

Facebook Commerce Vertical Report

APRIL 2022

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Research Objectives

1. To quantify the share of Facebook Commerce in each of the studied verticals, both from direct and non-direct purchase
2. To understand the share of Impulse vs. Planned purchase
3. To understand the customer purchase journey on Facebook Commerce:
 - Discovery/inspiration/awareness phase
 - Research information/consideration
 - Purchase
 - Post-purchase

Research Methodology

SEMI-QUALITATIVE
n=360



Decision Lab started with a semi-qualitative stage to explore all the steps involved in the customer purchase journey for each vertical. This was done in a form of an online survey with an open-answer format about a customer's purchase experience per vertical.

QUANTITATIVE
n=1,835



Respondents were randomly assigned to one of the questionnaire flows depending on the verticals they selected for purchase: P3M for CPG categories, and P6M for Tech devices, Home appliances and Financial services. Each questionnaire flow explored consumer behaviors in terms of their media consumption, purchase journey and the role of Facebook in this journey.

METHODOLOGY

OUTCOMES

The purpose of this stage was to collect sufficient data about all the possibilities, number of steps and diversity within a customer's purchase journey. This phase helped to provide the insights needed to design an all-encompassing questionnaire for the second phase.

The quantitative study aimed to provide statistically significant results about the customer purchase journey in 11 verticals: dairy, formula milk, food, drinks, alcoholic beverage, homecare, personal care, skincare, tech devices, home appliances and financial products.

Executive summary

Overall, both online & offline channels play an important role in the consumer purchase journey. Since **most verticals** (e.g. homecare, soft drink) are often **purchased offline**, consumers usually get to know products first while shopping through offline channels. **Online platforms** show higher popularity in the **consideration** and **post-purchase phases** as information sources to boost consumers' confidence in the products before making their purchase.

Throughout the purchase journey, Facebook is an integral part of the shopping decision-making process:

- **Discovery:** **40%** of consumers first know about a product through Facebook.
- **Consideration:** **45%** of consumers **research on Facebook**.

- **Purchase:** **Facebook has an impact on sales, not just directly on Facebook (20%) but also indirect purchases. 45%** of consumers often make purchases on e-commerce platforms after seeing information on Facebook/Instagram.
- Post-purchase: **47%** use Facebook to **follow updates on products** from sellers.

In terms of purchase behavior, **57%** of consumers often **plan their purchases**, and **43%** of purchases are made **impulsively**. For **Facebook** buyers, the percentage of **impulse purchases (48%)** seems to be slightly higher than other channels', notably for formula milk, personal care, home appliances and food verticals.



Executive summary

To fully capitalize on Facebook's influence on consumer behavior, brands and marketers should consider the following aspects in each stage of the consumer journey:

- Discovery phase: **informative content**, conveying a product's benefits/quality such as nutritional value (dairy), flavor (alcoholic beverages), brand reputation (soft drinks), and **pricing/promotional content** (home appliances) works best to attract consumers and to encourage further information seeking.
- Consideration phase: **product characteristics/quality** is a popular driver for purchasing behavior. Consumers also express high interest in **precautionary information** (e.g. product safety, side effects) and **after-sale service** (e.g. returns/troubleshooting process) in this phase.
- Purchase phase: **improving platform features** (e.g. reviews verification, returns support) could be helpful to enhance the purchase experience on Facebook/Instagram. For indirect purchase, **collaborating with some offline channels** (e.g. supermarkets, convenience stores) could be considered in

order to promote sales in F&B and electronics categories.

- Post-purchase phase: content relating to **product quality** and **benefits** such as health benefits, warranty, reviews, etc. works best for consumers to encourage consumers to buy more.

The findings also suggest **different consumer content preferences across verticals**:

- Dairy, formula milk, personal care and skincare consumers prefer content that clarifies a product's quality and effectiveness (e.g. product origin).
- Tech devices and home appliances buyers prefer information about product trials.
- Homecare, food and financial services consumers are most influenced by pricing/promotional content.
- Soft drinks and alcoholic beverages purchases can be encouraged if "online-to-offline" information is supported, by which they can easily find the nearest stores to shop offline.



Consumers' path to purchase

For most verticals apart from food, soft drinks and alcoholic beverages, the consumer purchase journey starts when their need for **repurchase/restock** arises.

Consumers tend to be very practical when purchasing and **actively search for information online**. Afterwards, they consider various information sources before purchase, with promotions, reviews and recommendations from friends/family being the most popular influences. Other factors such as seeing online/in-store ads are mentioned less often.

“

I saw a promotion on social media, then had a chat with the seller for more information.

- Male, 33 y/o, Hanoi

I needed to replace my old refrigerator with a more energy-efficient one. Then, after researching options, prices, specifications and comparing them on different channels, I went directly to an electronics store to check out the product price and quality.

”

- Female, 32 y/o, HCMC



The consumers' journey for F&B verticals (food, soft drink and alcoholic beverages), is much **shorter** than for other products and it still **happens mainly offline**.

The first step often arrives from basic needs (e.g. hunger, thirst) or from a convenience factor (when they are at supermarket/store). Furthermore, very little information (taste, flavour, familiarity, etc.) is usually needed before making a purchase decision.

“

I was feeling thirsty, so I went to a grocery store and bought a drink that I was familiar with.

- Male, 20 y/o, Hanoi

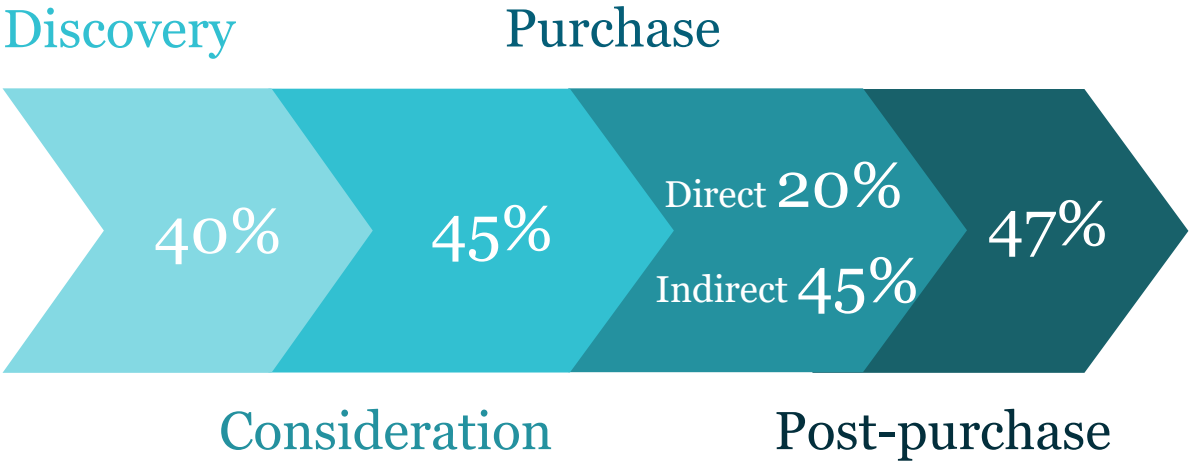
I happened to come across some new types of cider by chance while shopping at the supermarket, so I tried one. It turned out to be very tasty, so the next time I went to the supermarket, I repurchased the product.

- Female, 24 y/o, HCMC

”



Overall, Facebook is considered a popular source of information during the consumer purchase journey, with the highest usage rate during consideration & after-sale phase, followed by discovery and purchase phase.



Advertising activities during the discovery phase could be improved, notably for the dairy, home appliances, soft drink and alcoholic beverage categories by delivering content focusing on the product quality/benefit, pricing and promotional content.

To encourage more purchases via Facebook, delivering suitable content for each vertical and implementing platform features to enhance the purchase experience should also be considered.



Discovery phase

Key highlights

Offline channels are considered the most popular source of awareness for **7 out of 11** verticals, including **dairy, formula milk, personal care, homecare, food, drink** and **alcoholic beverages**, with about **60%** of consumers being aware of products via the supermarket, in-store ads and grocery store. **Online channels**, on the other hand, are more popular among **skincare, tech devices, home appliances** and **financial services** buyers.

During the discovery phase, Facebook is **present across all verticals** with around **40%** of consumers being aware of products via the platform and performs well especially in **skincare** and **financial services**.

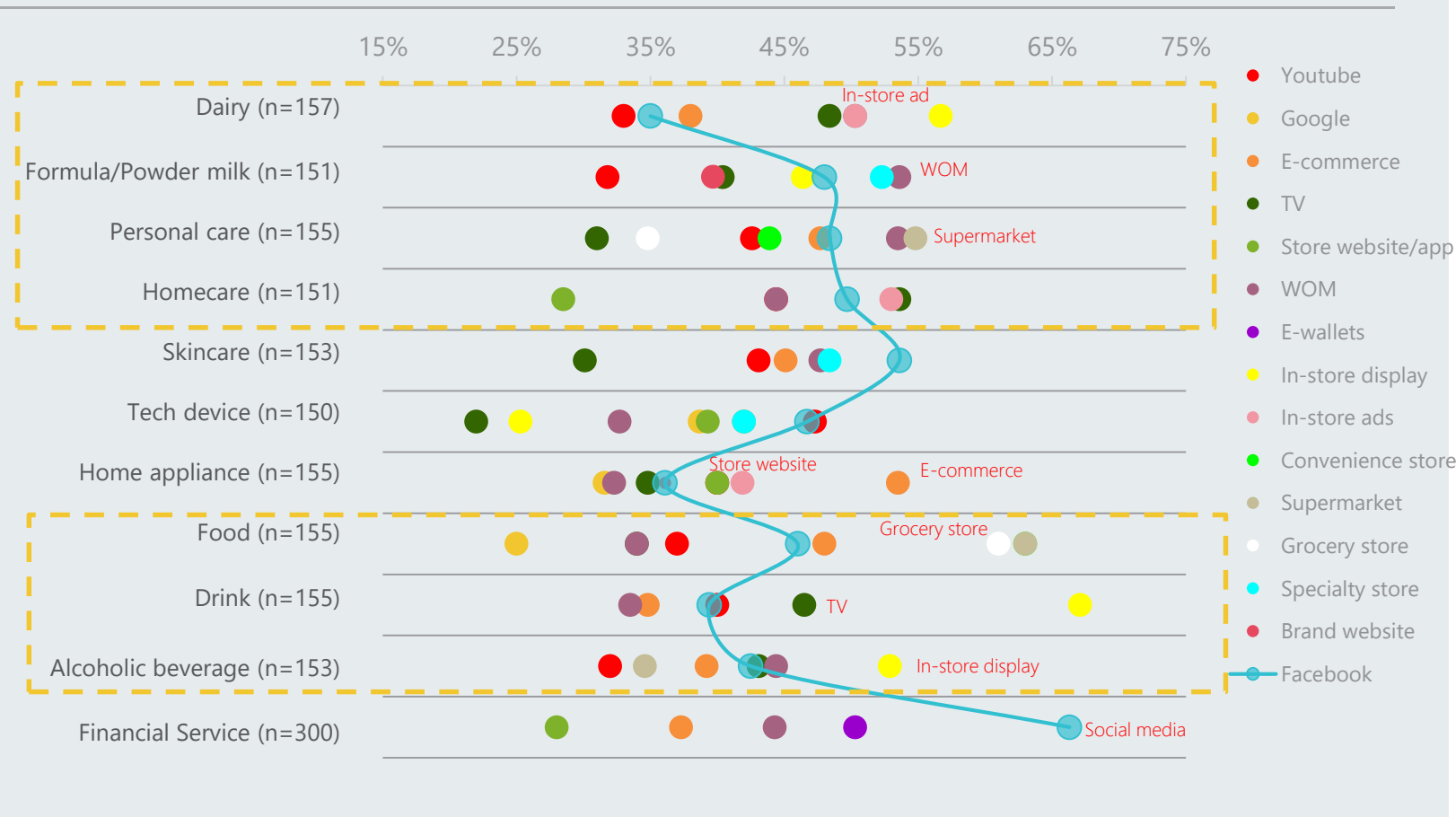
Dairy, soft drinks, alcoholic beverages and **home appliances** are categories that Facebook could improve its presence in. To attract more consumers, information about **products' benefits/characteristics** (e.g. nutritional value, brand reputation, good flavor), along with **pricing/promotional content** are major drivers.



Offline channels are still considered a main source of awareness for Vietnamese consumers across most verticals, notably for dairy, formula milk, personal care, homecare, food, soft drinks and alcoholic beverages.

Since these product purchases often occur offline, consumers are more likely to get to know about them while looking around in stores.

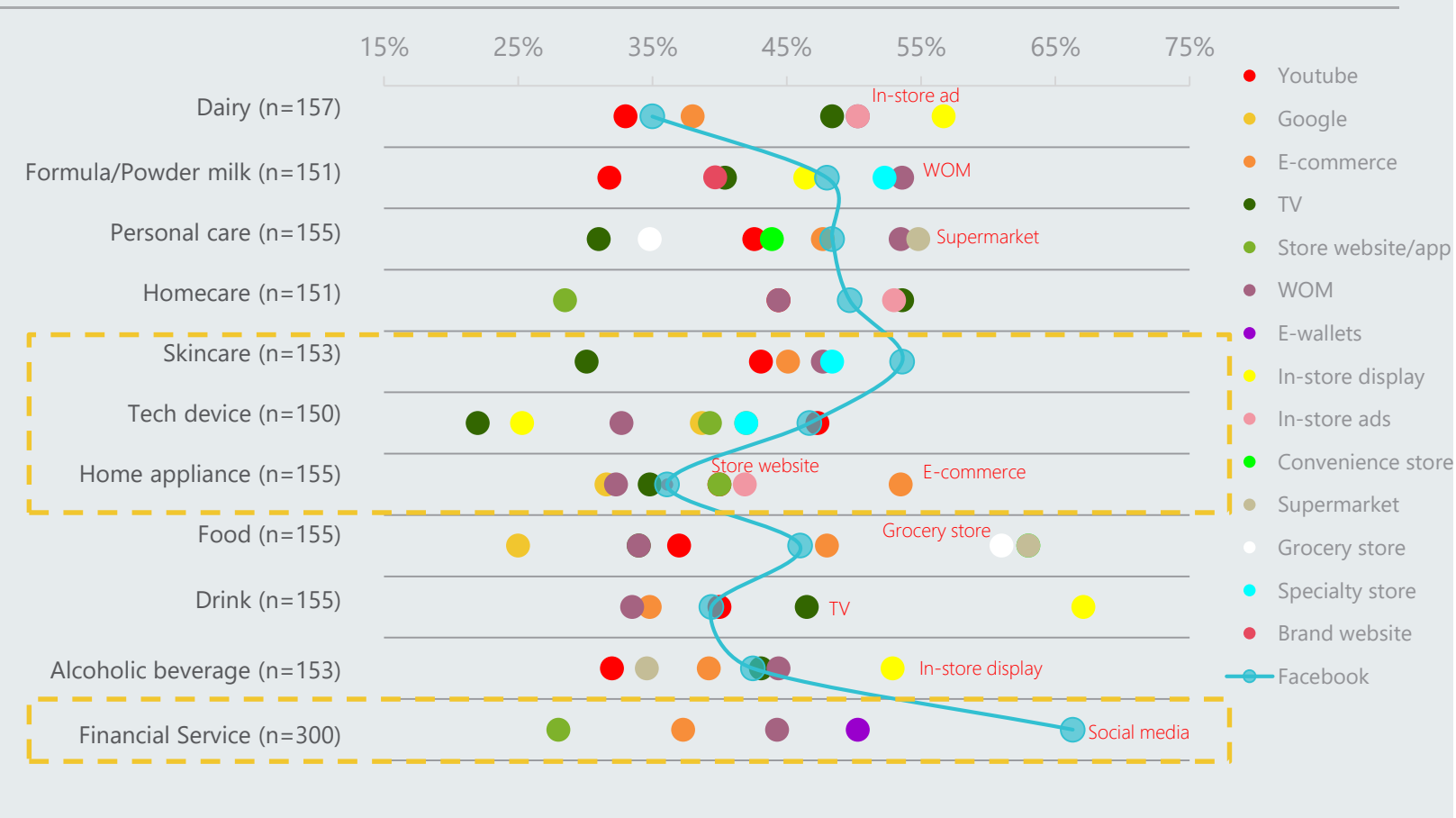
Source of Awareness



Q. Which channel do you come to know about [vertical] through first?

Online channels see higher popularity among buyers of the other categories: skincare, tech devices, home appliances and financial services.

