

MALAYSIA CONSUMER TREND REPORT

Uncovering the latest consumer behaviour trend
to make data driven business decisions.



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Executive Summary

This report presents a comprehensive snapshot of Malaysian consumer sentiment, behaviours, and spending priorities in 2025. Developed through a nationally representative survey conducted by Central Force Malaysia, the data captures voices across urban, suburban, and rural populations encompassing citizens aged 18 and above from all states.

In a landscape shaped by persistent economic pressure, rising inflation, and national wage policy adjustments, this study reveals the real financial experiences, attitudes, and evolving shopping behaviours of Malaysian consumers. Key highlights include:

Income Stagnation vs. Rising Living Costs

More than half of Malaysians reported no income increment in the past 12 months — despite the implementation of a national minimum wage policy. At the same time, household expenses have surged, with a significant proportion of consumers reporting increases of over 20%. This mismatch is most pronounced among the B40 and lower M40 income groups, who are struggling to keep up.

Financial Coping and Government Assistance

Among those who received government aid, over 60% spent it on daily necessities, while nearly 21% used it to repay debt or bolster savings. Very few used it on non-essentials, signalling that such assistance is essential for subsistence rather than upward mobility. These findings reflect widespread financial vulnerability and a cautious approach to spending.

Digital and Hybrid Commerce Dominance

E-commerce continues to thrive, with platforms like Shopee, TikTok Shop, and Lazada leading the way. Yet, shopping behaviours are increasingly hybrid: many consumers browse online but buy offline (and vice versa). Trust, transparency, and flexible payment methods (like COD and bank transfers) remain essential to building confidence, especially among rural and older populations.

Festive Spending Still Matters

Despite tightening wallets, Malaysians continue to spend meaningfully during festive seasons. Fashion, food, and travel are top categories. Interestingly, festive shopping cuts across cultural lines, with consumers expressing enthusiasm for celebrations outside their own ethnic backgrounds — a signal for brands to adopt inclusive seasonal marketing strategies.

Financial Outlook: Strained, Yet Not Static

Although 22% of Malaysians report having no emergency savings and many face difficulty covering essentials, nearly 40% are planning major purchases in the next six months. This points to selective optimism — where consumers are open to spending if the value, necessity, or payment flexibility is clear.

Price Sensitivity and Sustainability

While over 90% of Malaysians express interest in eco-friendly products, most are only willing to pay up to 10% more. Concerns about authenticity and accessibility also hold back green purchases. Businesses that address these barriers — particularly through transparency and rewards-based incentives — have a unique opportunity to drive sustainable consumption.

Conclusion

Malaysian consumers are navigating a complex environment of economic stress, cautious optimism, and shifting priorities. They are digitally connected, price-sensitive, and increasingly selective yet still responsive to thoughtful, value-driven offerings.

This report provides actionable insights for brands, retailers, policymakers, and stakeholders looking to adapt in 2025. To stay relevant, businesses must tune into consumer pain points, accommodate evolving hybrid shopping habits, and offer meaningful value — whether through affordability, utility, or purpose-driven innovation.



CEO's Foreword

"In times of rapid change, the greatest danger is not the change itself but acting with yesterday's logic."
- Peter Drucker

At Central Force, we believe research isn't just about asking questions. It's about how we ask them, and why. Every interview we conduct is guided by three core commitments : ethics, quality, and care. These aren't buzzwords. They're the backbone of how we work, and they shape everything from our field protocols to how we report insights. In a time where speed and volume often take centre stage, we choose to focus on dignity, trust, and clarity.

We view data as something personal, not just numbers on a dashboard, but voices, beliefs, and lives. Behind every chart is a real person who chose to share a slice of their story with us. That responsibility is never taken lightly.



Malaysia's economy, too, has a story to tell. One of resilience and momentum. Despite global volatility, Malaysia continues to register solid growth. The 2024 Annual Report by Bank Negara Malaysia points to steady GDP expansion, supported by consumer spending and accelerated digital adoption across industries.¹

But we also know that numbers only tell part of the story. In an era defined by uncertainty and fast-moving change, businesses need more than data. They need insight, rich, timely, and human-centred.

That's why we created the Consumer Trend Report 2025, themed Sunrise. It's our invitation to look deeper into the values, choices, and behaviours shaping Malaysians today. Drawing on a nationally representative CATI survey, this report uncovers key shifts in how people shop, spend, celebrate, and care about sustainability.

We asked one clear question: What do Malaysians really think, feel, and value right now?

The answers may surprise you. They may challenge long-held assumptions. Most importantly, we hope they help you see your consumers not just as segments, but as people.

For business leaders, policy planners, and marketers alike, we believe this report offers something vital: a clearer view of where the market is heading and how to stay in tune with it. Let this be your compass.

See Toh Wai Yu

¹ Bank Negara Malaysia. Annual Report 2024. Published March 2025.

Why Consumer Trend Report 2025 ?

As Malaysia enters a phase of economic recalibration and cautious optimism, understanding the mindset of the everyday consumer has become both a commercial necessity and a strategic imperative.

The Consumer Trend Report (CTR) 2025 was developed to address this very need, offering an evidence-based, ground-level perspective on how Malaysians are spending, saving, and making trade-offs in a landscape still shaped by inflationary aftershocks, digital disruptions, and evolving cultural expectations.

At the heart of this report is a simple mission, to equip local businesses, particularly SMEs, with consumer insights that are clear, relevant, and immediately actionable.

The Current Economic Landscape

As we enter 2025, Malaysia's economic footing shows steady resilience and signs of forward momentum. According to the Department of Statistics Malaysia (DOSM)¹, the country recorded a solid 4.4% GDP growth in Q1 2025, fuelled primarily by robust private consumption and stable domestic demand.

