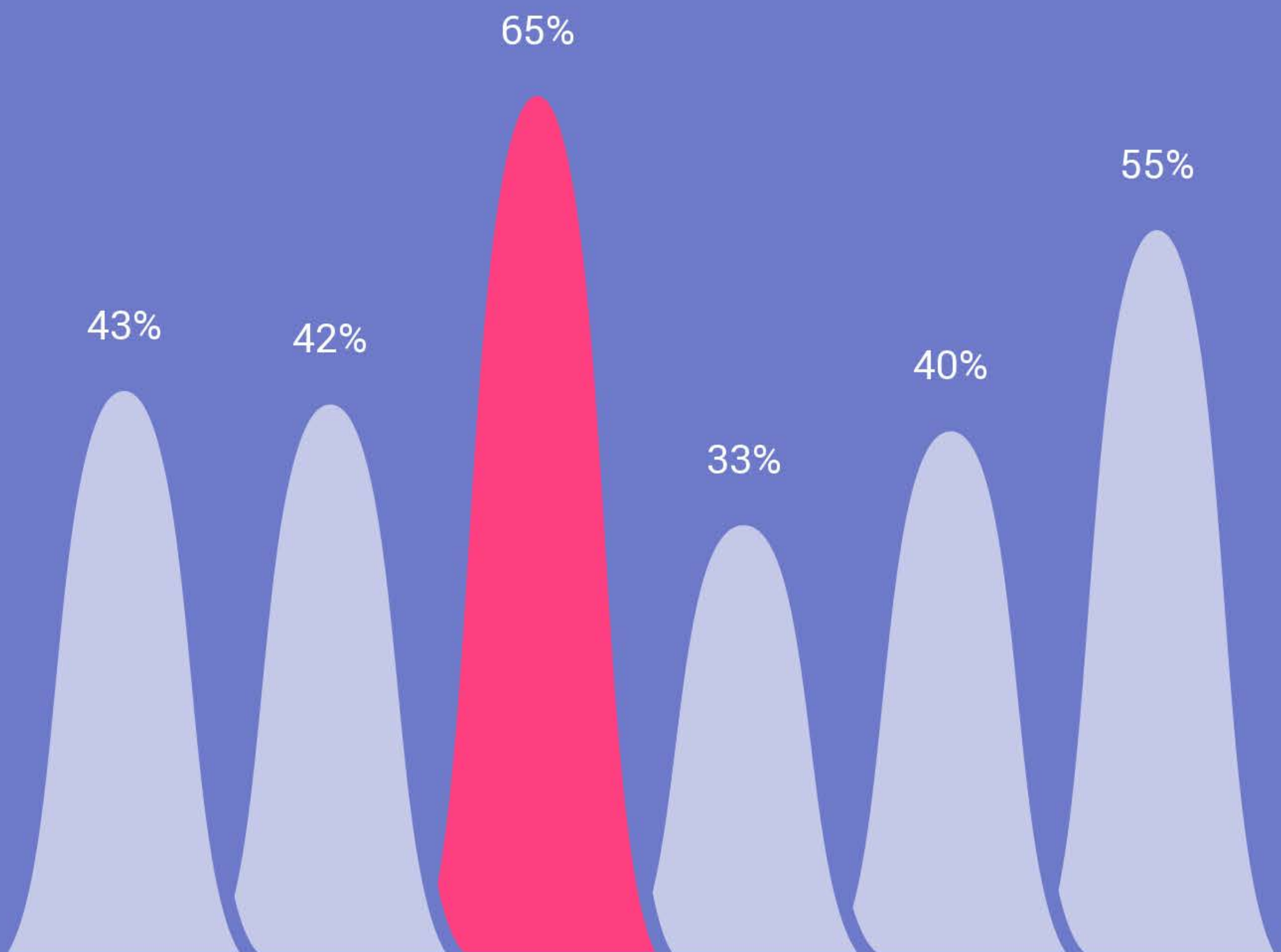
People look for local information across different devices, including smartphones, so it's crucial for businesses to ensure that their site is suitably optimized.

Question asked:
Which devices did you use to look for information online, at any point from the start until you chose a business?

Source:
The Consumer Barometer Survey 2014/15

Base:
Internet users (accessing via computer, tablet or smartphone) | Searched for information about local business(es) in the past month

Country
Malaysia



- 43% Location of business
- 42% Business hours
- 65% Prices
- 33% Reviews or recommendations
- 40% Product or service availability at location
- 55% Promotions, coupons, sales, etc.