Source of Awareness

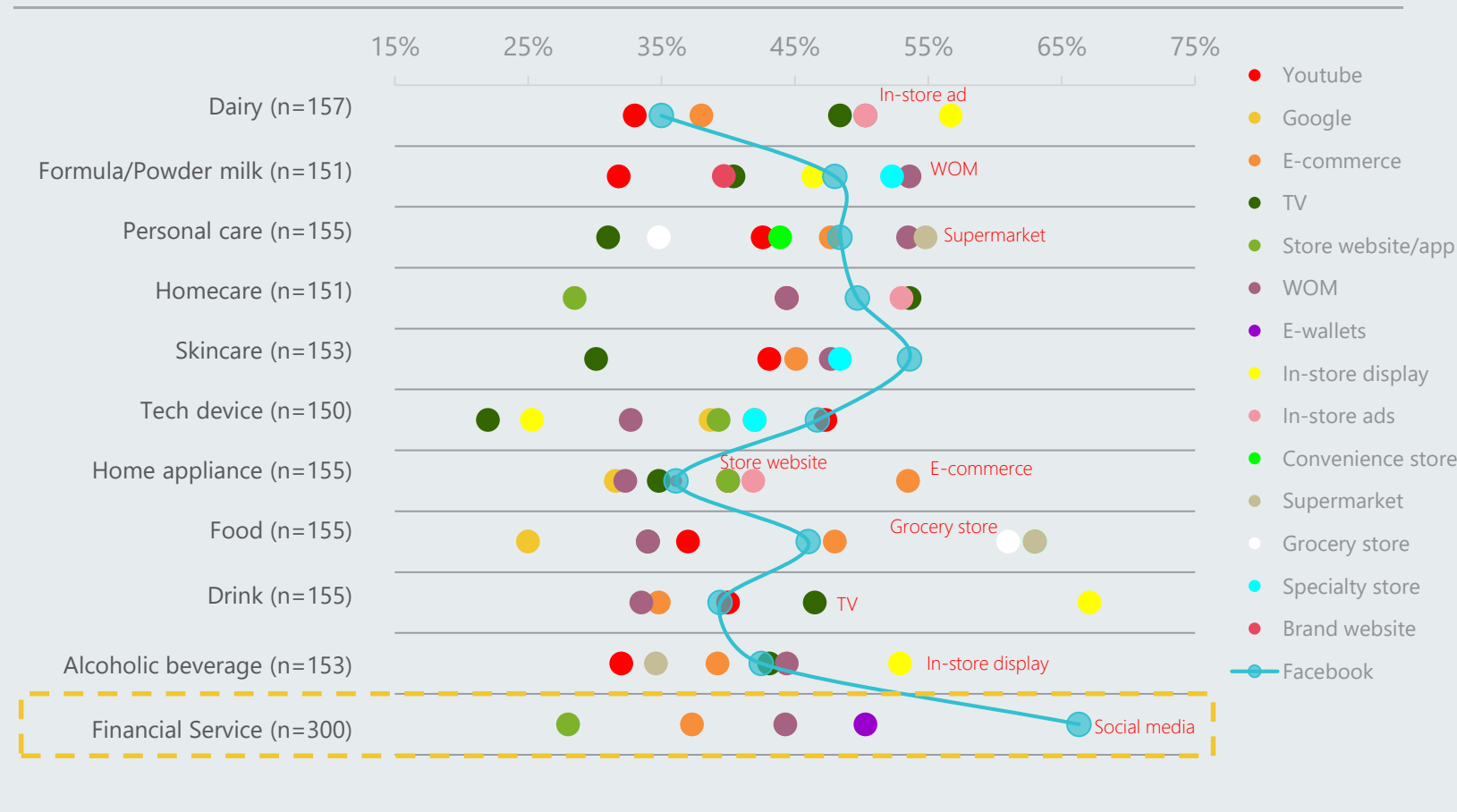


Q. Which channel do you come to know about [vertical] through first?

Compared to other online platforms, Facebook is effective for raising consumer awareness of most categories, except for home appliances. About 40% of consumers know about products thanks to Facebook.

Notably, Facebook and other social media platforms are a prominent source of awareness for financial services.

Source of Awareness



Q. Which channel do you come to know about [vertical] through first?

Indeed, Facebook proves to be an effective source of awareness for 7 out of 11 verticals, while dairy, soft drinks, alcoholic beverages and home appliances are categories where advertising performance could be improved.

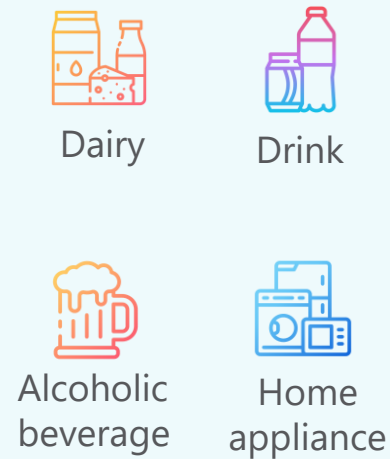
51%

of consumers indicate Facebook as a source of awareness for



38%

of consumers indicate Facebook as a source of awareness for



Q. Which channel do you come to know about [vertical] through first?

Dairy n=157 | Formula milk n=151 | Personal care n=155 | Homecare n=151 | Skincare n=153 | Tech device n=150 | Home appliance n=155 | Food n=155 | Drink n=155 | Alcoholic beverage n=153 | Financial services n=300

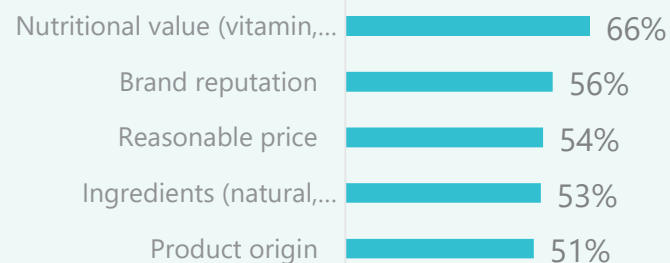


For these verticals, contents about the product quality (e.g. nutrition for dairy products and safe ingredients/flavor for food), along with other guarantees (e.g. brand reputation) were found most appealing to consumers. Needless to say, consumers are also influenced by pricing/promotional content, notably for home appliances.

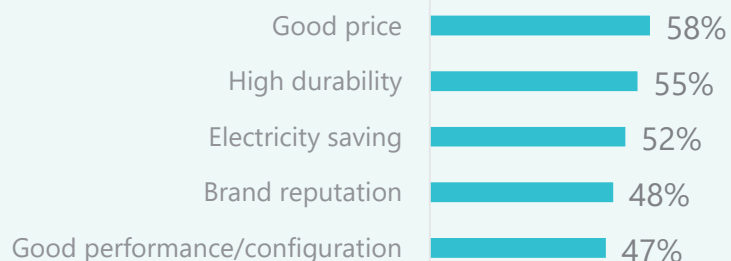
Attractive content in discovery phase



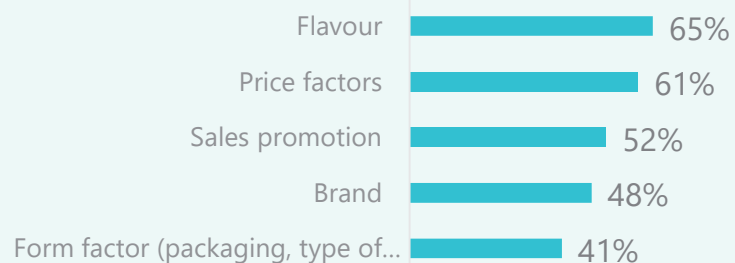
Dairy



Home appliance



Alcoholic beverage



Drink





Consideration phase

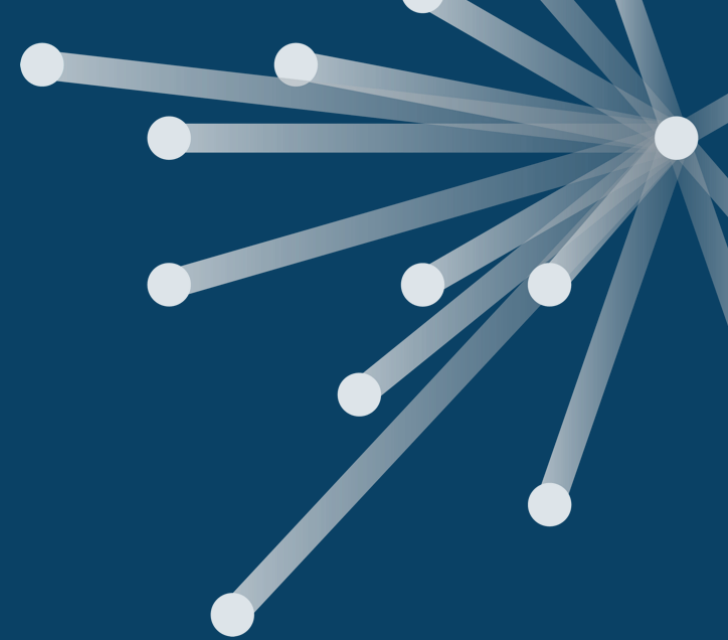
Key highlights

Trust is a major challenge for most consumers during the consideration phase. The main concerns of consumers during purchase are **fraudulent product advertising** or **inconsistent price among channels**. To build up confidence and trust, **54%** of consumers **actively search for information online** before making purchase decisions.

Online channels are **the most popular source of reference** used in this phase. The only exception to this is the soft drinks category, which is purchased mainly offline without much online reference needed.

As expected, **Facebook** shows a **strong presence** in consideration phase, with **45%** of consumers turning to Facebook when considering for a product.

Interestingly, consumers show a high interest in **precautionary information** (e.g. product safety, side effects) and **after-sale service** (e.g. returns/troubleshooting process) while researching information. In addition, **product characteristics/quality** is also mentioned as a major driver for purchasing behavior.



In consideration phase, trust is one of the biggest concerns for Vietnamese consumers, with fraudulent product advertising and inconsistencies in information being the consumers' main pain points.

Unmet needs in consideration phase



Dairy

Different prices among channels

47%



Formula milk

Lack of milk absorption info

40%



Personal care

Fake reviews

40%



Homecare

Inconsistent pricing

49%



Skincare

Difficult to differentiate fake from real products

63%



Tech devices

Inconsistent info among stores

48%



Home appliances

Inconsistent price among channels

53%



Food

Quality is not as described

47%



Drink

Information about product is sparse

59%



Alcoholic beverages

Product quality doesn't match advertisement

43%



Financial services

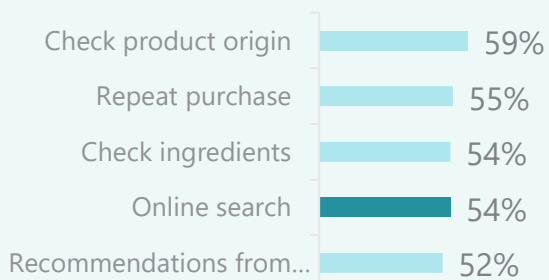
Service fee is expensive

51%

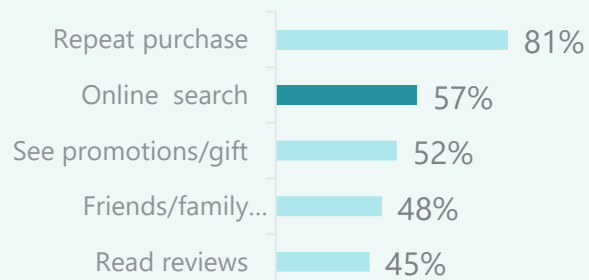
The ‘rational’ consumers tend to actively search for information such as product origin, ingredient, reviews, etc. For 7 out of 11 verticals, about 54% of consumers show a strong interest in understanding a product before buying.

Steps consumers go through during purchase journey

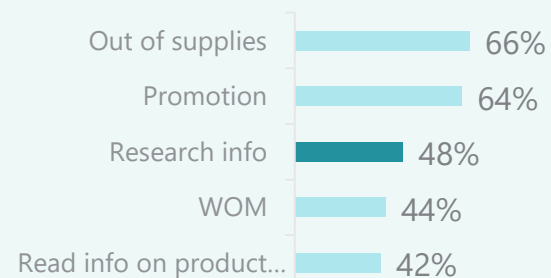
Formula milk



Personal care



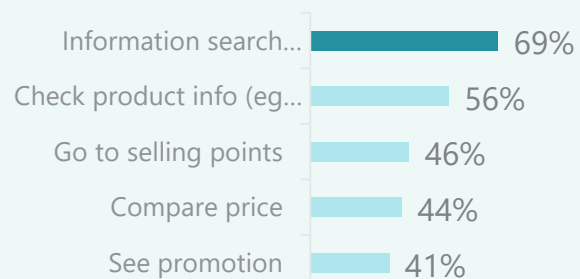
Homecare



Skincare



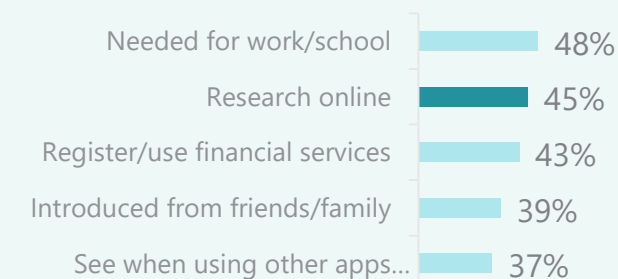
Home appliance



Tech device



Financial service



Consumers show a high inclination towards online search during the consideration phase, with online platforms being the most prominent source of reference.

Source of Reference



Q. After knowing about the product, what information sources/channels do you usually refer to?

Facebook is one of the most popular reference channels, notably for skincare, formula milk, food and alcoholic beverages.

45%

of consumers refer to Facebook for more information during discovery phase.

Q. After knowing about the product, what information sources/channels do you usually refer to?
n=1835



Via Facebook, consumers can easily get information from sellers (via chat) and the community to find out precautionary information, e.g. product safety, side effects and troubleshooting process, which could be the reason for Facebook being a popular source for reference.

Top content consumers are interested in but receive little of



Dairy

Product quality

44%



Formula milk

Medication by condition

61%



Personal care

Side effect

62%



Homecare

Side effect

50%



Skincare

Side effect

54%



Tech device

Return policy

48%



Home appliance

How often should a product be replaced

48%



Food

Food safety

54%



Drink

Health effects of product, safety

54%



Alcoholic beverage

Origin of product

35%



Financial service

Troubleshoot process

47%

The product characteristics (e.g. flavor for beverages) and performance are the top criteria that consumers rely on to build trust in order to make a purchase decision for most verticals.

Top purchase motivation



Dairy

Product quality

63%



Formula milk

Product quality

63%



Personal care

Positive reviews

69%



Homecare

Product quality

64%



Skincare

Product benefits

69%



Tech device

Performance/efficiency

61%



Home appliance

Good price

55%



Food

Product quality

62%



Drink

Good flavour

74%



Alcoholic beverage

Good flavour

67%



Financial service

Low service fee

58%



Purchase phase

Key highlights



Generally, the proportion of **impulse purchases (43%)** is **slightly smaller** compared to planned purchases. **Facebook buyers** tend to **purchase impulsively more often (48%)**, notably for formula milk, personal care, home appliance and food.

When it comes to the purchase points, **offline channels and E-commerce** are the most prominent channels. While direct purchase on **Facebook** is not yet strong, **Facebook** shows a significant role in **indirect purchase/CPAS**.

Indeed, Facebook has a **big impact** as **45%** of consumers consider Facebook a source of influence for their purchases on E-commerce platforms, indicating its **strong presence** in shopping decision-making process. Facebook indirect purchases are most popular among **homecare, skincare** and **food buyers**, which could be related to the high purchase rate of these categories on E-commerce platforms.

To promote more purchase, different consumer preferences across verticals can be observed:

- Dairy, formula milk, skincare and personal care products: guarantees of product quality such as product origin
- Electronics (tech device, home appliance): chances to try out products before buying
- Homecare, food, financial services: pricing/promotional content
- Soft drinks and alcoholic beverages: nearest store address navigation

Moreover, to empower consumers in their purchase decision, implementing some additional features on Facebook/ Instagram such as **feedback verification, goods return support, price comparisons** and **fraud report features** is highly recommended.

Across 11 verticals, there's a slightly higher proportion of planned buyers

57%

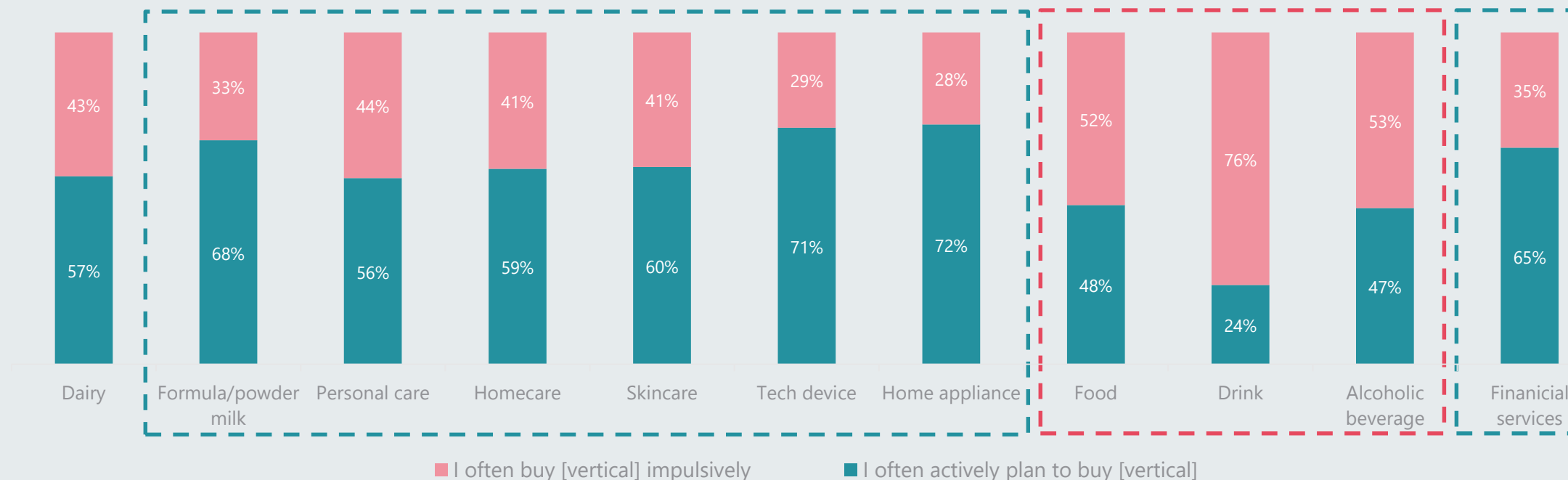
often actively plan to purchase

43%

often purchase impulsively

Consumers tend to plan before buying expensive product categories (e.g. tech devices) or products whose use/overuse might affect health (e.g. formula milk), while impulse purchases often occur in food, soft drinks and alcoholic beverage categories.