Meanwhile, Bank Negara Malaysia (BNM)² reports inflation holding at a manageable 1.5%, offering consumers a slight reprieve from the inflationary pressures experienced throughout 2022 and 2023. The labour market has also remained stable, with the unemployment rate steady at 3.1%, reflecting a more confident hiring landscape.

Globally, the OECD's Economic Outlook³ for 2025 forecasts Malaysia's full-year GDP growth at 3.8%, citing ongoing regional trade recovery, measured fiscal easing, and improving household incomes as key contributors.

The Value of This Report

While macroeconomic metrics offer an important lens, they do not capture the full texture of consumer decision-making at the ground level — especially in a culturally complex and economically stratified market like Malaysia. That is where this report comes in.

The CTR 2025 delivers focused insights across key consumer dimensions, including:

- Digital and hybrid shopping behavior
- Perceptions of sustainability and value
- Festival-linked spending uplift
- Financial optimism and purchasing caution
- Consumer responses to packaging and branding signals

These insights are drawn from a nationwide Computer-Assisted Telephone Interviewing (CATI) survey of 500 respondents, aged 18 and above, conducted across all states and territories in Peninsular and East Malaysia.

¹ Department of Statistics Malaysia, Advance Gross Domestic Product (GDP) Estimates First Quarter 2025. Published April 2025. https://www.dosm.gov.my/site/downloadrelease?admin_view=&id=advance-gross-domestic-product-gdp-estimates-first-quarter-2025&lang=English

² Bank Negara Malaysia, Quarterly Bulletin - First Quarter 2025. Published May 2025. <https://www.bnm.gov.my/-/gb25q1-en-us>

³ OECD, Economic Outlook - Volume 2025 Issue 1: Malaysia. Published June 2025. <https://www.oecd.org/economic-outlook/june-2025/>

What This Report Means to Businesses?

At its core, the Consumer Trend Report (CTR) 2025 is more than just a compilation of data, it is a strategic tool for decision-makers navigating the realities of a post-pandemic, value-conscious consumer landscape.

As Malaysian households continue to recalibrate their spending in response to rising costs, accelerated digital adoption, and evolving cultural expectations, businesses need more than macroeconomic projections. They require grounded, localised insights that reflect real consumer behaviour — insights that are both timely and actionable. This report delivers exactly that.

The findings reveal a clear shift: Malaysian consumers are becoming more cautious, pragmatic, and driven by value. For businesses, success in 2025 will depend on their ability to not just identify trends, but to strategically align with the lived experiences, financial pressures, and expectations of today's Malaysians.

For Product Owners & Research & Development

The findings highlight which product attributes (such as eco-friendly packaging, festive relevance, or online convenience) are gaining traction. This allows product teams to prioritise innovation in areas that actually resonate with Malaysian buyers — not assumptions.

For SME Business Owners & Retailers

This report is particularly meaningful for small business owners who may not have access to big-data tools. It distils consumer sentiment across demographics like age, race, income, education, and location — allowing businesses to better understand the people walking through their doors or browsing online.

For Marketers & Brand Strategists

By uncovering how different consumer groups respond to value messaging, digital touchpoints, and cultural cues, the report offers clear signals on how to sharpen positioning, craft relevant campaigns, and deploy more emotionally attuned storytelling across channels.

For Policy Maker & Programme Developers

Government-linked organisations, chambers, and support programmes can use the data to design more grounded, evidence-based outreach initiatives — particularly in areas like financial literacy, digital adoption, and sustainable trade practices.

Methodology

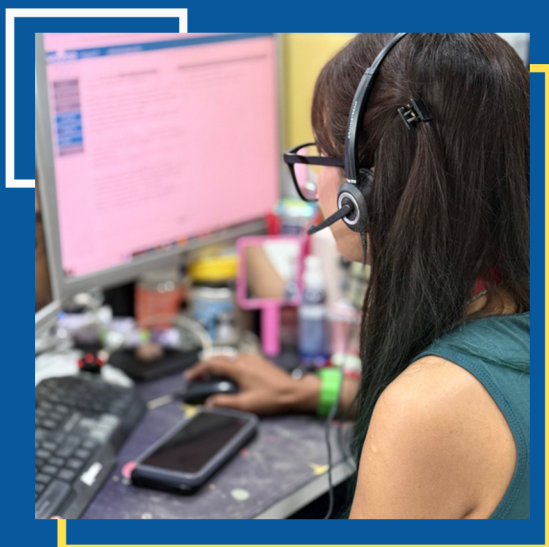
This report is based on a nationally scoped, quantitative telephone survey conducted via **Computer-Assisted Telephone Interviewing (CATI)**.

The study was carried out by Central Force as part of our regular CATIBUS omnibus research program, aimed at delivering timely, actionable insights to inform decision-making for businesses, government, and civil society stakeholders.

Survey Objectives

The primary objective of this wave was to explore Malaysian consumer attitudes, motivations, and behaviors related to:

- Sustainability and value-driven consumption
- E-commerce and hybrid shopping patterns
- Seasonal and festive spending
- Economic confidence and budgeting strategies



Sampling Design

This wave of the study employed a single-frame, mobile-only Random Digit Dialing (RDD) approach using Computer-Assisted Telephone Interviewing (CATI) methodology. This method ensures a scientific, probability-based sample that is representative of the target population.

A simple random sampling technique was applied to generate the mobile phone numbers:

- a. Mobile numbers were generated via simple random sampling, while landline numbers were generated via stratified simple random sampling.
- b. Numbers were sampled without replacement within the survey wave.
- c. However, numbers can be reintroduced into the sample frame for subsequent waves, should there be continued studies.

A target sample size of 500 respondents was achieved, distributed in proportion to the Malaysian adult population using available data from the Department of Statistics Malaysia (DOSM) and recent national surveys. The survey did not apply weights to the data in this report, but raw frequency distributions and demographic breakouts are provided to support interpretation.