Type of Local Business Information Needed

By understanding what consumers look for, businesses are able to ensure the right information is available on their websites.

Question asked:

What type(s) of information were you looking for?

Source:

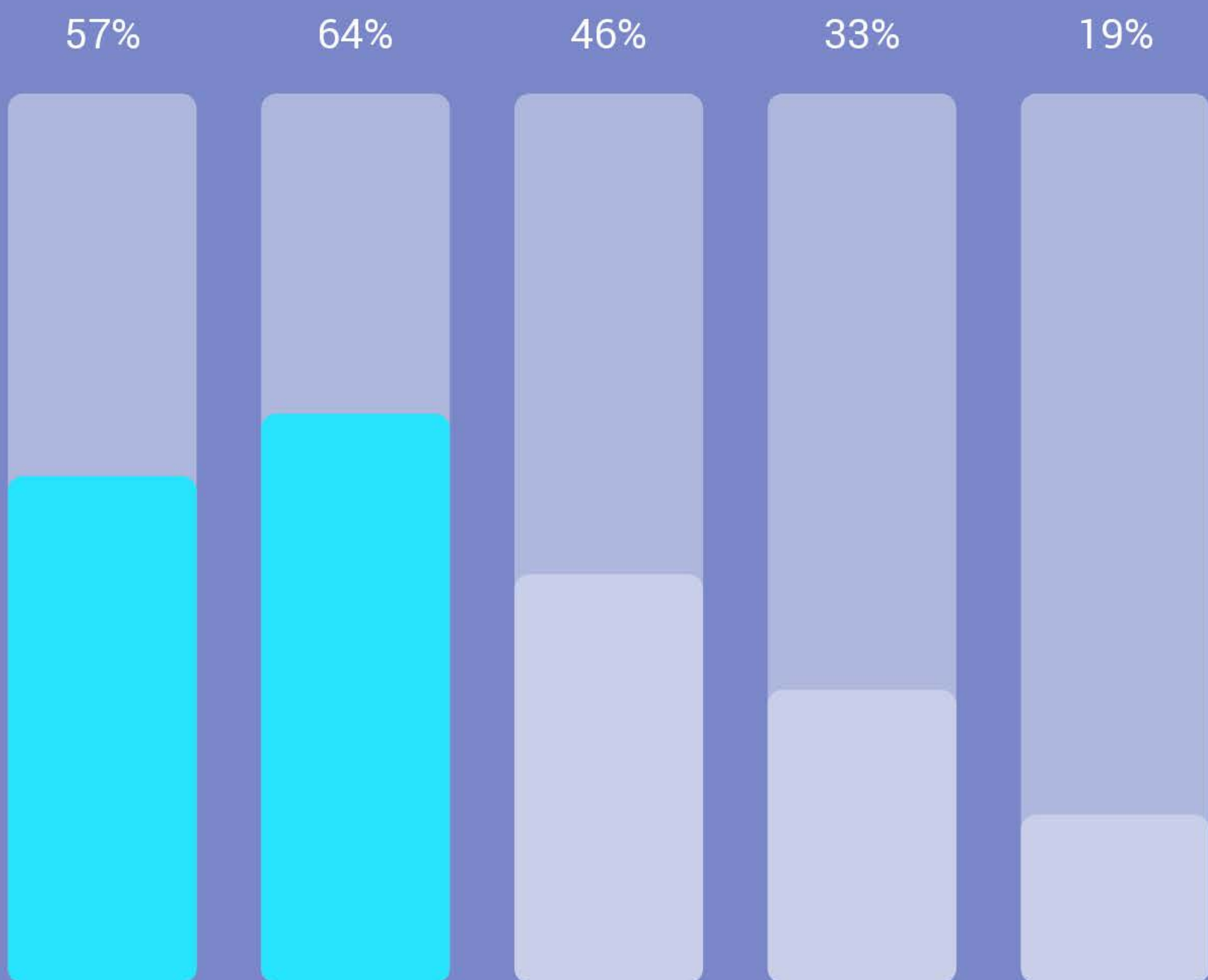
The Consumer Barometer Survey 2014/15

Base:

Internet users (accessing via computer, tablet or smartphone) | Searched for information about local business(es) in the past month

Country

Malaysia



- 57% Under 25 years
- 64% 25-34 years
- 46% 35-44 years
- 33% 45-54 years
- 19% 55 and over

Out-of-Home Online Video Viewership by Age

Young people are among the most likely to view videos while away from home.

Question asked:

In which of the following locations did you watch online video(s) in the past 7 days?