Impulse vs. Planned purchase across verticals



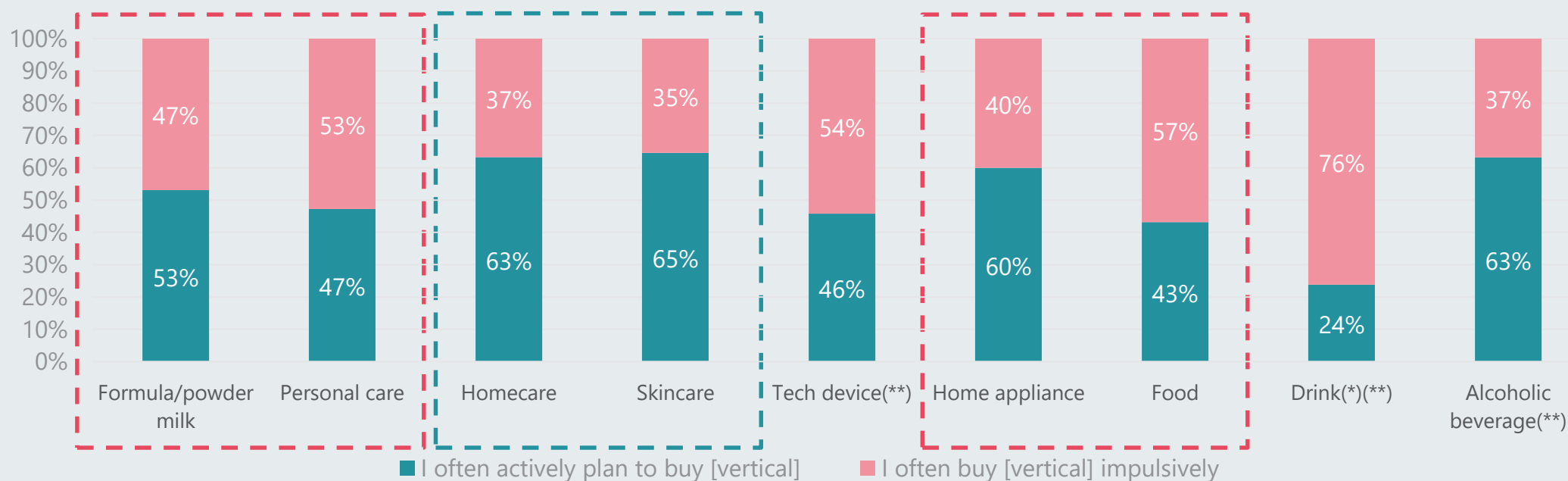
Q. Please indicate which of the following is most true for you

(*) Drink purchases via social media

Dairy n=157 | Formula milk n=151 | Personal care n=155 | Homecare n=151 | Skincare n=153 | Tech device n=150 | Home appliance n=155 | Food n=155 | Drink n=155 | Alcoholic beverage n=153 | Financial services n=300

Consumers who have purchased via Facebook show a tendency to purchase impulsively (48%), notably for formula milk, personal care, home appliance and food. Homecare and skincare products, on the other hand, are often purchased with a plan.

Impulsive vs. planned purchases (purchased via Facebook)



Q. Please indicate which of the following is most true for you

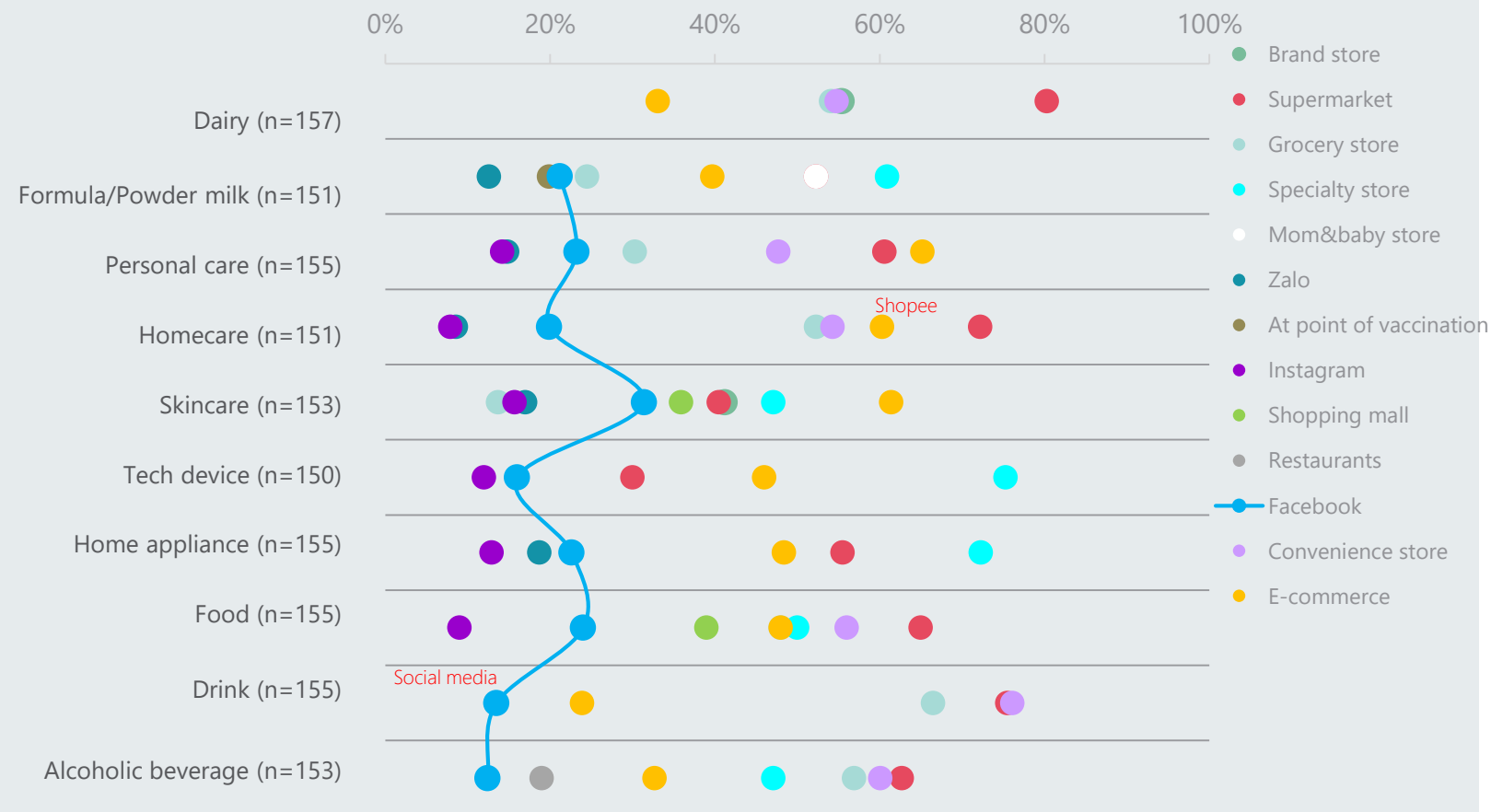
(*) Drink purchases via social media
 (**) Small sample size, use with caution

Formula milk n=32 | Personal care n=36 | Homecare n=30 | Skincare n=48 | Tech device n=24 | Home appliance n=35 | Food n=37 | Drink n=21 | Alcoholic beverage n=19

During the purchase phase, offline channels and E-commerce are preferred purchase points, with E-commerce platforms being more popular for personal care and skincare.

Direct purchase on Facebook is not yet strong, with only about 20% consumers making purchases via Facebook.

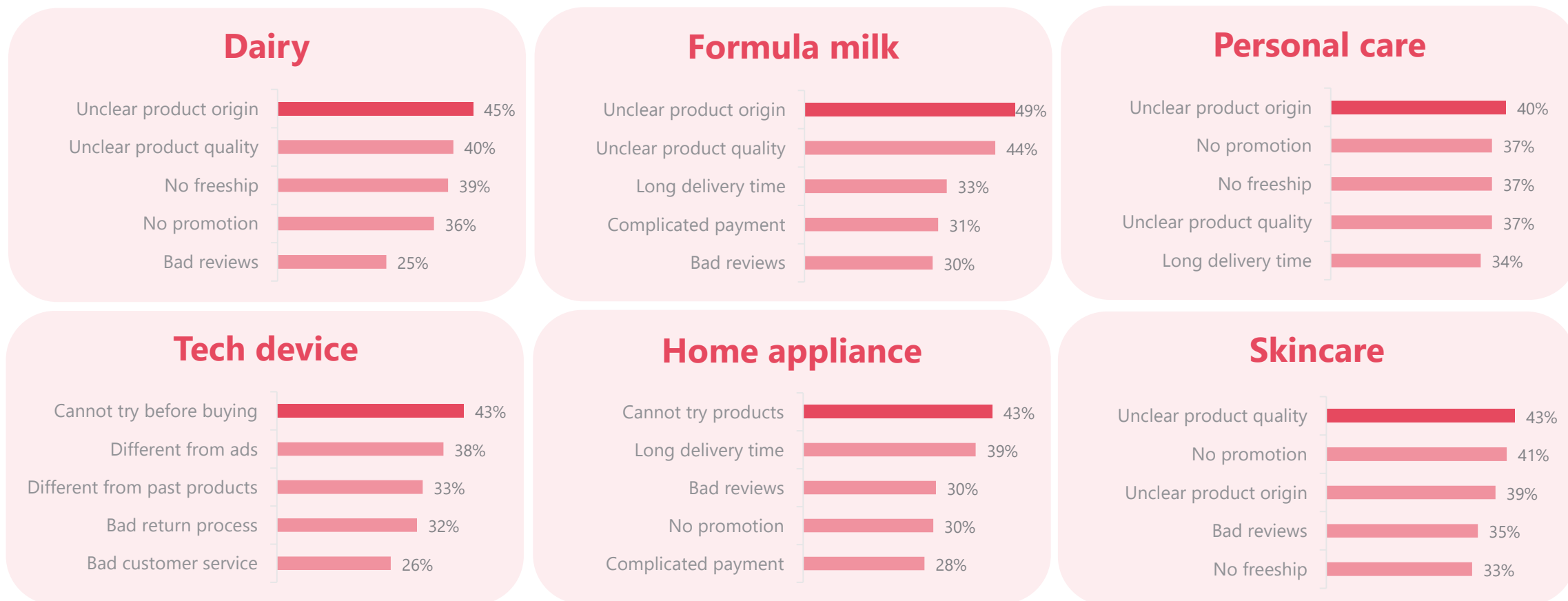
Purchase channel



Q. Through which channel do you usually purchase [vertical]?

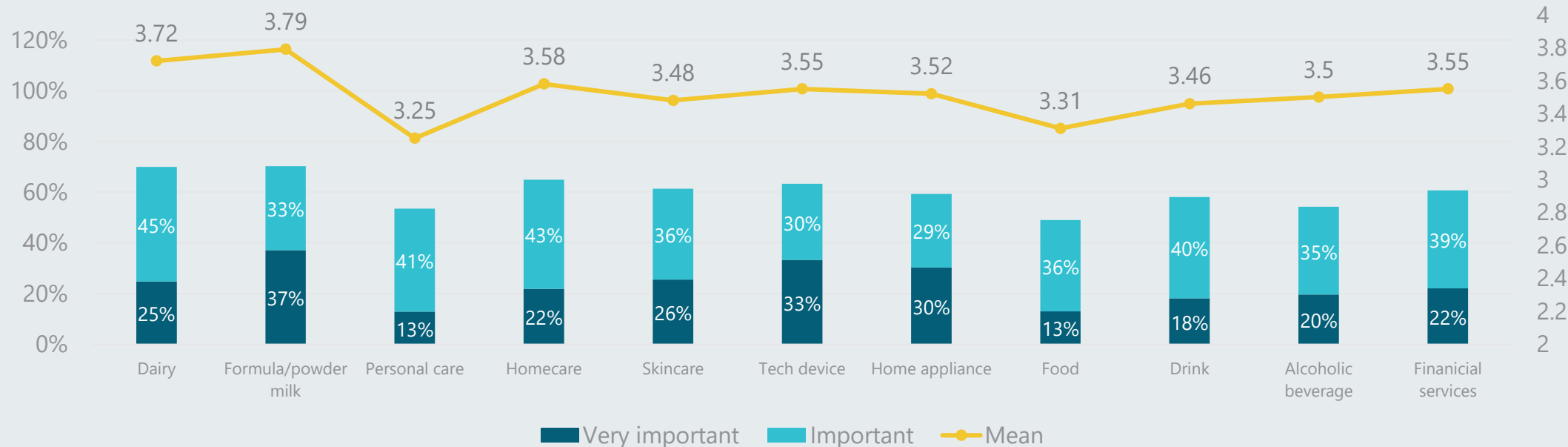
To keep consumers engaged and encourage them to purchase more, communicating proven product quality information, such as clear product origin, and pre-purchase product trials could be effective.

Reasons for purchasing less often via other channels



Pre-purchase trials are important to buyers not only for the more expensive verticals, such as home appliances and tech devices, but also for the less expensive verticals, such as dairy/formula milk, homecare and financial services.

Importance of trying products before buying



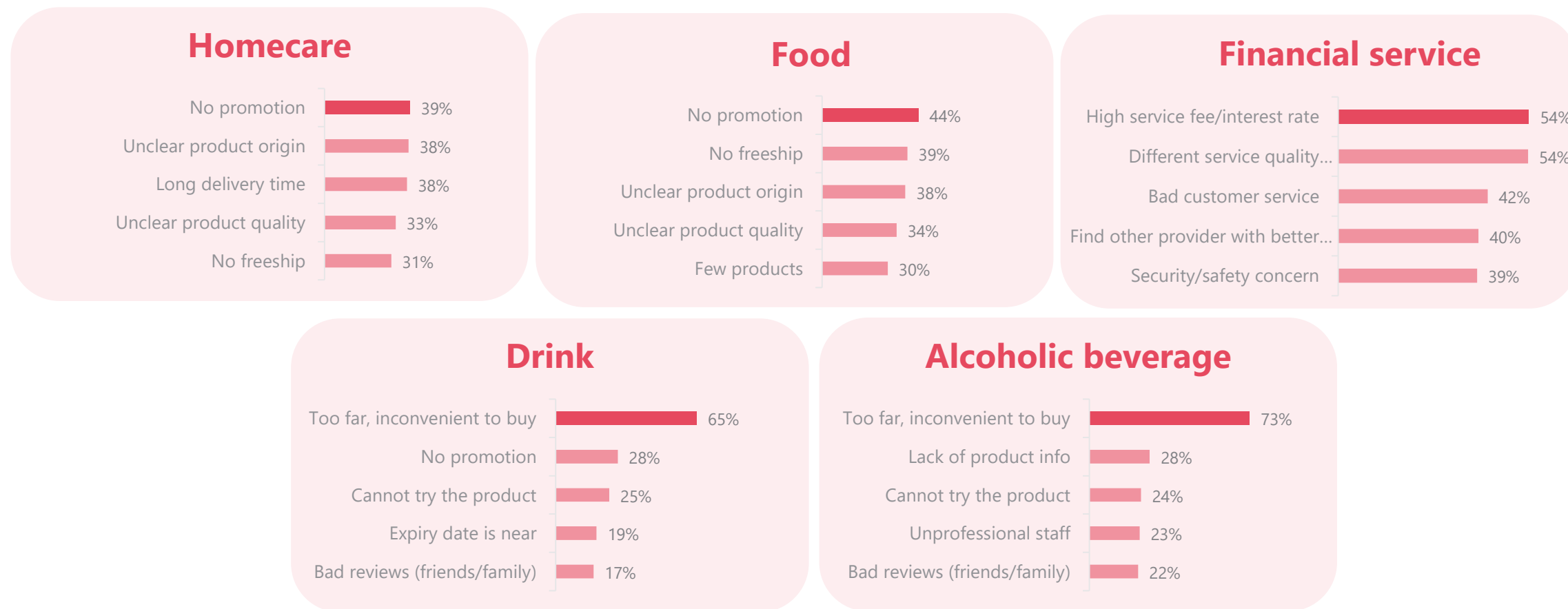
Q. Please rate how important that you try [vertical] before buying (1-Very unimportant | 5-Very Important)