Respondent Eligibility

To participate, respondents had to:

- Be Malaysian citizens aged 18 years or older
- Be currently residing in Malaysia
- Have access to a mobile phone line
- Be comfortable communicating in Bahasa Malaysia, English, or Mandarin, based on their language preference

There were no quota but respondents were screened to ensure requirements were met and that responses reflected the views of both working and non-working populations across urban and rural areas.

If the respondent refused to participate during any contact attempt or could not be reached after five contact attempts, the phone number was not attempted again and was replaced by the next appropriate phone number in the sample.

Fieldwork Execution

The fieldwork took place between [insert start date] and [insert end date], using CFI's in-house CATI (Computer-Assisted Telephone Interviewing) facilities right here in Kuala Lumpur. All interviews were conducted by a trained team of telephone interviewers, with real-time supervision and smart scheduling tools to make sure calls were spread fairly across time zones and days.

Every interviewer followed a consistent process:

- Verbal consent was obtained before starting any interview
- Questions were asked exactly as programmed in the CATI system — no improvisation
- Probing was kept neutral and only used when clarification was needed
- Respondents were matched with interviewers who spoke their preferred language to ensure smooth communication and understanding

This approach helped us ensure quality, consistency, and comfort throughout the entire data collection process.

Quality Assurance

Multiple layers of quality control were implemented throughout:

- Pre-field pilot testing was conducted to identify question flow issues and logic errors
- Live monitoring and spot-checks during fieldwork to assess adherence to scripts and protocols
- Audio recordings of all calls were reviewed for at least 10% of total interviews, with a focus on consistency, tone, and probing quality
- Automated logic checks and validations were embedded within the CATI system to flag inconsistent or incomplete responses in real time

Interviewers received daily briefings and feedback, and any interview flagged with quality issues was removed and reattempted with a new respondent.

Data Handling and Limitations

Data from the CATI system was directly exported into a centralized database. Cleaning procedures included:

- Removal of partial or ineligible completes
- Manual spot-checks of open-ended coding
- Review of outlier values and invalid entries

The dataset used for analysis reflects only valid, completed interviews, and no imputation or weighting was applied. All analyses presented in this report are based on unweighted frequencies, and subgroup comparisons are made with caution due to limited base sizes in certain categories.

As with all survey-based research, the findings are subject to limitations such as:

- Non-coverage bias from households without active phone lines
- Response bias related to self-reported behaviors
- Sampling variance due to the modest base size (N=500), which may not capture low-incidence subgroups

Reader's Guide

How to Make the Most Out of This Report

This isn't just a collection of survey results. It's a conversation starter. The Consumer Trend Report 2025 was written with everyday people in mind, not just analysts or strategists. It's no-frills, easy to understand, and designed so that anyone can read it, even your children. We didn't want complexity to get in the way of clarity.

Our goal isn't just to inform, but to spark ideas, challenge assumptions, and inspire actions grounded in real Malaysian data.

To help you get the most out of it, here are a few things to look out for, along with some simple guiding questions to keep asking yourself as you read:

Two Special Add-Ons

Each major data point comes with two important subsections:

So What?

This unpacks the relevance of the finding. What does this shift in behaviour or opinion actually mean? Why does it matter?

Boss Listen!

This goes a step further. It translates insight into action, showing how the data could shape business decisions, strategic pivots, or new opportunities. It's built with business owners, brand managers, and policymakers in mind.

Ask Yourself While Reading

Don't just absorb. Challenge and reflect. Ask:

How does this data matter to me or my business?
How might this insight apply to a real decision I'm facing?
What other data or stories would deepen my understanding?
How reliable and current is this data, and how was it collected?

You'll find context throughout the report on methodology, sampling, and data integrity, because transparency is everything.