Source:

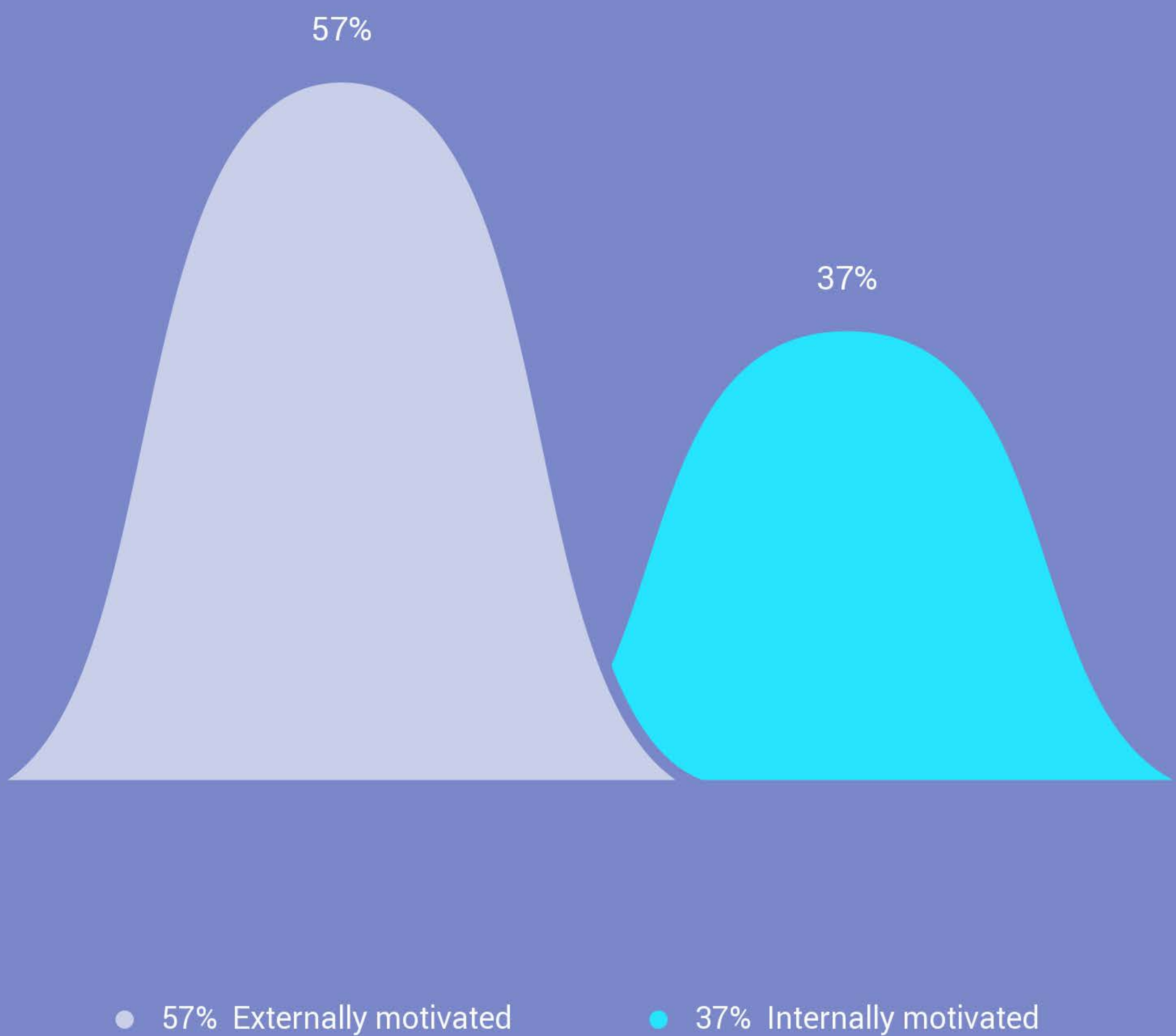
The Consumer Barometer Survey 2014/15

Base:

Internet users (accessing via computer, tablet or smartphone) | Watched online video in the past week