n=1835

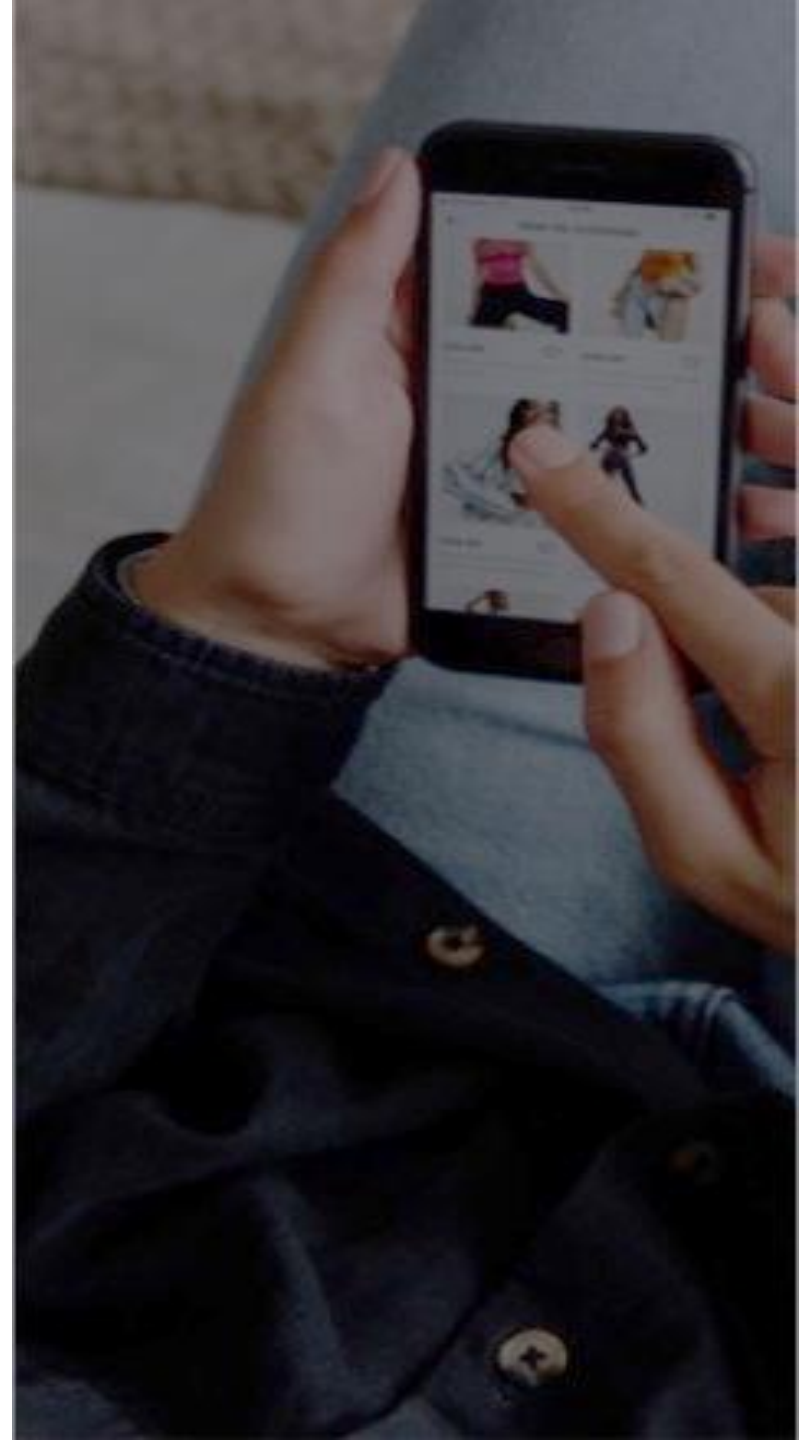
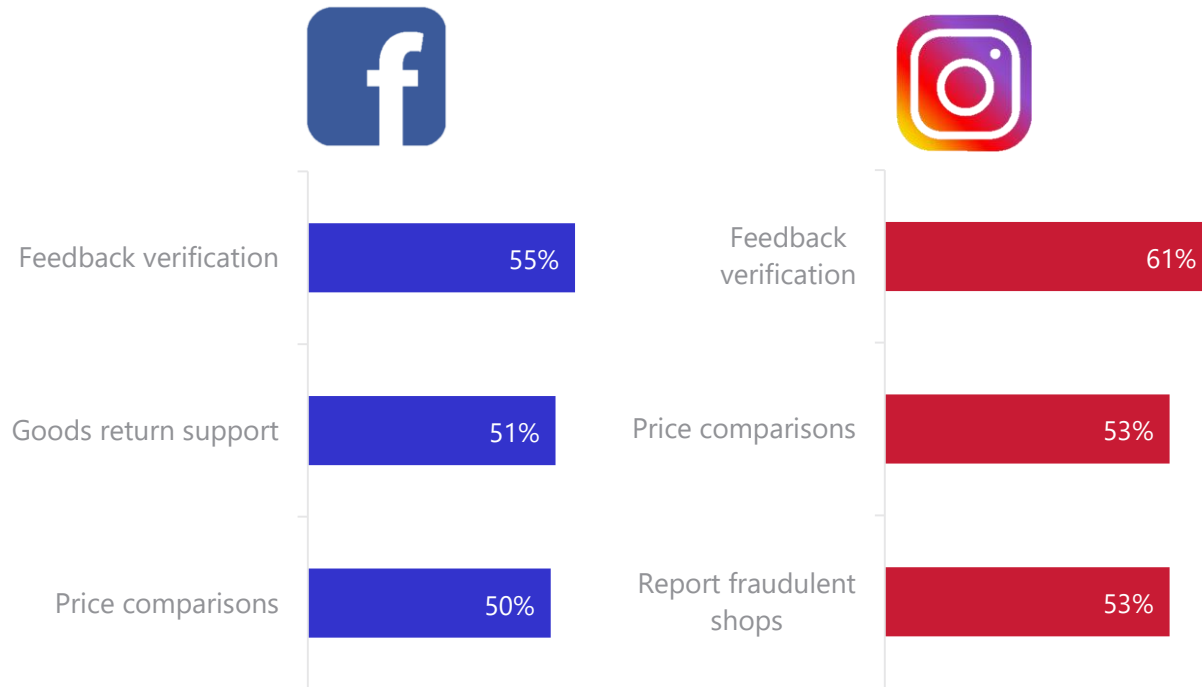
Dairy n=157 | Formula milk n=151 | Personal care n=155 | Homecare n=151 | Skincare n=153 | Tech device n=150 | Home appliance n=155 | Food n=155 | Drink n=155 | Alcoholic beverage n=153 | Financial services n=300

When it comes to homecare, food and financial services, consumers' purchase decision is influenced the most by promotion/pricing. For soft drinks and alcoholic beverages, since purchases are made mostly offline, information of distribution channels plays an important role to encourage consumers to buy more.

Reasons for purchasing less often via other channels



Since Facebook and Instagram don't have fully commercial features that protect consumers from fraud, introducing the use of feedback verification, return support, fraud report and price comparisons features could also be helpful to gain consumers' trust and promote more sales.

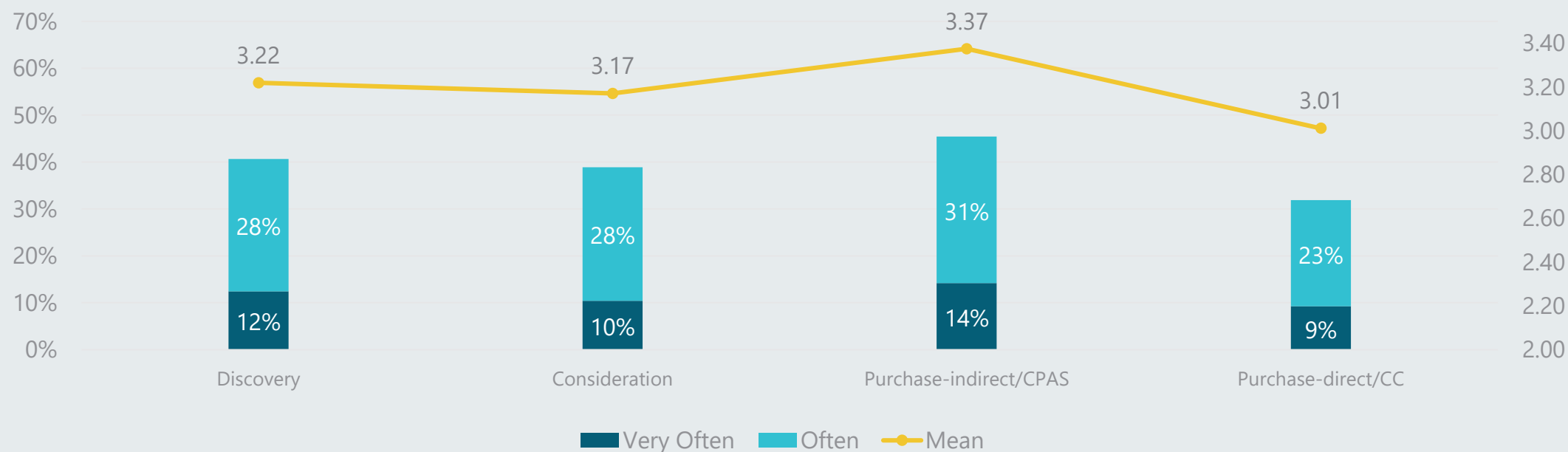


Q. What features would you implement (that are currently unavailable) to improve your shopping experience on [social media site]?
n=990

Source: "The state of social commerce & live-streaming in Vietnam" Report 2022, Decision Lab

Expectedly, with large presence during consideration phase, Facebook shows a significant role in terms of indirect purchase. 45% of consumers often make purchases on E-commerce platforms after seeing information on Facebook/Instagram.

Facebook/Instagram role in purchase journey (average 11 verticals)



Q. Please rate how often you become aware of [vertical] information thanks to Facebook or Instagram

Q. Please rate how often to do you use Facebook or Instagram to find more information about or consider [vertical] product information

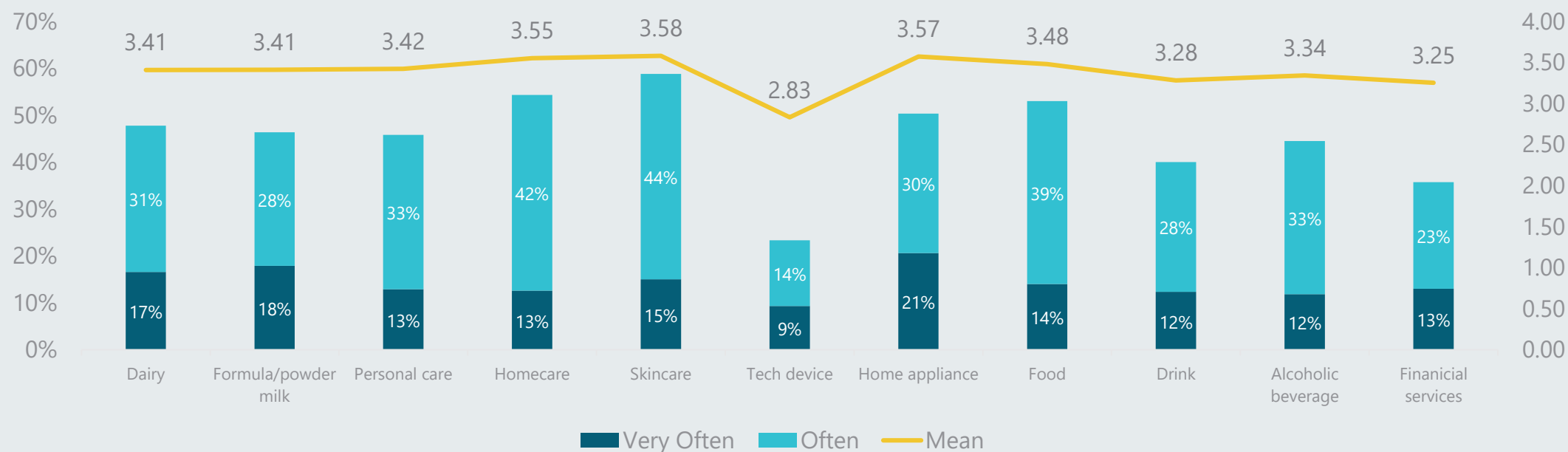
Q. Please rate how often you buy [vertical] product on e-commce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram

Q. Please rate how often you buy [vertical] product by contacting seller or shop on Facebook or Instagram

n=1835

Facebook's influence is found across all categories and is a popular source of information for homeware, skincare and food purchases on E-commerce, but less so for tech devices, soft drinks, alcoholic beverages.




Facebook/Instagram role in Purchase-indirect/CPAS



Q. Please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1-Never | 5-Very Often)

n=1835

Offline channels play an important part in buyers' purchase decision of tech devices, soft drinks and alcoholic beverages. Providing Facebook ads that support to find the nearest store/retailer could help to improve the purchase experience. Furthermore, since these categories are purchased mainly offline, collaboration with these offline stores could also be considered.

	 Tech device	 Drink	 Alcoholic beverage
Top reasons for purchasing less often via other channels	<p>43%</p> <p>cannot try before buying</p>	<p>65%</p> <p>Too far, inconvenient to buy</p>	<p>73%</p> <p>Too far, inconvenient to buy</p>
Top 3 selling points	<p>Specialty store</p> <p>E-commerce</p> <p>Supermarket</p>	<p>Supermarket</p> <p>Convenience store</p> <p>Grocery store</p>	



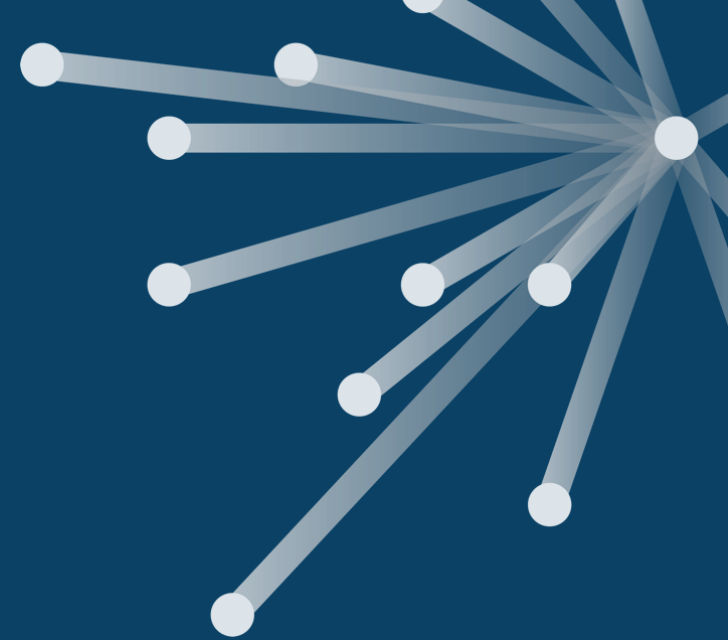
Post-Purchase phase

Key highlights

Facebook is one of the most popular channels to follow during post-purchase phase. **47%** of consumers said they follow the sellers to receive product updates through Facebook.

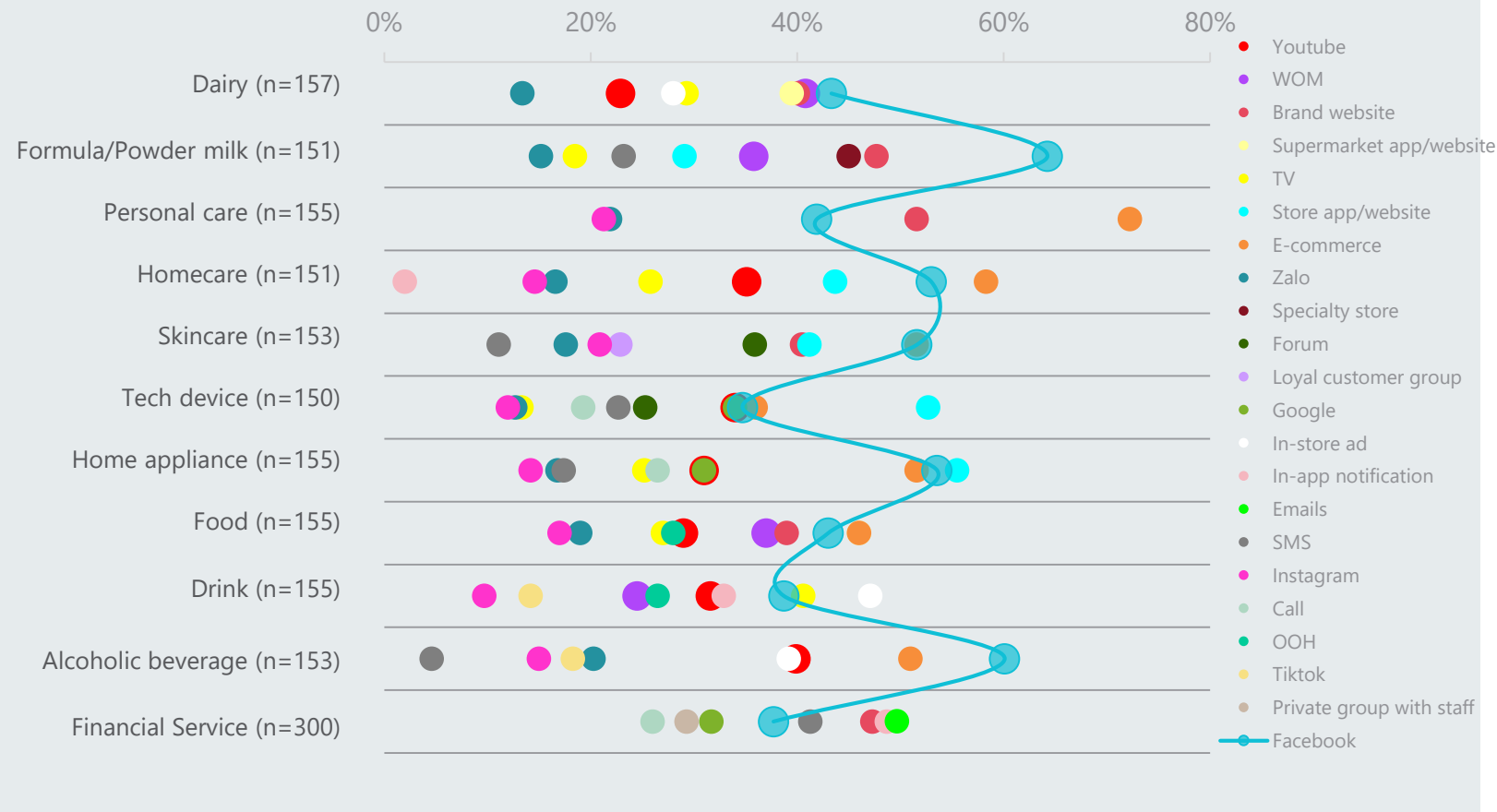
Positive past purchase experience is a crucial part in consumer repurchase decision, with **54%** of consumers highly valuing past purchase experience with the shop. Thus, keeping consumers engaged is essential to their repurchase intention.

To encourage consumers to purchase again, content relating to **product quality and benefits** such as health benefits, warranty, reviews, etc. works best for consumers to get a sense of safety to make the next purchase.



During the post-purchase phase, Facebook is among the top 3 most common channels to follow for 10 out of 11 verticals.

Channels to follow after purchase



Q. After buying, which channel do you use to follow the information on purchased product?

Maintaining a good purchase experience and connection with consumers is important to encourage their next purchases since consumers tend to repurchase products they have already bought.