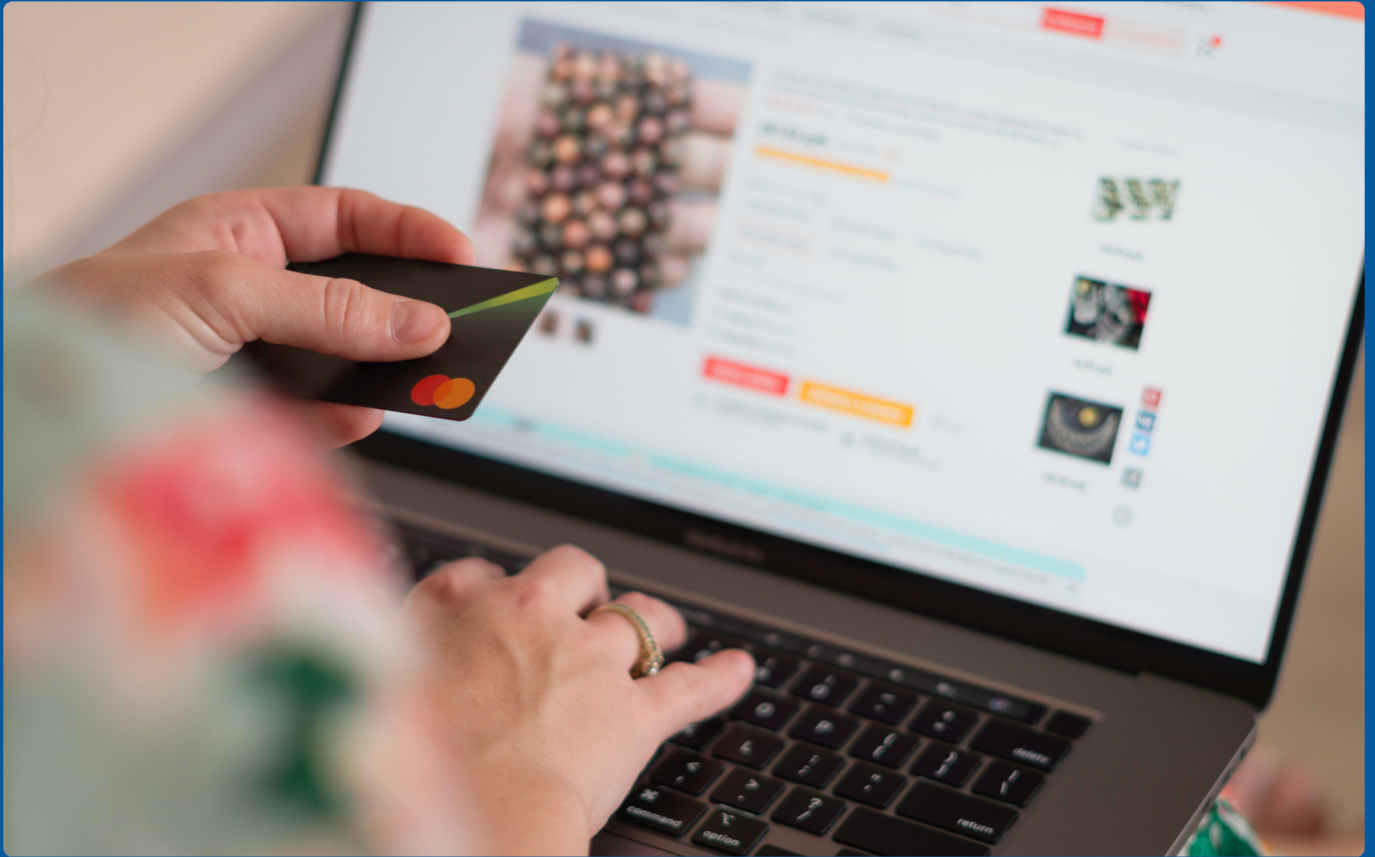
**We want to hear
from you!**

We Want to Hear From You

This report is only the beginning of a much larger conversation. If something here sparks an idea, a doubt, or a "this reminds me of something I saw on the ground," we want to know.

Scan the QR code at the end of this report to drop us your thoughts. Submit one, two, ten — we don't mind. Our editorial team is ready to listen, and we value every bit of feedback.

Online Shopping & E-Commerce



Many Businesses in Malaysia often ask:

"Should I sell online, open a physical store, or do both?"

Malaysia's e-commerce sector continues to grow steadily, with RM292.3 billion in income recorded in Q1 2024, according to the Department of Statistics Malaysia.¹ Platforms like Shopee, Lazada, and TikTok Shop have become household names, transforming shopping into a mobile-first, highly social experience.

While this presents major opportunities, it also brings new pressures. SMEs face rising competition, platform costs, and logistics challenges, while consumer expectations for speed and service keep increasing. The line between online and offline is fading — and businesses must now think in hybrid terms.

This section explores where Malaysians are shopping online, what influences their choices, and how businesses can stay competitive in an increasingly digital-first world.

¹ Department of Statistics Malaysia, Malaysian Economic Statistics Review (MESR), August 2024, https://storage.dosm.gov.my/analysis/mesr_2024-08_en.pdf

Key Findings

87.8%

Online Shopping

12.2%

Offline Shopping

Malaysian's Preferred Shopping Method

27.9%

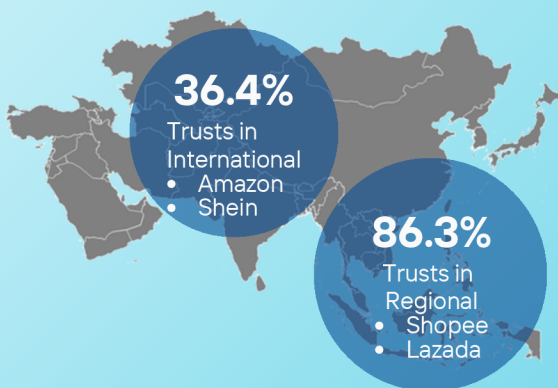
Prefer to see and touch the product



45.9%

Not Interested!

Changing **OFFLINE** shoppers to shop **ONLINE?**



People have **more trusts** on **Regional Online Shopping Platform**, compared to international.



Digital buying habits are **highly consistent**.



Price-sensitive consumers are highly active online.

66.4%

Monthly Income **Under RM 5,000**

Rural users prefer to browse online but **buy in-store**.



Urban consumers in KL and Selangor **shop online** more frequently.



Top 3 Platforms Preferred for Online Shopping

37.3% of Malaysians choose Shopee as their top platform for online shopping, with TikTok Shop coming in strongly at 28.4%, showing rapid growth and consumer interest especially among younger audiences. Lazada trails far behind at only 9.5%, indicating a shrinking preference.

Lazada 9.5%

TikTok Shop

28.4%

Shopee

37.3%

So What?

Shopee remains the dominant e-commerce platform in Malaysia, but TikTok Shop is quickly gaining ground.

Boss Listen!

Focus sales and marketing budgets on Shopee and TikTok Shop. If you're not building content for TikTok or optimizing listings on Shopee, you're missing where Malaysians actually shop.

Top 3 Factors Influencing Online Purchase Decisions

With rising living costs, it's no surprise that 39.4% of Malaysians say price is their top priority when shopping online. Customer reviews (16.4%) and product quality (12.9%) also matter, reflecting a cautious and informed buyer mindset especially among value-conscious segments.

Price

39.4%

Customer Reviews

16.4%

Quality

12.9%

So What?