Country

Malaysia



Trigger for Watching Online Video, Under 25s

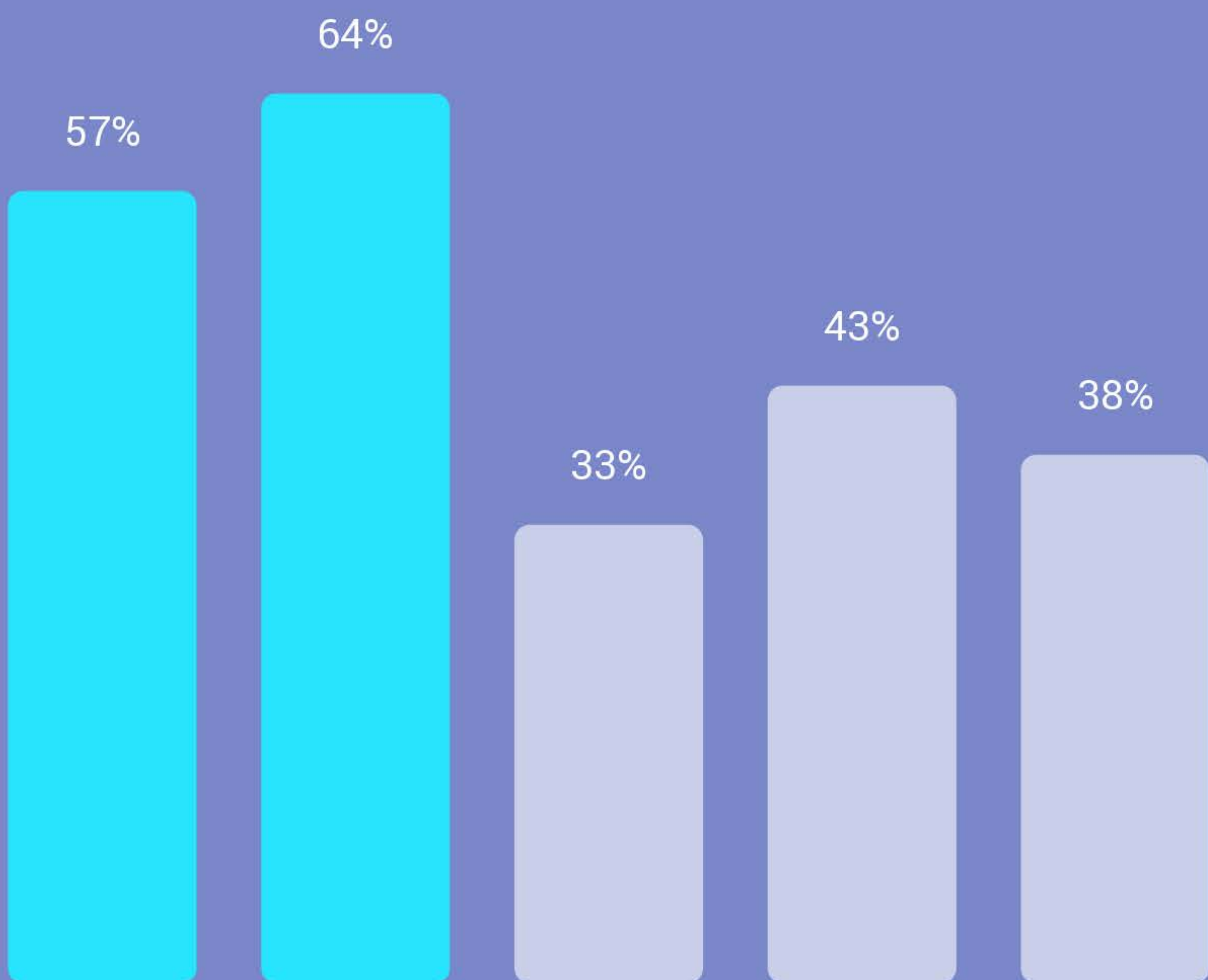
Under 25s are an engaged audience. They often don't need a stimulus for watching online videos and instead are intrinsically motivated.

Question asked:
Did someone or something else encourage or trigger you to watch any of the video(s) (e.g. a notification, advertisement or link from a friend)?

Source:
The Consumer Barometer Survey 2014/15

Base:
Internet users (accessing via computer, tablet or smartphone) | Watched online video in the past week | Answering based on a recent online video session

Country
Malaysia



- 57% To relax / escape
- 64% To be entertained / inspired
- 33% To stay up to date / on top of trends
- 43% To learn something new
- 38% To pursue a hobby / interest

Motivation for Watching Online Video, Under 25s

While there are many reasons for watching online videos, younger audiences often want to relax or be entertained.

Question asked:
Why did you watch online video(s)?

Source:
The Consumer Barometer Survey 2014/15

Base:
Internet users (accessing via computer, tablet or smartphone) | Watched online video in the past week | Answering based on a recent online video session

Country
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