54%

of consumers said **previous buying experience** affect their buying decision through social media

Q: Which of the following factors will affect your decision to buy something through social media
Source: "The state of social commerce & live-streaming" Report 2022, Decision Lab

n=999

40-80%

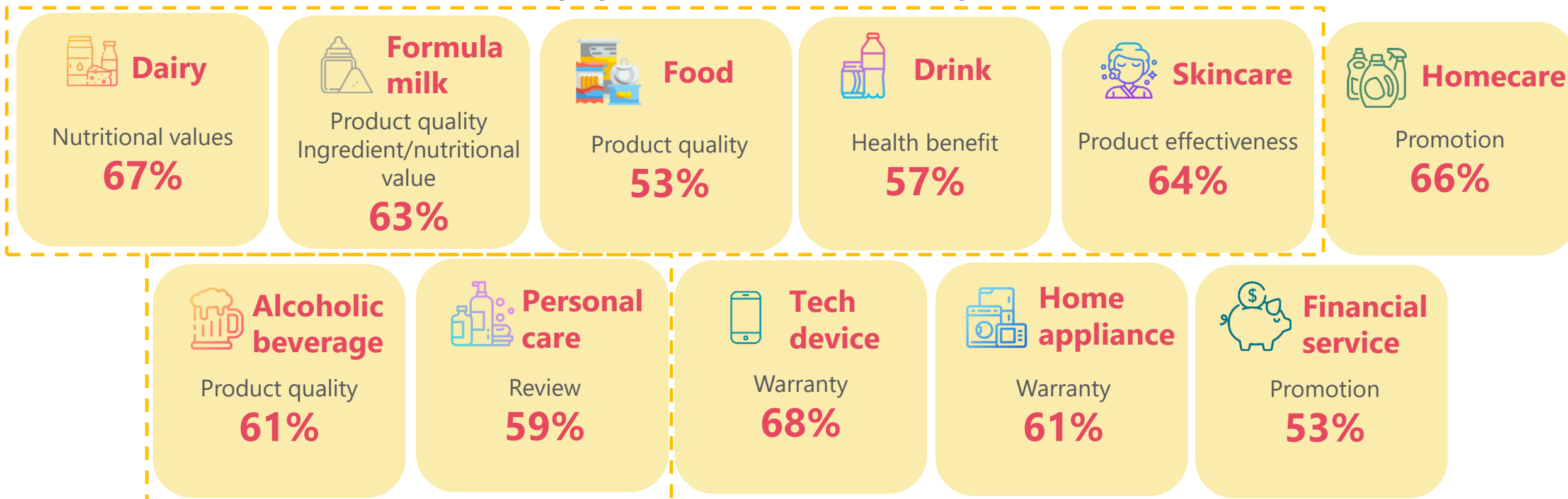
of consumers want to **repurchase /restock** current products, notably for personal care, homecare, dairy and formula milk products. Repurchase/restock is big part of the purchase journey of 7/11 product categories.

Q. Please choose the steps you go through during your [verticle] purchase journey

n=1835

Expectedly, product quality is still most popular update information after their purchases. For 7 out of 11 verticals, consumers want to receive content such as health benefit, warranty and reviews in order to get a sense of safety before making their next purchases

Top updates want to receive after purchase



Q. What information/updates do you want to receive after buying the product?

Dairy n=157 | Formula milk n=151 | Personal care n=155 | Homecare n=151 | Skincare n=153 | Tech device n=150 | Home appliance n=155 | Food n=155 | Drink n=155 | Alcoholic beverage n=153 | Financial services n=300



Vertical Summary

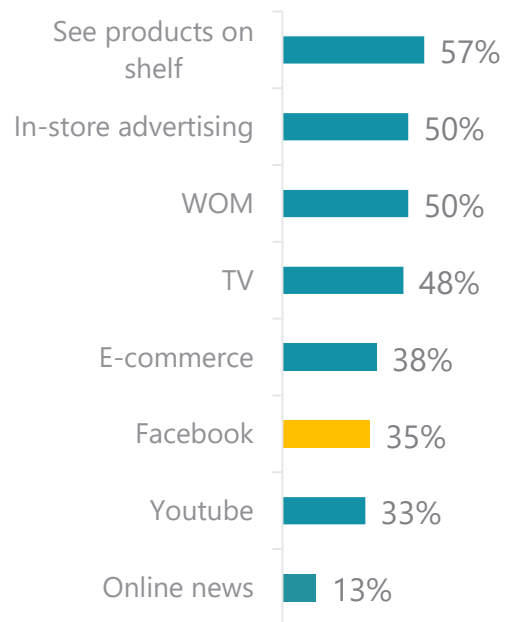


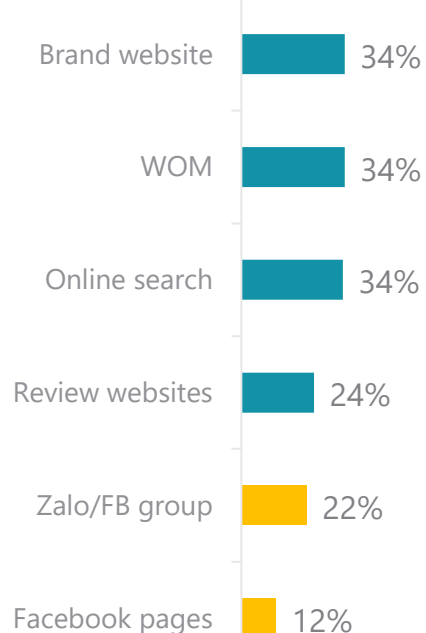
1. CPG Dairy Summary

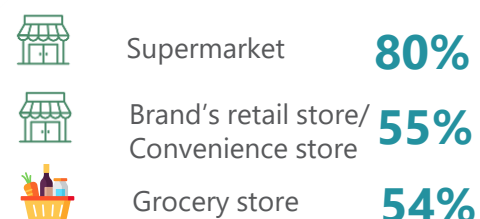
THIS VERTICAL INCLUDES OTHER TYPES
OF DAIRY PRODUCTS EXCEPT
FORMULA/POWDERED MILK.

While purchase decisions of dairy products such as CPG fresh milk, yogurt, etc. are mostly made offline, online channels are found to have a big impact on keeping consumers engaged after sales. Notably, Facebook is the top channel to follow dairy products information after consumers' purchase.

DISCOVERY

Top source of awareness¹

CONSIDERATION

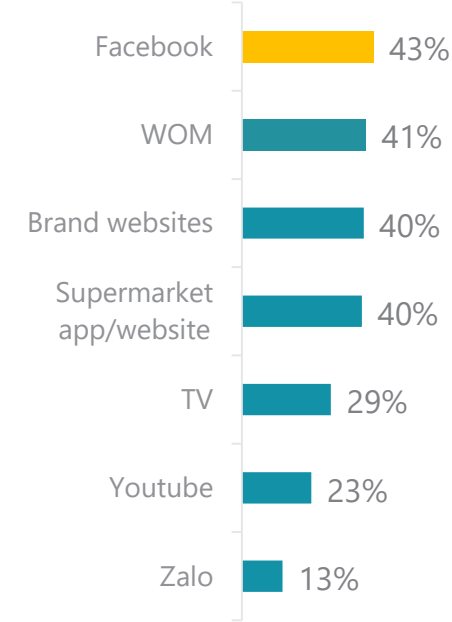
Top source of reference²

PURCHASE

Top purchase channels³

facebook

Facebook's contribution in purchase phase:

- Indirect sales⁴ **48%**

POST-PURCHASE

Top channels to follow⁵


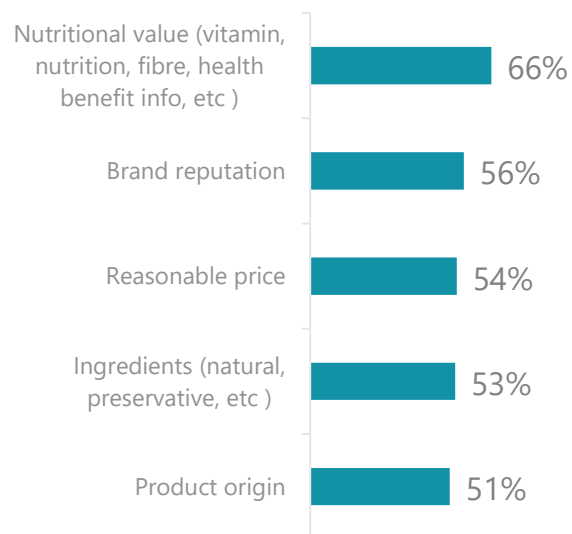
1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1-Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=157

Consumer preferences for content vary while buying dairy products. Consumers are drawn towards multiple information such as nutritional value, brand reputation, price/promotion, etc. Among these factors, consumers are more affected by promotions when buying impulsively, while planned purchases are often made due to quality-related influences.

DISCOVERY



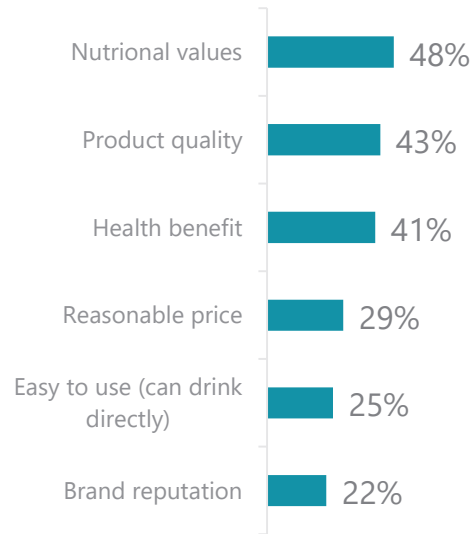
Top appealing content¹



CONSIDERATION



Top purchase triggers²

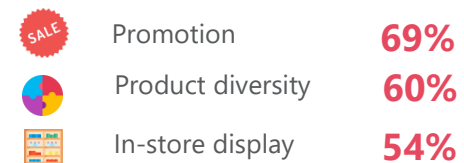


PURCHASE

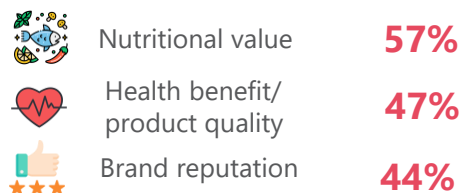


Top reasons to purchase

Impulse purchase³



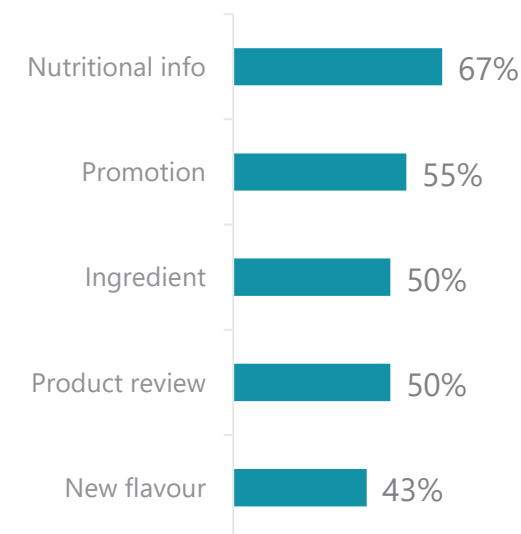
Planned purchase⁴



POST-PURCHASE



Top content to follow⁵



1. Q. What type of content will attract you to keep on searching for more information?; 2. Q. What is the main factor that makes you decide to buy [vertical]?; 3. When buying [vertical] on impulse, what influences your buying decision the most?; 4. What makes you plan to buy [vertical]?; 5. Q. What information/updates do you want to receive after buying [vertical]? | n=157

A woman with blonde hair, wearing a pink long-sleeved top, is sitting and holding a baby. She is feeding the baby with a white plastic bottle. The baby is wearing a yellow bib and a white patterned onesie. The background shows a white bed with pillows and a white bedside table with a stack of books and a white bowl. The scene is lit with soft, natural light.

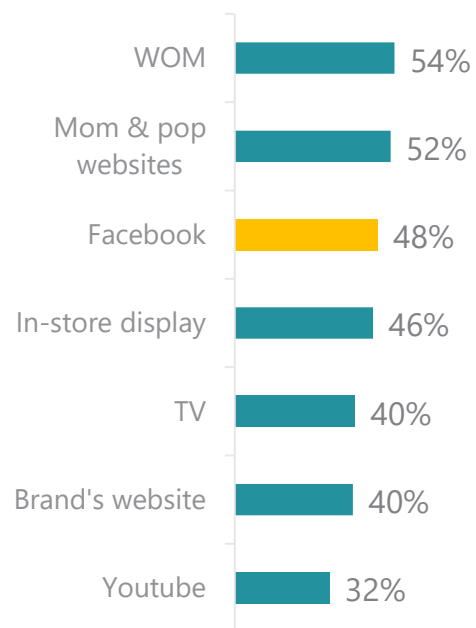
2. CPG Formula Milk/Powdered Milk Summary

Due to the importance of formula milk use on children, most consumers had already done research before buying the products at trustworthy offline sources, with stores specializing in dairy products being the most popular purchase channels. In this purchase journey, Facebook stands out as a reliable source of information.

DISCOVERY



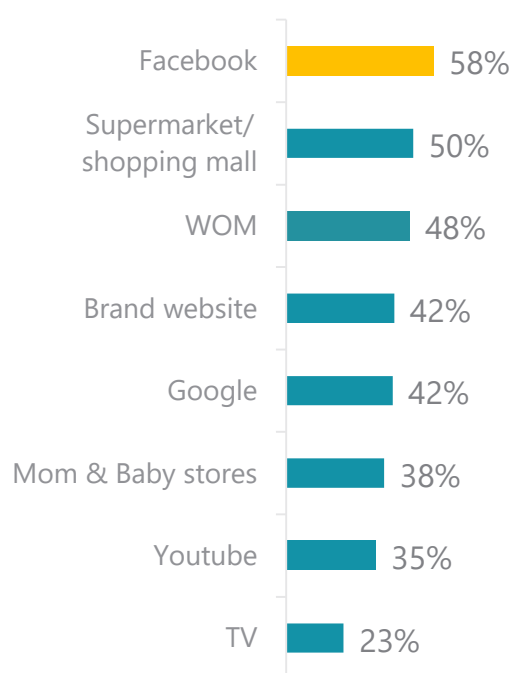
Top source of awareness¹



CONSIDERATION



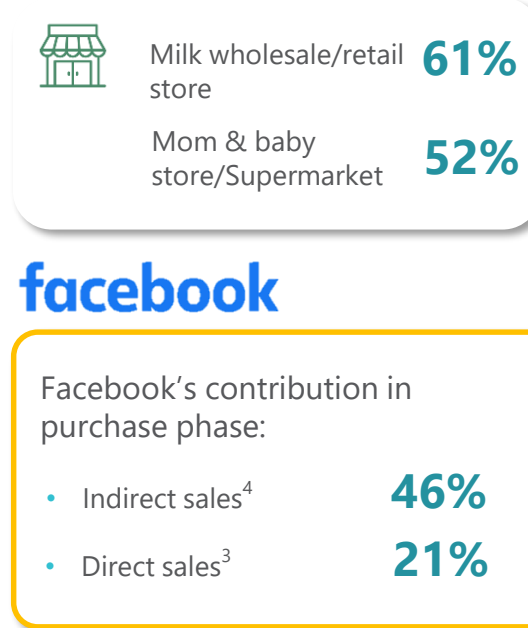
Top source of reference²



PURCHASE



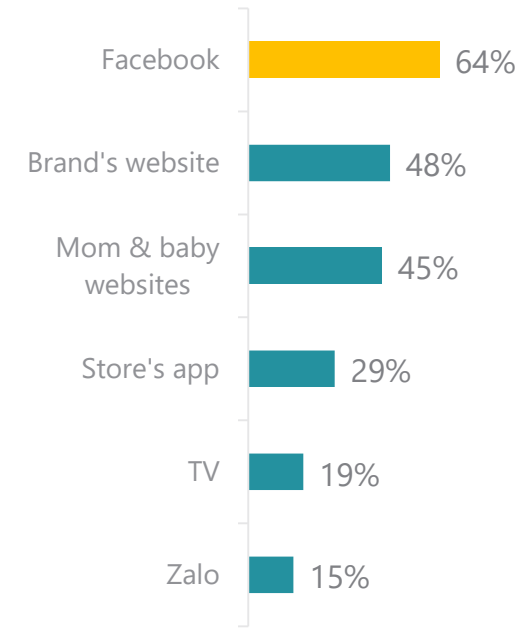
Top purchase channels³



POST-PURCHASE



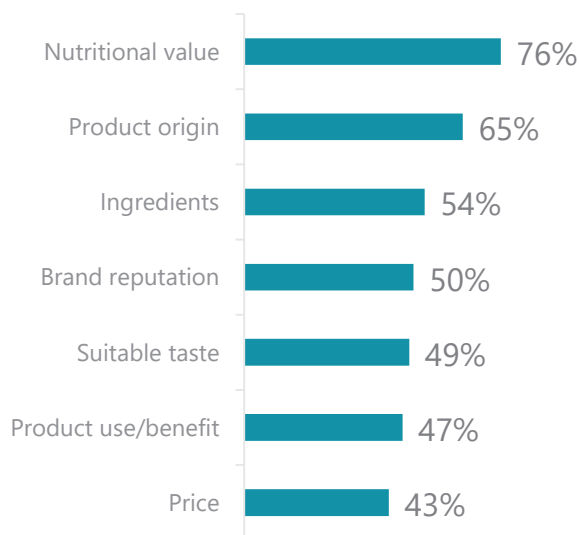
Top channels to follow⁵

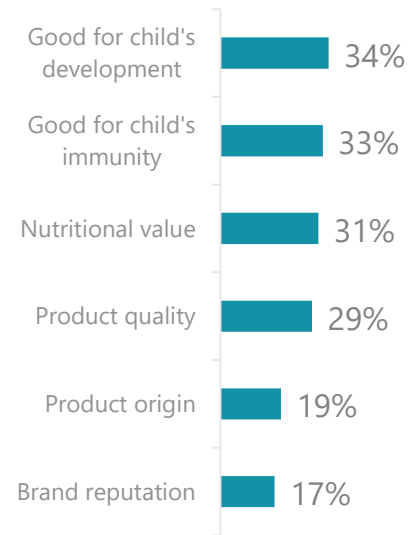


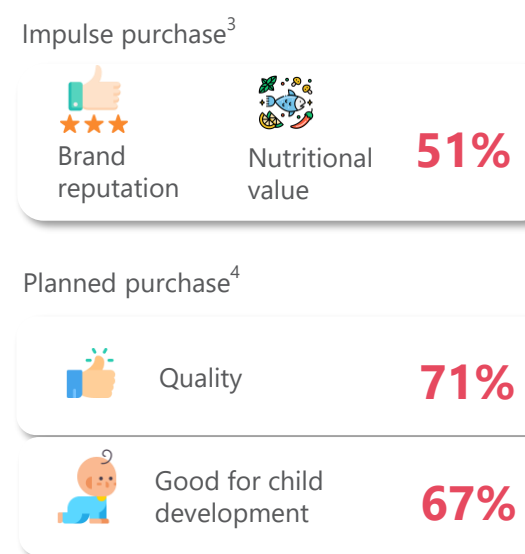
1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1- Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=151

Quality-related information (e.g. nutritional value) is the most attractive content when buying formula milk. Consumer purchase decisions, therefore, are much influenced by how ‘quality’ is defined by each consumer, whether it’s benefits for children development/immunity, nutritional value, product origin or brand reputation, etc.