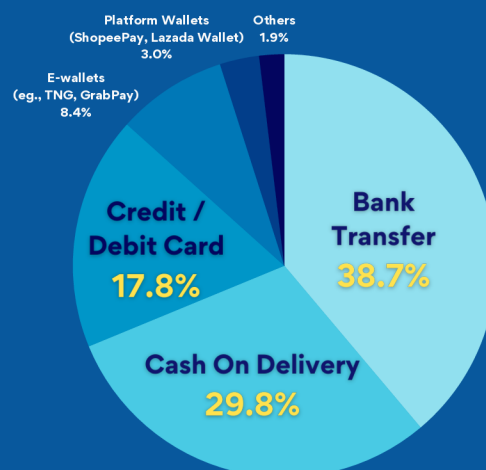
To win online, sellers need to focus on **clear pricing**, **visible reviews**, and **assurance of quality**. Marketing alone isn't enough, the product experience must back it up.

Boss Listen!

Compete on pricing, but don't neglect reviews. Encourage customer feedback, display ratings prominently, and maintain a high-quality product experience. If people can't trust your product or see others using it, they'll move on.

Top 5 Online Payment Methods

To avoid losing potential sales, businesses must offer flexible payment options, especially FPX and Cash on Delivery, which are still widely preferred. Despite advancements in fintech, many Malaysians still stick to familiar, safe payment options. Bank transfers/FPX (38.7%) lead, followed by Cash on Delivery (29.8%) suggesting that trust and convenience are still key. Cards and e-wallets are catching up but haven't overtaken more traditional methods yet.



So What?

This shows that there may still be some skepticism over cards or e-wallet payment methods and Malaysian consumers tend to prefer more traditional payment methods such as FPX and COD.

Boss Listen!

Offer multiple payment choices — especially FPX and COD. If your checkout only takes cards or e-wallets, you'll likely lose budget-conscious or skeptical shoppers. Build trust with payment options customers already use.

What Consumers Want Improved in Online Shopping

Faster Delivery 19.4%

Lower delivery cost 17.5%

Better product quality 13.0%

More reliable sellers 7.5%

Easier return / refund process 7.1%

So What?

Shoppers expect not just low prices, but also fast, affordable, and reliable service, **logistics and product trust must be core to your strategy.**

Boss Listen!

Partner with reliable couriers. Offer free or flat-rate shipping when possible. Communicate shipping timelines transparently. The product may win the cart, but logistics wins repeat customers.

Reasons Why Offline Shoppers Don't Shop Online.

27.9%

Prefer to see/touch products before buying

26.2%

Lack of digital know-how

9.8%

Not accessed to online payment methods

What would make them shop online?

45.9%

Offline shoppers says "Not interested"

So What?

A significant portion of consumers remain firmly rooted in offline shopping due to tactile habits and digital exclusion. This signals a stubborn gap that digital strategies alone can't close. Physical presence and hybrid models still matter.

Boss Listen!

Offline shoppers say no offer would move them online, so let's stop trying to convert them. Instead, double down on hybrid strategies and maintain strong offline channels where it counts, without burning resources on a digital push that won't land.

Offline Shoppers Preferred Shopping Locations

Local Markets
9.8%



Shopping Malls / Physical Stores
90.2%

So What?

Modern retail still holds sway for offline consumers — meaning shopping malls and branded physical outlets remain highly relevant, especially for non-digital users.

Boss Listen!

If your audience skews offline, prioritize presence in malls or branded pop-ups. Use physical spaces not just to sell, but to guide customers toward your digital platforms.

Hybrid Shopping Behaviors (National vs Regional)



43.2%

Browse in-store,
Buy online

42.2%

Browse online,
Buy in-store

Central Region

Kuala Lumpur
Selangor
Putrajaya

34.97%

Buy in-store

49.08%

Buy online

North Region

Perlis
Kedah
Penang
Perak

47.66%

Buy in-store

40.19%

Buy online

South Region

Melaka
Negeri Sembilan
Johor

39.56%

Buy in-store

42.86%

Buy online

East Coast

Kelantan
Pahang
Terengganu

51.85%

Buy in-store

35.80%

Buy online

East Malaysia

Sabah
Sarawak
Labuan

43.10%

Buy in-store

43.10%

Buy online

So What?

Shopping journeys are blended and vary by region. Businesses in Malaysia should tailor marketing and sales strategies to combine both online and offline touchpoints, especially in less urbanized states.

Boss Listen!

Don't give up on offline. Consider hybrid models like "see offline, buy online" or retail activations to bridge trust gaps. Educate customers with simple guides or staff assistance at events or pop-ups.



What Should Businesses in Malaysia Do?

Adopt a Hybrid Commerce Strategy

Malaysian consumers do not shop in only one channel. Many browse online before buying in-store, or vice versa. For Businesses in Malaysia, this means ensuring that both physical and digital touchpoints are working together.

- Physical stores remain important for consumers who want a tactile experience.
- Online platforms offer convenience, price comparison, and product discovery.
- Top online purchase drivers: price, customer reviews, and fast delivery.
- Businesses in Malaysia can bridge online and offline experiences through tools such as QR codes in-store, online-only promotions, or WhatsApp ordering.

Focus on Regional E-Commerce Platforms

Platforms such as Shopee and Lazada enjoy significantly higher trust among Malaysian consumers compared to international sites. Businesses in Malaysia looking to build visibility and consumer trust should prioritise these local platforms in their e-commerce strategy.

Target the Value-Conscious Shopper

With two-thirds of monthly online shoppers earning less than RM5,000 a month, value is a key driver. Businesses in Malaysia should consider offering:

- Bundle promotions
- Free or discounted shipping
- Voucher codes and seasonal deals

Reach Out to Rural Consumers Through Offline Channels

Consumers in rural areas may browse online but still prefer to make purchases offline. For this segment, Businesses in Malaysia can consider:

- Cash-on-delivery (COD) options
- Product sampling through roadshows or kiosks
- Presence in local stores or markets

Conclusion

The Malaysian retail landscape is evolving, but online and offline channels do not compete, they complement each other. Businesses in Malaysia that integrate both approaches are better positioned to reach a broader audience, build stronger customer trust, and drive long-term growth.

