

Philippine, Vietnamese & Indonesian Consumer Online Shopping Behavior Survey

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Abstracts

International e-commerce brands have been seeking their place in the Southeast Asian market which have boasted to have three advantages: the population size, fair economic performance, and the high level of urbanization. For this reason, MIC (Market Intelligence & Consulting Institute) conducted an online questionnaire survey on consumer online shopping behavior in the fourth quarter of 2017 and collected 350 effective samples each from the Filipino, Vietnamese, and Indonesian consumers to understand how they behave toward online shopping. A detailed comparison of the online shopping behavior of consumers living in the Philippines, Vietnam, and Indonesia is also provided.

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Key Research Findings

Online Shopping Behavior Analysis: the Philippines

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Comparison of Three Countries on Consumer Online Shopping Behavior

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