DISCOVERY

Top appealing content¹

CONSIDERATION

Top purchase triggers²

PURCHASE

Top reasons to purchase

POST-PURCHASE

Top content to follow⁵

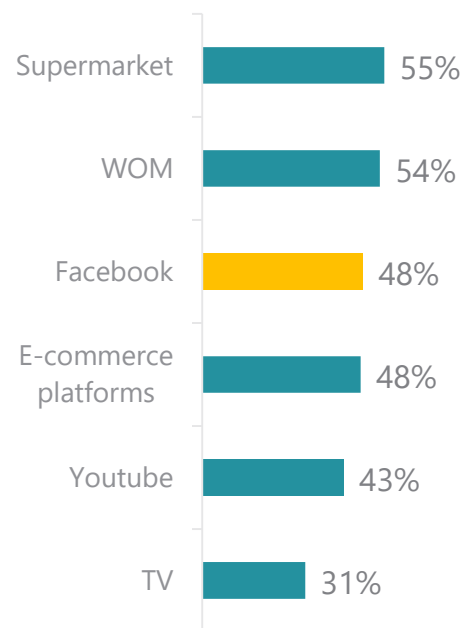

1. Q. What type of content will attract you to keep on searching for more information?; 2. Q. What is the main factor that makes you decide to buy [vertical]?; 3. When buying [vertical] on impulse, what influences your buying decision the most?; 4. What makes you plan to buy [vertical]?; 5. Q. What information/updates do you want to receive after buying [vertical]? | n=151

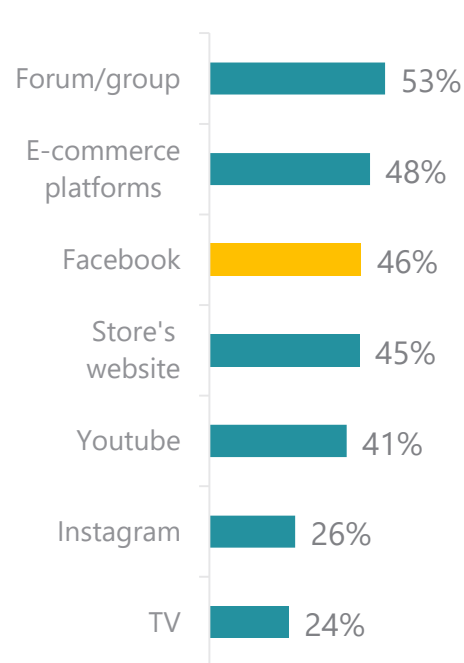
3. CPG Personal care Summary

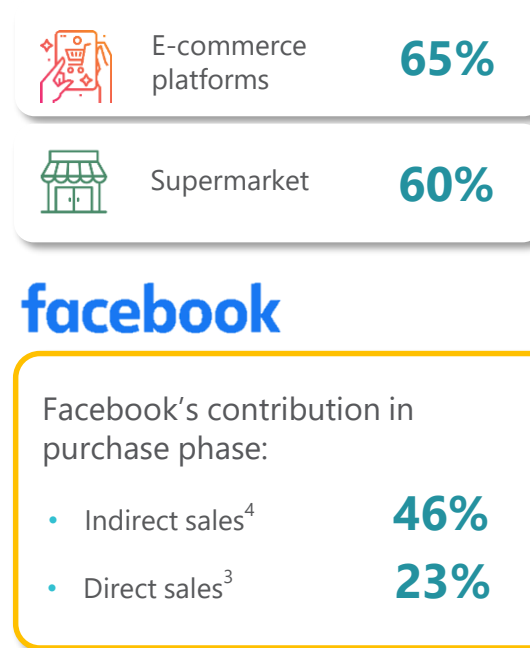


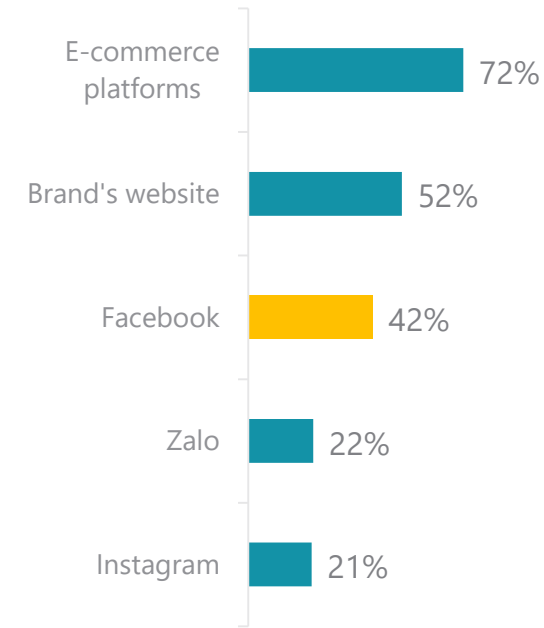
E-commerce platforms and supermarkets are the most popular channels to buy personal care products. Facebook contributes a big part in consumer purchase decisions, with 46% of consumers buying personal care products on E-commerce platforms after seeing information on Facebook.

DISCOVERY

Top source of awareness¹

CONSIDERATION

Top source of reference²

PURCHASE

Top purchase channels³

POST-PURCHASE

Top channels to follow⁵


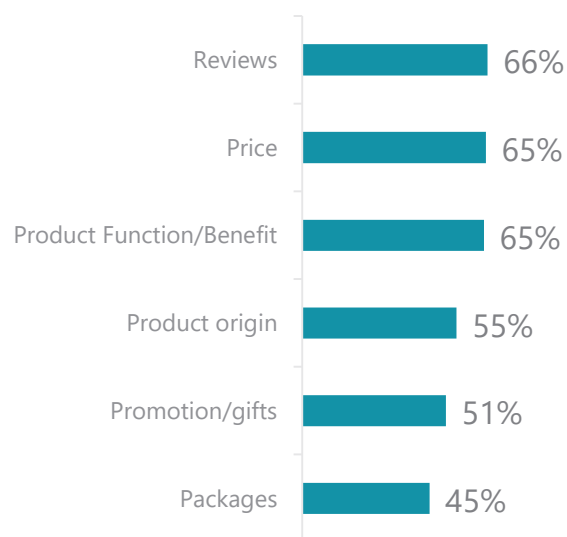
1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1- Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=155

Quality related information (e.g. review, product functionality/origin), price and promotion is the most appealing content to most consumers.

DISCOVERY



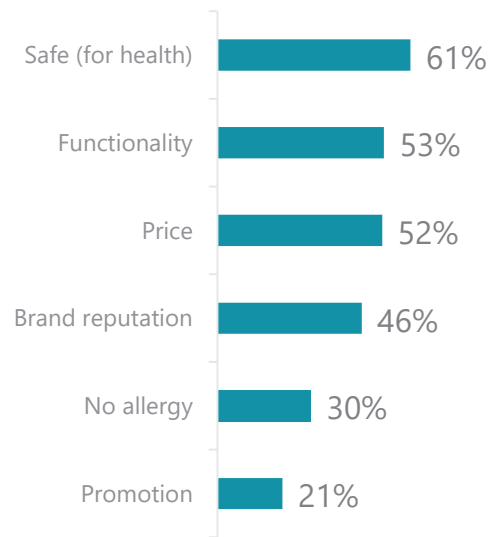
Top appealing content¹



CONSIDERATION



Top purchase triggers²

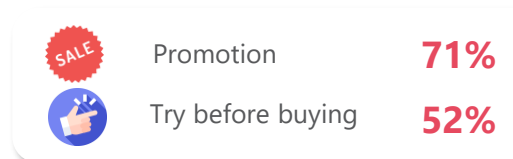


PURCHASE

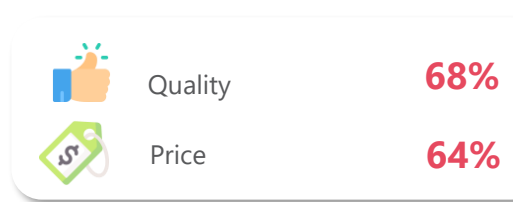


Top reasons to purchase

Impulse purchase³



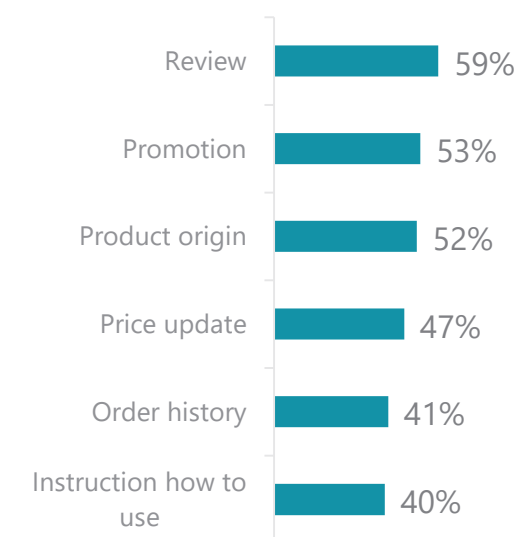
Planned purchase⁴



POST-PURCHASE



Top content to follow⁵



1. Q. What type of content will attract you to keep on searching for more information?; 2. Q. What is the main factor that makes you decide to buy [vertical]?; 3. When buying [vertical] on impulse, what influences your buying decision the most?; 4. What makes you plan to buy [vertical]?; 5. Q. What information/updates do you want to receive after buying [vertical]? | n=155

4. CPG Homecare Summary

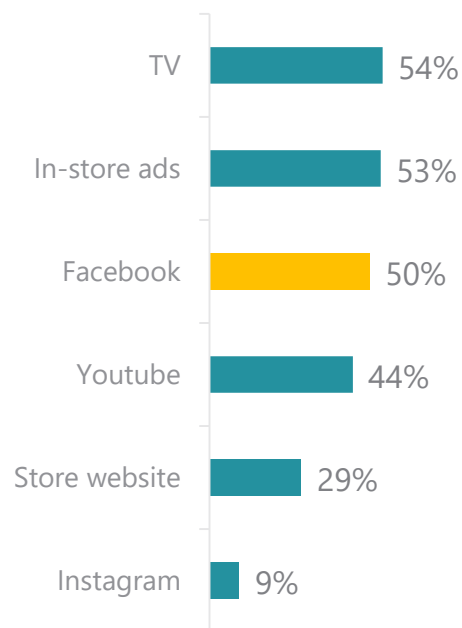


About half of consumers surveyed use Facebook while buying home care products. Notably, 55% of consumers often make purchases on E-commerce platforms due to Facebook influences.

DISCOVERY



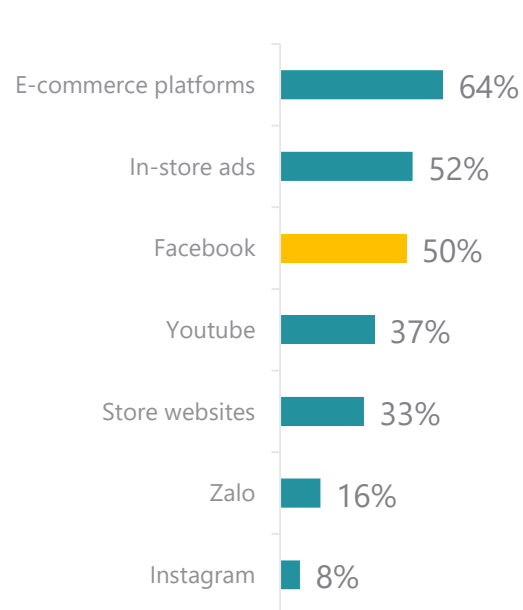
Top source of awareness¹



CONSIDERATION



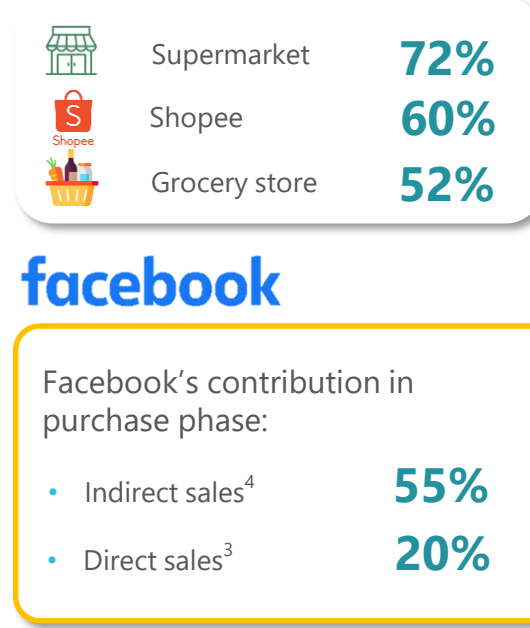
Top source of reference²



PURCHASE



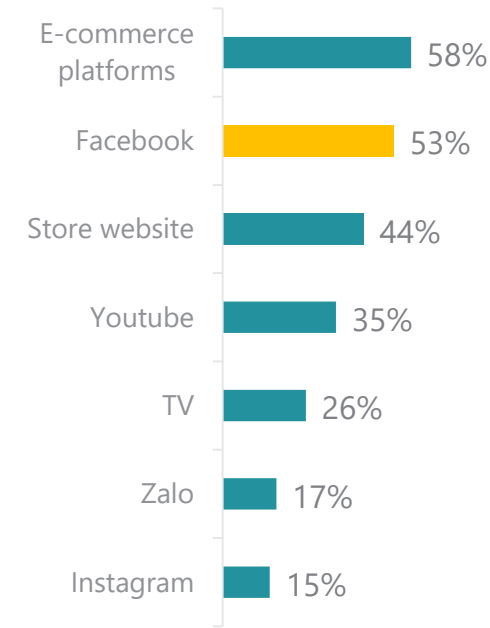
Top purchase channels³



POST-PURCHASE



Top channels to follow⁵



1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1-Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=151

Price/promotional information and effectiveness of home care products is the most popular content considered during consumer purchase journey.

DISCOVERY



Top appealing content¹



CONSIDERATION



Top purchase triggers²

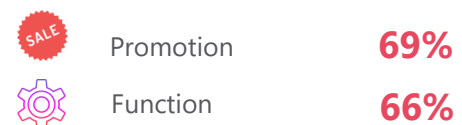


PURCHASE

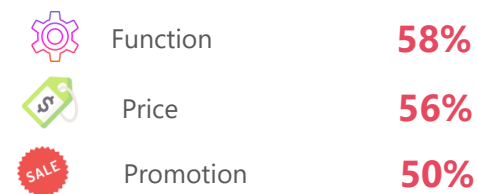


Top reasons to purchase

Impulse purchase³



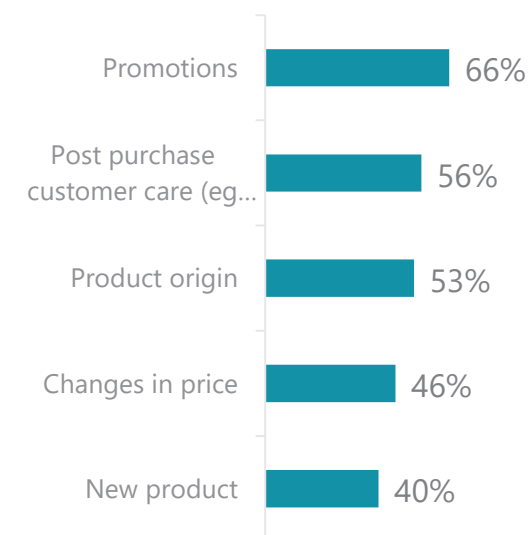
Planned purchase⁴



POST-PURCHASE



Top content to follow⁵

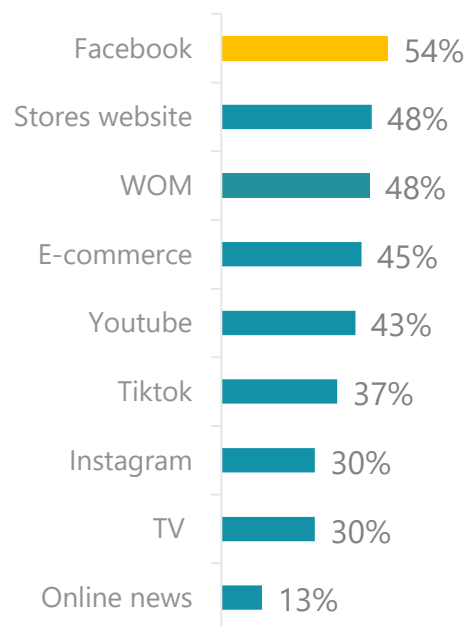


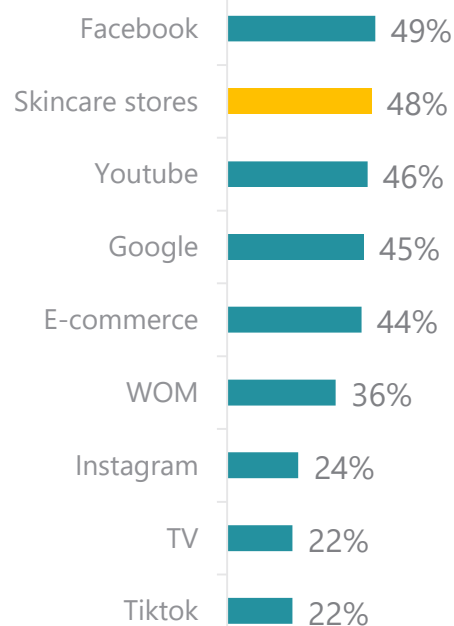
5. CPG Skincare Summary

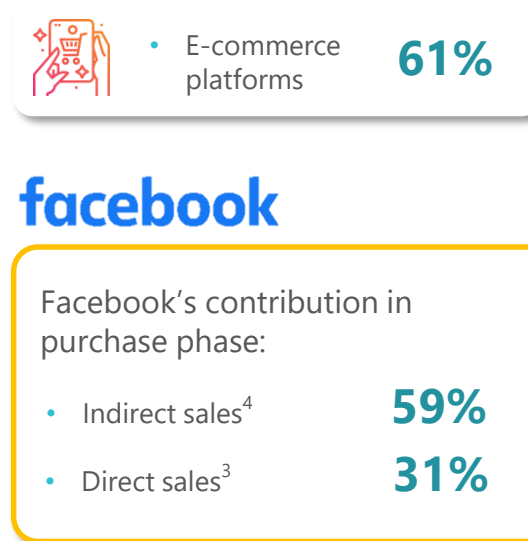


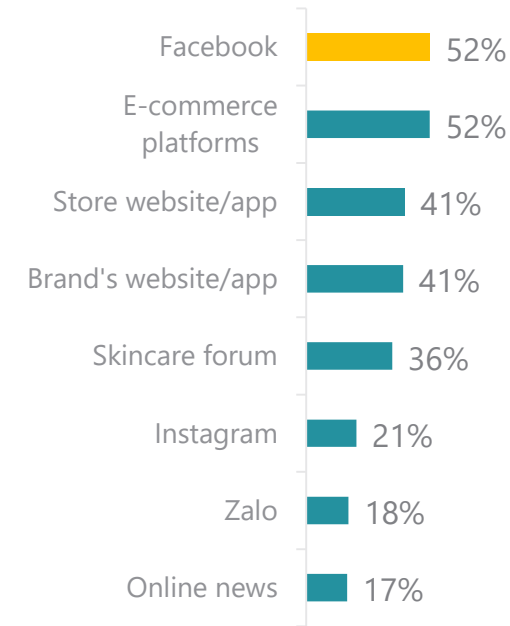
Facebook is the most popular source of information used before/after purchases of skincare products and E-commerce platform is the go-to purchase channel. Notably, 59% of consumers make purchases on E-commerce platforms after seeing information on Facebook.