Online is essential.

Offline is still relevant.

A thoughtful hybrid strategy is the way forward.

Men Behind the Scene



Credits to the team at

Central Force International

Marketing Team
Operation Team
Data Processing Team
Quality Control Team
Finance Team
IT Team
MIS Team
Admin & HR Team



Who is Central Force?

Central Force International

Driven by Ethics, Quality, and Care — Committed to Data that Drives Real Decisions

At Central Force, we don't just collect data — we listen, we decode, and we translate it into real-world, actionable insights that matter. Built on the backbone of ethics, quality, and care, we've spent over two decades helping businesses, governments, and organisations cut through noise with evidence-based clarity.

We specialise in end-to-end research. That means from questionnaire design to fieldwork, to analytics and reporting — everything is done in-house, handled by professionals who care about precision and purpose just as much as you do.

Whether you want to understand your customer better, map public sentiment, or validate business strategies, we provide solutions that are sharp, practical, and fully customised.

Our Reach

We're proudly headquartered in **Malaysia**, but our research footprints extend far across **Southeast Asia** and even into the **Middle East**.

Whether it's a consumer insight project in Jakarta, a healthcare study in Riyadh, or B2B interviews in Bangkok — we're on the ground and in the know.

Member/Country Representative of:

ESOMAR²⁵
Corporate

MRS
MARKETING RESEARCH SOCIETY MALAYSIA

WIN
Worldwide Independent Network Of Market Research

WAPOR
WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

Member
AAPOR
Transparency Initiative
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

Our Specialties



B2C Consumer Research

Understand what drives purchase, loyalty, and perception



B2B Research

Tap into the minds of decision-makers and professionals



Healthcare Studies

From patient pathways to specialists insights



Public Opinion Polling

What does the nation really think? We find out



Customer Satisfaction Surveys

Know where you stand with the people that matter most



Contact us
for a coffee
treat!

Let us help you turn real
opinions into real strategies.

Appendix



Questionnaire Design

Frequency Table

Questionnaire Design

The survey instrument comprised 22 structured questions, covering both closed-ended and open-ended formats. The questionnaire was developed collaboratively by CFI's research and fieldwork teams, with input from sector experts. It included four core thematic modules:

1. Digital & Hybrid Commerce
2. Spending & Consumer Confidence
3. Seasonal and Festive Uplift
4. Value Sensitivity & Sustainability

The instrument included two open-ended questions to allow for spontaneous, unaided opinions on consumer motivations and aspirations.

The average survey duration was approximately 18 minutes, carefully calibrated to minimize respondent fatigue while collecting quality data.



**Scan QR code to
access the full
questionnaire**

Section 1: Online Shopping Behavior

1. Which 3 platforms do you prefer most for online shopping? Please rank them in sequence as 1st, 2nd, and 3rd.

- 1b. How often do you usually buy things online?

2. Which of the following best describe your purchase behaviour?

3. What are the top 3 things you consider most when deciding to buy something online? Please rank them in sequence as 1st, 2nd, and 3rd.

4. How much do you trust the following types of online shopping platforms?

5. What is your preferred payment method when shopping online?

6. If there is one thing you could improve about online shopping in Malaysia, what would it be?

Section 1a: Offline Shopping Behavior

7. What is the main reason you do not shop online? (SA)

8. What would make you consider shopping online in the future?

9. Since you don't shop online, what kind of places do you usually shop at?

Frequency Table

Gender	Frequency	Percent
Male	288	57.6%
Female	212	42.4%
Total	500	100%

Age Group	Frequency	Percent
18 – 24 Years Old	105	21%
25 – 34 Years Old	159	31.8%
35 – 44 Years Old	122	24.4%
45 – 54 Years Old	66	13.2%
55 and above	48	9.6%
Total	500	100%

Ethnicity	Frequency	Percent
Malay	350	70%
Chinese	76	15.2%
Indian	25	5%
Aboriginal	38	7.6%
Other	11	2.2%
Total	500	100%

State	Frequency	Percent
Kedah	36	7.2%
Penang	33	6.6%
Perak	35	7%
Perlis	3	0.6%
Selangor	120	24%
Negeri Sembilan	20	4%
Malacca	16	3.2%
Johor	55	11%
Pahang	25	5%
Terengganu	16	3.2%
Kelantan	40	8%
Sabah	30	6%
Sarawak	26	5.2%
Federal Territory: Kuala Lumpur	41	8.2%
Federal Territory: Putrajaya	2	0.4%
Federal Territory: Labuan	2	0.4%
Total	500	100%

Strata	Frequency	Percent
Urban	258	51.6%
Suburban	108	21.6%
Rural	132	26.4%
Don't Know	2	0.4%
Total	500	100%

Q1. TOP 3 most preferred platforms for online shopping (First mention)	Frequency	Percent
TikTok Shop	164	32.8%
Facebook Marketplace	4	0.8%
Shopee	239	47.8%
Lazada	18	3.6%
Taobao	4	0.8%
WhatsApp	2	0.4%
Instagram	2	0.4%
I never use online platform to do purchase(Voluntary Response)	60	12%
Foodpanda	1	0.2%
Grab	3	0.6%
Temu	1	0.2%
Zalora	1	0.2%
Refused to respond	1	0.2%
Total	500	100%

Q1. TOP 3 most preferred platforms for online shopping (Second mention)To	Frequency	Percent
TikTok Shop	137	27.4%
Facebook Marketplace	11	2.2%
Shopee	149	29.8%
Lazada	52	10.4%
Taobao	11	2.2%
WhatsApp	2	0.4%
Instagram	4	0.8%
I never use online platform to do purchase(Voluntary Response)	34	6.8%
Amazon	2	0.4%
Carousell	1	0.2%
Foodpanda	2	0.4%
Grab	1	0.2%
Lotus App	2	0.4%
Temu	4	0.8%
Website	4	0.8%
Zalora	1	0.2%
PDD/拼多多	1	0.2%
Don't Know	14	2.8%
Refused to respond	7	1.4%
Total	439	87.8%
Filtered Respondent	61	12.2%
Total	500	100%

Q1. TOP 3 most preferred platforms for online shopping (Third mention)	Frequency	Percent
TikTok Shop	18	3.6%
Facebook Marketplace	42	8.4%
Shopee	14	2.8%
Lazada	103	20.6%
Taobao	12	2.4%
WhatsApp	10	2%
Instagram	15	3%
I never use online platform to do purchase(Voluntary Response)	68	13.6%
Amazon	1	0.2%
Atome	1	0.2%
Carousell	1	0.2%
Codashop	1	0.2%
Foodpanda	1	0.2%
Grab	6	1.2%
mudah.my	3	0.6%
SHEIN	8	1.6%
Temu	8	1.6%
Website	8	1.6%
Zalora	1	0.2%
Watson	1	0.2%
Go Shop	1	0.2%
Zara	1	0.2%
Ali Express	1	0.2%
Don't Know	41	8.2%
Refused to respond	18	3.6%
Total	384	76.8%
Filtered Respondent	116	23.2%
Total	500	100%

Q1b. How often do you usually buy things online?	Frequency	Percent
At least once a day	14	2.8%
At least once a week	89	17.8%
At least once a month	135	27%
At least twice a month	117	23.4%
Less than once a month	84	16.8%
Total	439	87.8%
Filtered Respondent	61	12.2%
Total	500	100%

Frequency Table

Q2. Which of the following best describe your purchase behaviour?	Frequency	Percent
I browse online first, then buy in a physical store	211	42.2%
I visit a physical store first, then buy online	216	43.2%
I only buy online(Do NOT Read)	37	7.4%
I only buy in physical store(Do NOT Read)	29	5.8%
Don't Know	5	1%
Refused to respond	2	0.4%
Total	500	100%

Q3. TOP 3 things considered when deciding to buy something online (First mention)	Frequency	Percent
Price	254	50.8%
Customer reviews or ratings	66	13.2%
Fast delivery	12	2.4%
Brand reputation	11	2.2%
Influencers recommendation	3	0.6%
Return or refund policy	2	0.4%
Product availability	9	1.8%
Promotions or vouchers	14	2.8%
Product sales volume	5	1%
Other (specify)	1	0.2%
After-sales service	1	0.2%
Design of product	1	0.2%
Free Shipping	1	0.2%
Necessity	11	2.2%
Product description	2	0.4%
Quality	43	8.6%
Shipping Fee	1	0.2%
Don't Know	2	0.4%
Total	439	87.8%
Filtered Respondent	61	12.2%
Total	500	100%

Q3. TOP 3 things considered when deciding to buy something online (Second mention)	Frequency	Percent
Price	124	24.8%
Customer reviews or ratings	81	16.2%
Fast delivery	37	7.4%
Brand reputation	26	5.2%
Influencers recommendation	2	0.4%
Return or refund policy	5	1%
Product availability	7	1.4%
Promotions or vouchers	23	4.6%
Product sales volume	8	1.6%
After-sales service	1	0.2%
Design of product	3	0.6%
Free Shipping	4	0.8%
Necessity	3	0.6%
Product description	5	1%
Product easy to use	5	1%
Quality	84	16.8%
Seller / Dispatch location	3	0.6%
Seller response	2	0.4%
Shipping Fee	4	0.8%
Variety choice of product	1	0.2%
Don't Know	6	1.2%
Refused to respond	3	0.6%
Total	437	87.4%
Filtered Respondent	63	12.6%
Total	500	100%

Q3. TOP 3 things considered when deciding to buy something online (Third mention)	Frequency	Percent
Price	26	5.2%
Customer reviews or ratings	69	13.8%
Fast delivery	78	15.6%
Brand reputation	37	7.4%
Influencers recommendation	10	2%
Return or refund policy	12	2.4%
Product availability	15	3%
Promotions or vouchers	39	7.8%
Product sales volume	25	5%
After-sales service	4	0.8%
Design of product	1	0.2%
Free Shipping	2	0.4%
Necessity	5	1%
Payment method	2	0.4%
Product description	3	0.6%
Product easy to use	3	0.6%
Quality	42	8.4%
Seller / Dispatch location	9	1.8%
Seller packaging	2	0.4%
Seller response	3	0.6%
Shipping Fee	5	1%
Size of product	1	0.2%
Variety choice of product	3	0.6%
Don't Know	17	3.4%
Refused to respond	15	3%
Total	428	85.6%
Filtered Respondent	72	14.4%
Total	500	100%

Q4. How much do you trust the regional e-commerce platforms (e.g., Shopee, Lazada etc.)?	Frequency	Percent
Completely trust	134	26.8%
Somewhat trust	245	49%
Don't trust very much	57	11.4%
Don't trust at all	3	0.6%
Total	439	87.8%
Filtered Respondent	61	12.2%
Total	500	100%

Q4. How much do you trust the international e-commerce platforms (e.g., Amazon, Shein, etc.)?	Frequency	Percent
Completely trust	27	5.4%
Somewhat trust	133	26.6%
Don't trust very much	213	42.6%
Don't trust at all	42	8.4%
Don't Know	24	4.8%
Total	439	87.8%
Filtered Respondent	61	12.2%
Total	500	100%

Q5. What is your preferred payment method when shopping online?	Frequency	Percent
E-wallet (e.g., Touch 'n Go, GrabPay, Boost)	37	7.4%
E-commerce own wallet (eg: Shopee pay, Lazada wallet etc)	13	2.6%
Credit or debit card	78	15.6%
Bank transfer / FPX	170	34%
Cash on delivery (COD)	131	26.2%
Buy now, pay later	8	1.6%
Payment at Convenience Stores (7-11 / KK/ 99 Speedmart)	2	0.4%
Total	439	87.8%
Filtered Respondent	61	12.2%
Total	500	100%