DISCOVERY

Top source of awareness¹

CONSIDERATION

Top source of reference²

PURCHASE

Top purchase channels³

POST-PURCHASE

Top channels to follow⁵


1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1-Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=153

Product effectiveness is the top factor considered when purchasing skincare products. More than 61% of consumers expect their skin condition improvement alongside no allergy from the products. Consumers' impulse purchases are most influenced by promotion, while planned purchases are made due to specific needs such as recovery after treatment, hydration, etc.

DISCOVERY



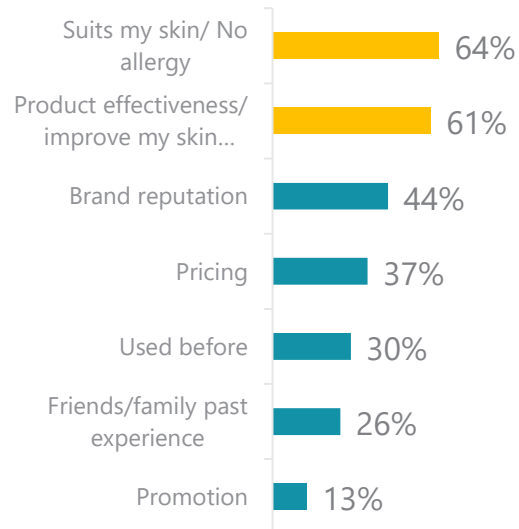
Top appealing content¹



CONSIDERATION



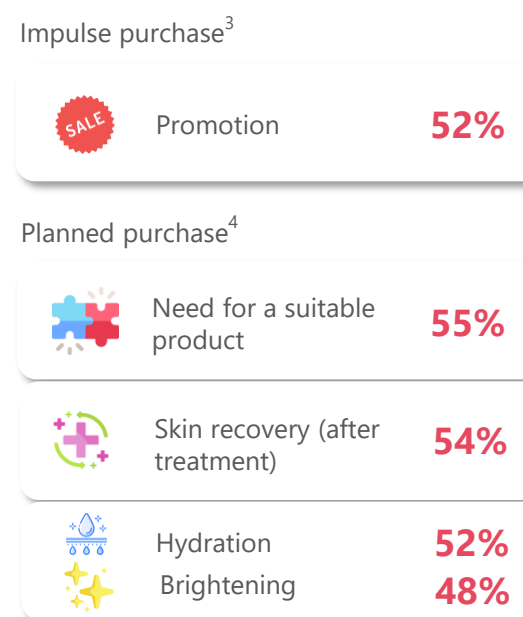
Top purchase triggers²



PURCHASE



Top reasons to purchase



POST-PURCHASE



Top content to follow⁵

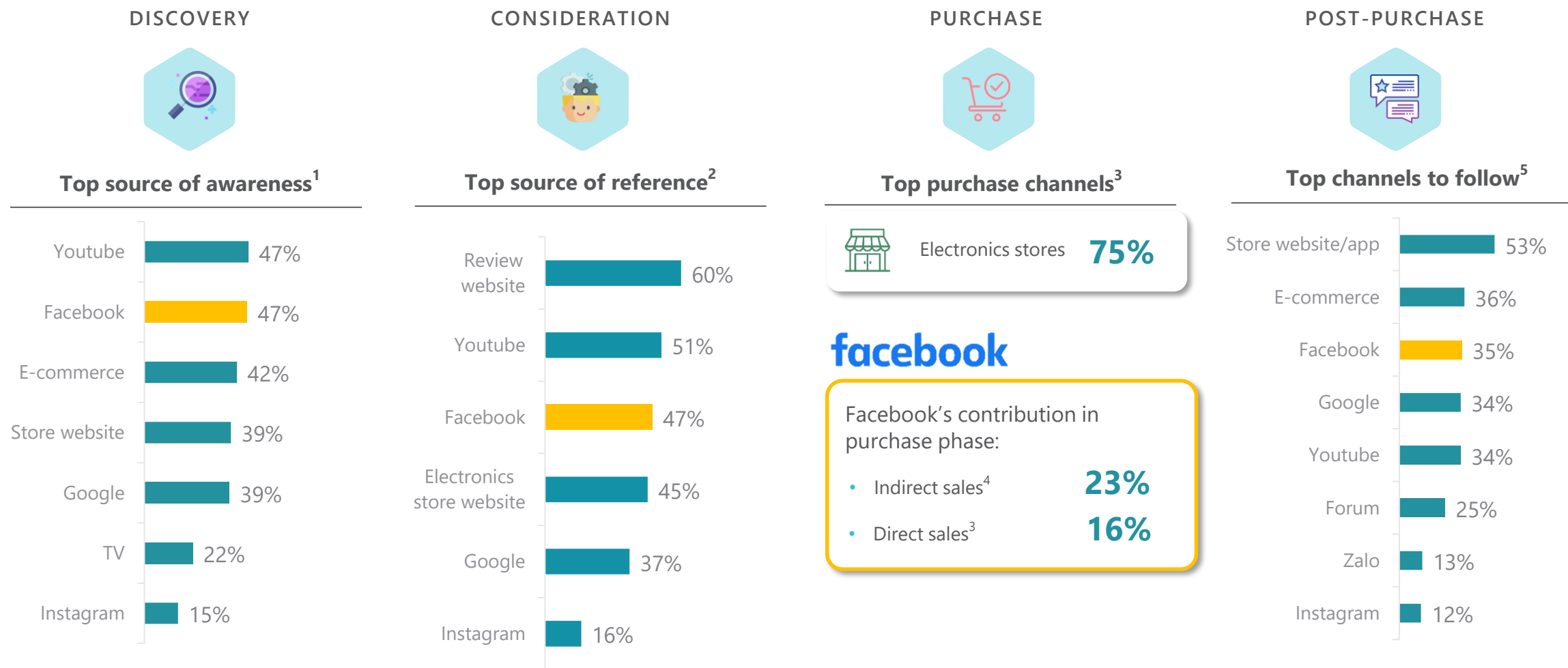


1. Q. What type of content will attract you to keep on searching for more information?; 2. Q. What is the main factor that makes you decide to buy [vertical]?; 3. When buying [vertical] on impulse, what influences your buying decision the most?; 4. What makes you plan to buy [vertical]?; 5. Q. What information/updates do you want to receive after buying [vertical]? | n=153

6. Tech device Summary



For expensive products like tech devices, offline purchases with careful research before buying is common for most consumers. Facebook is among the most popular sources of information used during consumer purchase journey.



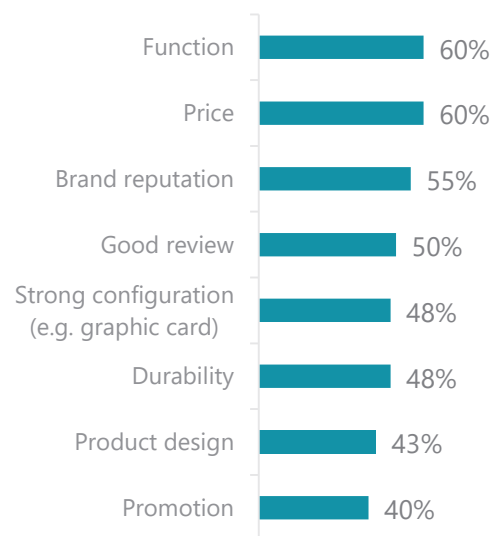
1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1-Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=150

Consumers seem careful while making tech devices purchases. Multiple factors are considered during their purchase journey such as functionality, price, efficiency, etc. After purchases, warranty information is the top content to follow.

DISCOVERY



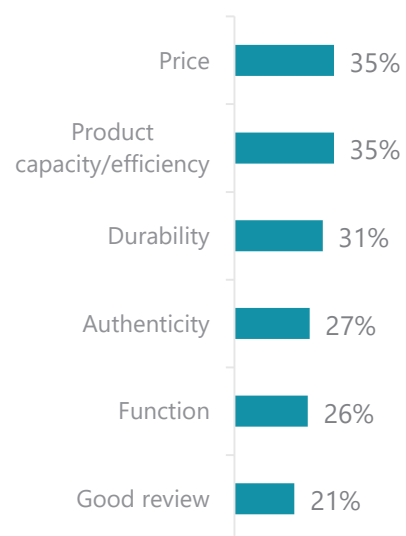
Top appealing content¹



CONSIDERATION



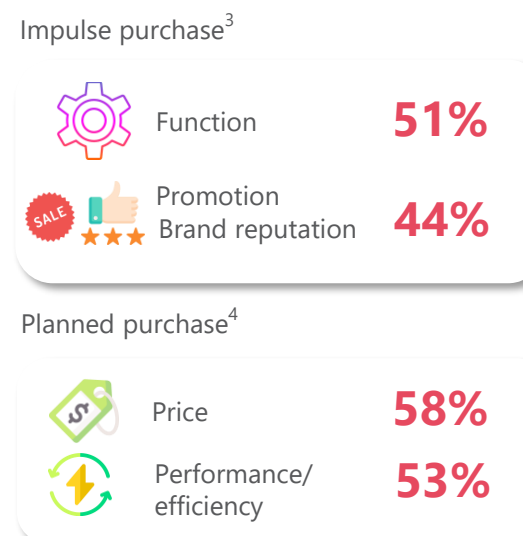
Top purchase triggers²



PURCHASE



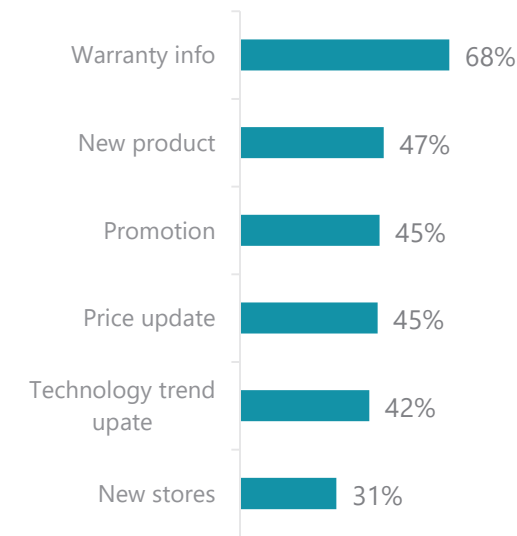
Top reasons to purchase



POST-PURCHASE



Top content to follow⁵



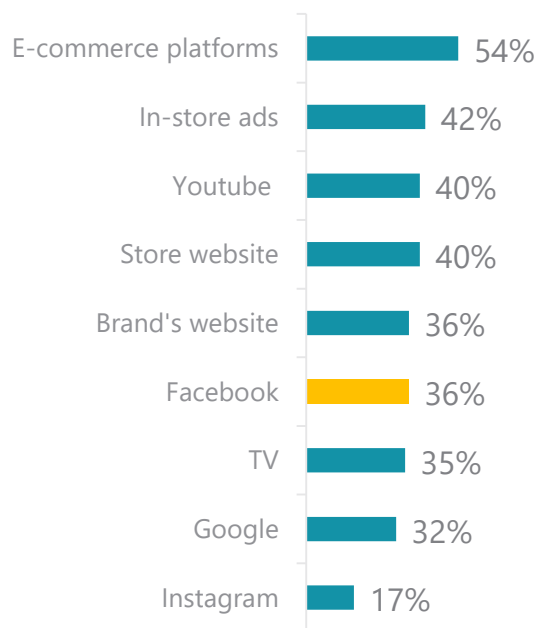
1. Q. What type of content will attract you to keep on searching for more information?; 2. Q. What is the main factor that makes you decide to buy [vertical]?; 3. When buying [vertical] on impulse, what influences your buying decision the most?; 4. What makes you plan to buy [vertical]?; 5. Q. What information/updates do you want to receive after buying [vertical]? | n=150

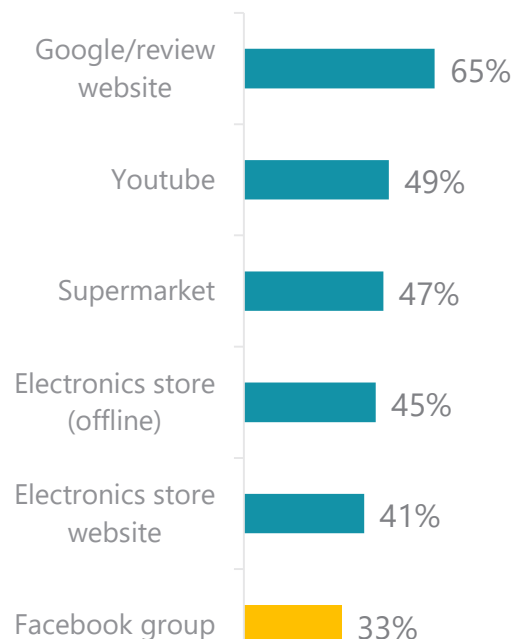
7. Home Appliances Summary

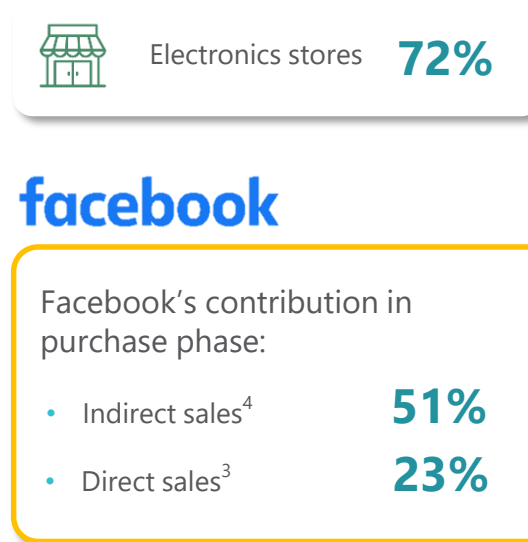


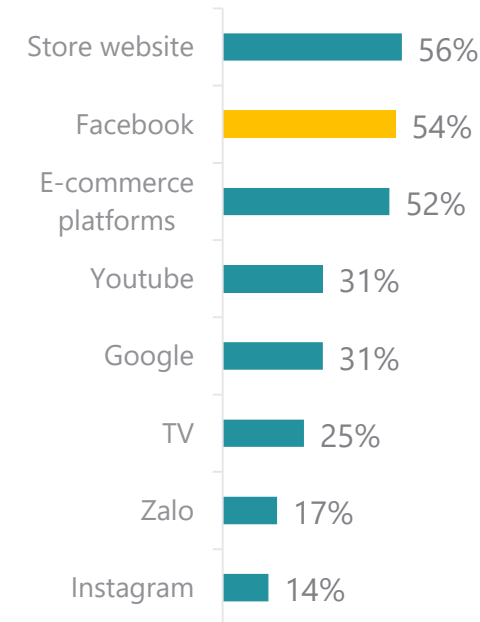
Expectedly, although electronics store (72%) is the go-to purchase channel for home appliances, online channels also play an important role in building consumer trust and converting them into buyers. Specifically, Facebook impact on sales could be observed throughout the purchase journey, notably in indirect sales and post-purchase phase.