Frequency Table

Q6. If there is one thing you could improve about online shopping in Malaysia, what would it be?	Frequency	Percent
Faster delivery	85	17%
Lower delivery costs	77	15.4%
More reliable sellers	33	6.6%
Easier return or refund process	31	6.2%
Better quality product	57	11.4%
More secure payment methods	9	1.8%
Better customer service	26	5.2%
More local product options	27	5.4%
Avoid scammer / counterfeit product	17	3.4%
Customer details protection	3	0.6%
More discount / voucher / sales / promotion	13	2.6%
More foreign product option	1	0.2%
Product packaging	12	2.4%
Product review / description	19	3.8%
Seller commission	1	0.2%
Delivery service / More delivery method / More pick-up point / Coverage Area	3	0.6%
Filtered Respondent issue - Search engine / Midnight payment issue / PayLater	4	0.8%
Stock Availability	1	0.2%
Waive the tax	1	0.2%
None of the above	10	2%
Don't Know	9	1.8%
Total	439	87.8%
Filtered Respondent	61	12.2%
Total	500	100%

Q7. What is the main reason you do not shop online?	Frequency	Percent
I don't trust online platforms	5	1%
I prefer to see and touch products before buying	17	3.4%
I don't know how to shop online	16	3.2%
I don't have access to internet or devices	3	0.6%
Delivery problems or past bad experiences	5	1%
I don't have online payment methods	6	1.2%
Scammer	4	0.8%
Others (family/friend) had bought	2	0.4%
Financial constraints	2	0.4%
Refused to respond	1	0.2%
Total	61	12.2%
Filtered Respondent	439	87.8%
Total	500	100%

Q8. What would make you consider shopping online in the future?	Frequency	Percent
Safer or more trusted platforms	7	1.4%
More help or guidance on how to shop	4	0.8%
Better delivery service	2	0.4%
Better deals or promotions	6	1.2%
Easier payment options	1	0.2%
More reliable product quality	8	1.6%
Nothing - I'm not interested	28	5.6%
More user friendly / Easier to use	2	0.4%
Don't Know	3	0.6%
Total	61	12.2%
Filtered Respondent	439	87.8%
Total	500	100%

Q9. Since you don't shop online, what kind of places do you usually shop at?	Frequency	Percent
At shopping malls or physical stores	55	11%
Local markets	6	1.2%
Total	61	12.2%
Filtered Respondent	439	87.8%
Total	500	100%

Q10. Which of the following festivals do you most look forward to?	Frequency	Percent
Chinese New Year	68	13.6%
Hari Raya Aidilfitri	348	69.6%
Deepavali	13	2.6%
Christmas	40	8%
Gawai / Kaamatan	7	1.4%
None (Do NOT Read)	18	3.6%
Year-End / PayDay / Special Sales (6.6 / 7.7 etc)	5	1%
Don't Know	1	0.2%
Total	500	100%

Q10a. TOP 3 things spent most on during the most look forward festival (First mention)	Frequency	Percent
Clothing or fashion items	325	65%
Food and groceries	90	18%
Travel or transportation	5	1%
Electronics or gadgets	21	4.2%
Home improvement or décor	17	3.4%
Personal care or beauty products	12	2.4%
Religious or ceremonial items	4	0.8%
Beauty services (eg: Hair saloons, Facials, Nails services etc)	5	1%
Gaming and entertainment	1	0.2%
Gift	3	0.6%
Hardware/Accessories	4	0.8%
Kitchenware	1	0.2%
Didn't purchase anything	5	1%
Don't Know	6	1.2%
Refused to respond	1	0.2%
Total	500	100%

Q10a. TOP 3 things spent most on during the most look forward festival (Second mention)	Frequency	Percent
Clothing or fashion items	84	16.8%
Food and groceries	139	27.8%
Travel or transportation	13	2.6%
Electronics or gadgets	28	5.6%
Home improvement or décor	76	15.2%
Personal care or beauty products	56	11.2%
Religious or ceremonial items	6	1.2%
Beauty services (eg: Hair saloons, Facials, Nails services etc)	11	2.2%
Gaming and entertainment	11	2.2%
Gift	2	0.4%
Gold jewelry	2	0.4%
Hardware/Accessories	11	2.2%
Kitchenware	4	0.8%
Didn't purchase anything	4	0.8%
Don't Know	30	6%
Refused to respond	11	2.2%
Total	488	97.6%
Filtered Respondent	12	2.4%
Total	500	100%

Q10a. TOP 3 things spent most on during the most look forward festival (Third mention)	Frequency	Percent
Clothing or fashion items	34	6.8%
Food and groceries	67	13.4%
Travel or transportation	19	3.8%
Electronics or gadgets	36	7.2%
Home improvement or décor	97	19.4%
Personal care or beauty products	54	10.8%
Religious or ceremonial items	9	1.8%
Beauty services (eg: Hair saloons, Facials, Nails services etc)	15	3%
Gaming and entertainment	14	2.8%
Gift	1	0.2%
Hardware/Accessories	10	2%
Kitchenware	5	1%
Didn't purchase anything	3	0.6%
Don't Know	47	9.4%
Refused to respond	32	6.4%
Total	443	88.6%
Filtered Respondent	57	11.4%
Total	500	100%

Q11. Would you be willing to pay more for a product that is eco-friendly or sustainable such as reusable, biodegradable, energy saving or uses recycled mat?	Frequency	Percent
Yes, definitely	124	24.8%
Maybe, depending on the price difference	289	57.8%
No	84	16.8%
Don't Know	3	0.6%
Total	500	100%

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