DISCOVERY

Top source of awareness¹

CONSIDERATION

Top source of reference²

PURCHASE

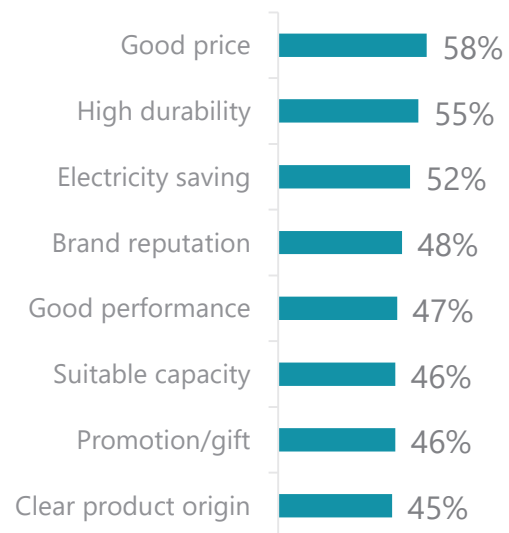
Top purchase channels³

POST-PURCHASE

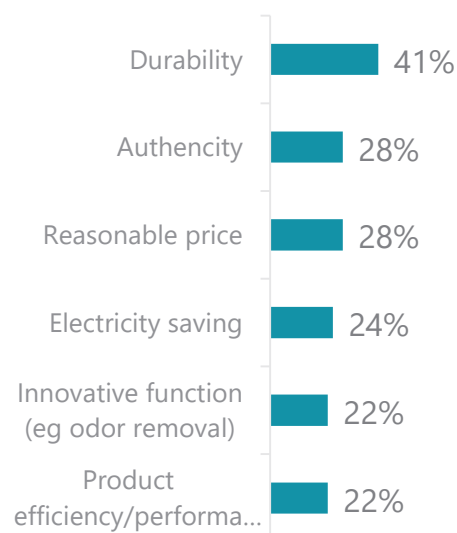
Top channels to follow⁵


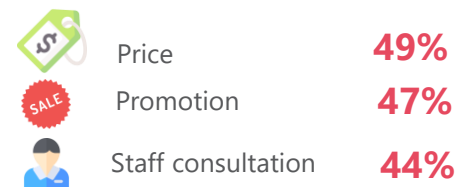
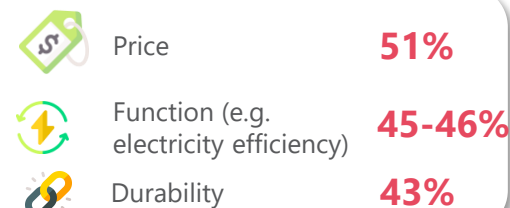
1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1-Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=155

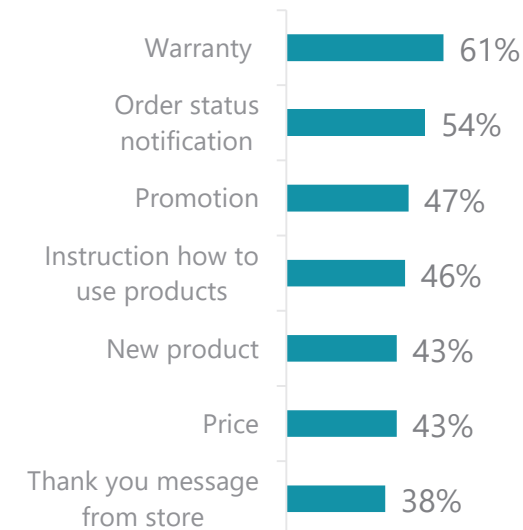
Consumers show a high interest in variety of content such as price, durability when they first know about the product or warranty, order status updates after purchases. Notably, pricing/promotional information is among the top reasons to buy home appliances.

DISCOVERY

Top appealing content¹

CONSIDERATION

Top purchase triggers²

PURCHASE

Top reasons to purchase
Impulse purchase³

Planned purchase⁴

POST-PURCHASE

Top content to follow⁵


1. Q. What type of content will attract you to keep on searching for more information?; 2. Q. What is the main factor that makes you decide to buy [vertical]?; 3. When buying [vertical] on impulse, what influences your buying decision the most?; 4. What makes you plan to buy [vertical]?; 5. Q. What information/updates do you want to receive after buying [vertical]? | n=155

8. CPG Food Summary

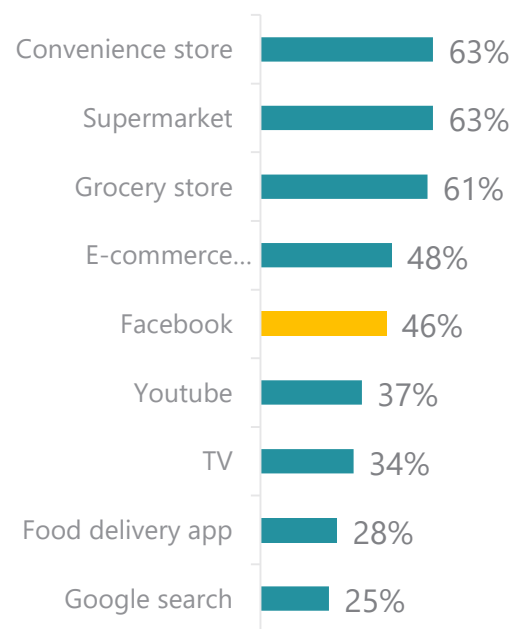


Although CPG Food purchases often occur offline, Facebook is an integral part of the shopping decision-making process.

DISCOVERY



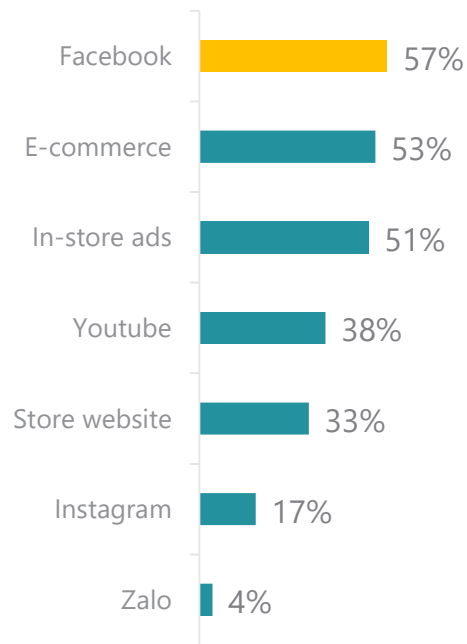
Top source of awareness¹



CONSIDERATION



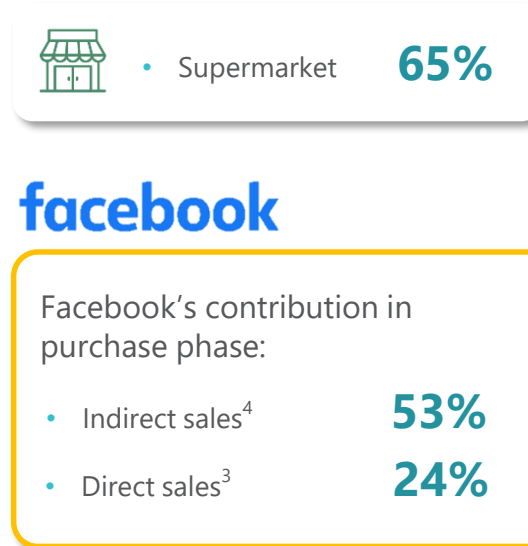
Top source of reference²



PURCHASE



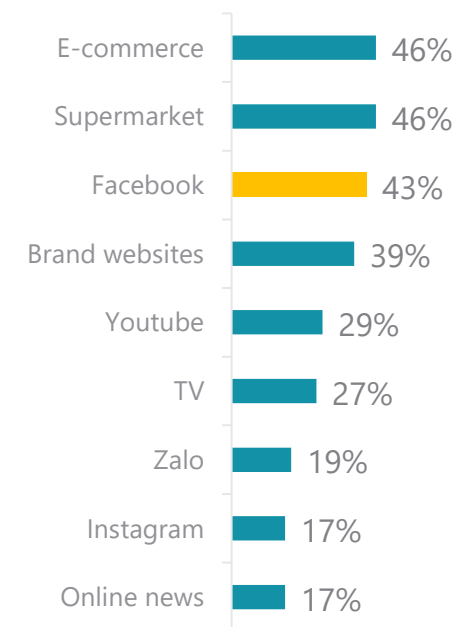
Top purchase channels³



POST-PURCHASE

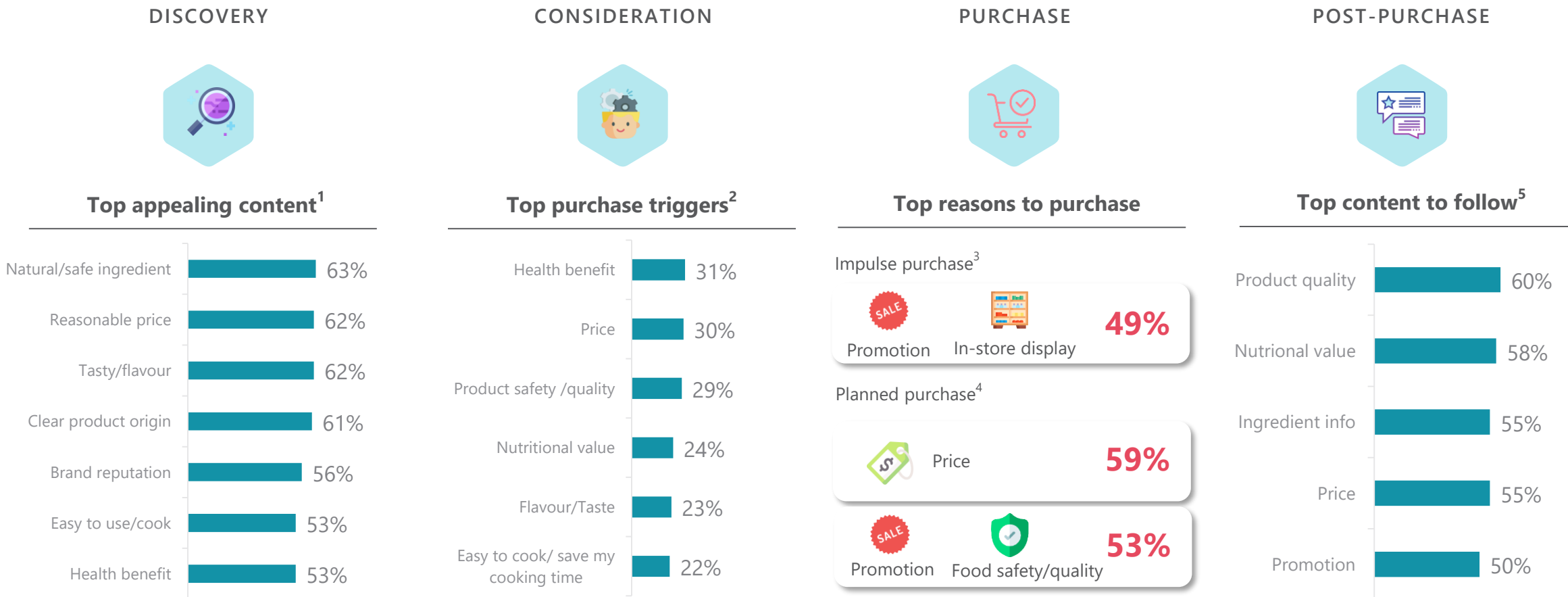


Top channels to follow⁵



1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1-Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=155

Due to product diversity in food verticals, multiple factors from food safety/quality related content, flavour to pricing/promotional information is considered. However, consumer motivations to buy while considering for CPG food differ by their specific needs.



1. Q. What type of content will attract you to keep on searching for more information?; 2. Q. What is the main factor that makes you decide to buy packaged food?; 3. When buying packaged food on impulse, what influences your buying decision the most?; 4. What makes you plan to buy packaged food?; 5. Q. What information/updates do you want to receive after buying packaged food? | n=155

9. CPG Soft Drink Summary

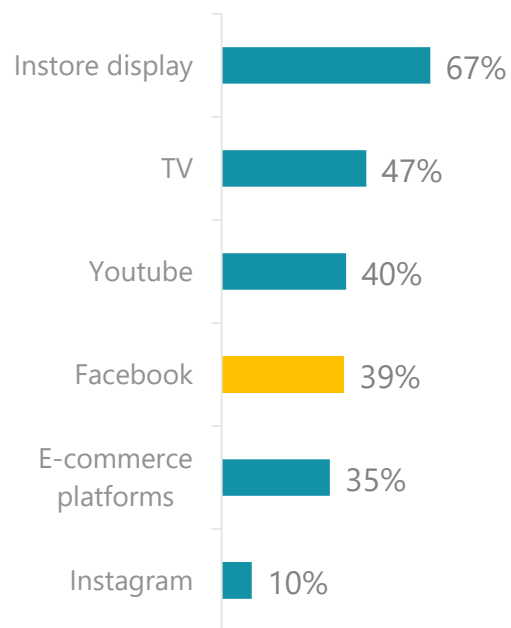


Soft drinks purchases often occur offline, 76% of consumers surveyed usually make purchases at convenience stores and supermarkets. Compared to other online channels, Facebook is a common source used during consumer purchase process.

DISCOVERY



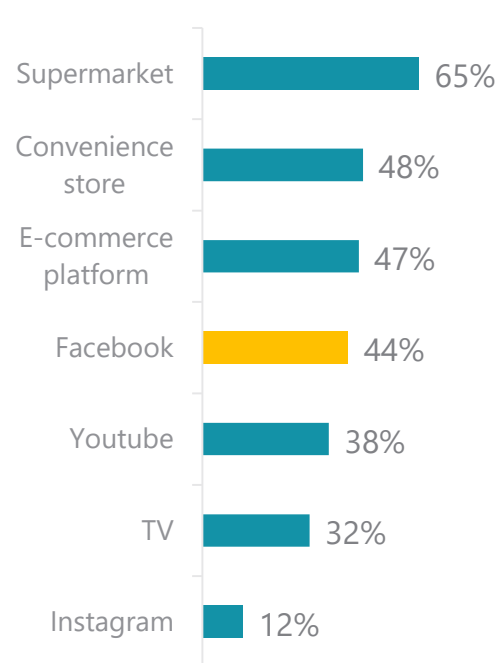
Top source of awareness¹



CONSIDERATION



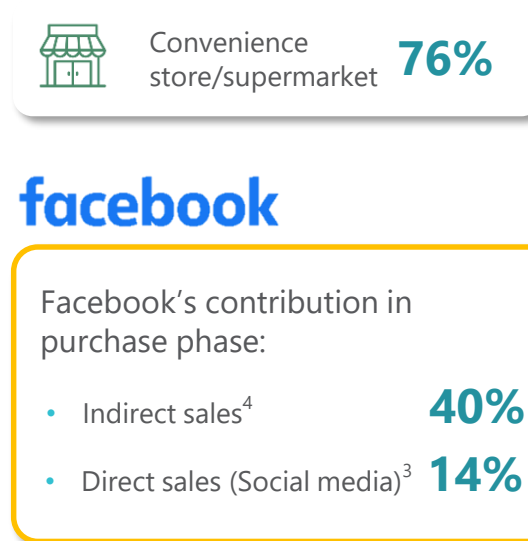
Top source of reference²



PURCHASE



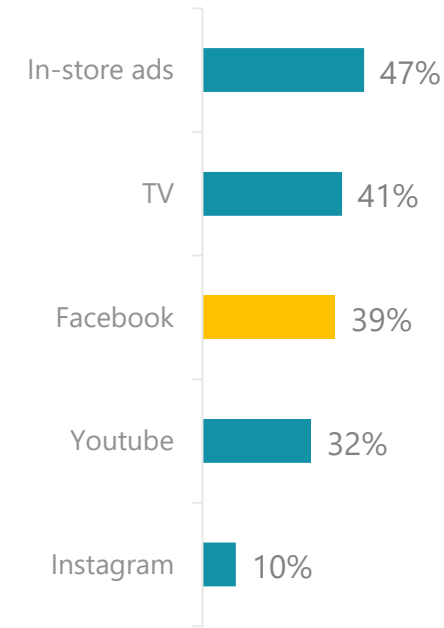
Top purchase channels³



POST-PURCHASE



Top channels to follow⁵



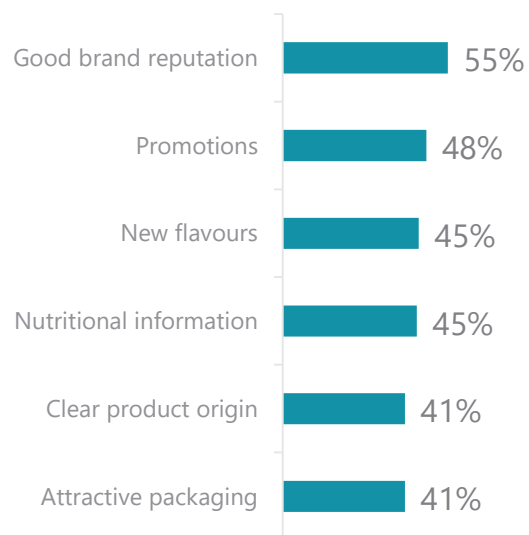
1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1-Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=155

Flavour, product quality guarantees (e.g. brand reputation, health benefit, nutritional info) and pricing/promotional information is the top content consumers care about the most.

DISCOVERY



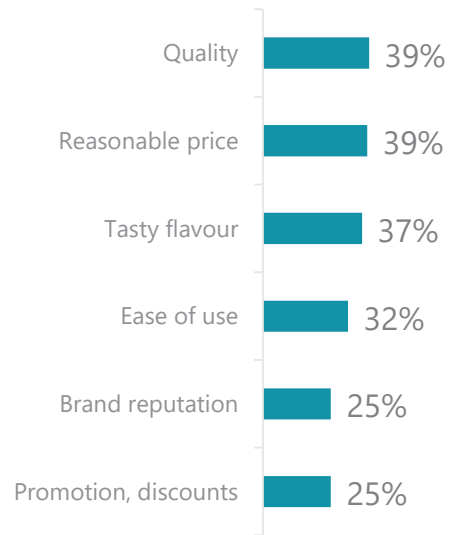
Top appealing content¹



CONSIDERATION



Top purchase triggers²

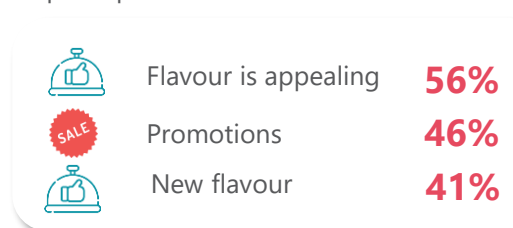


PURCHASE

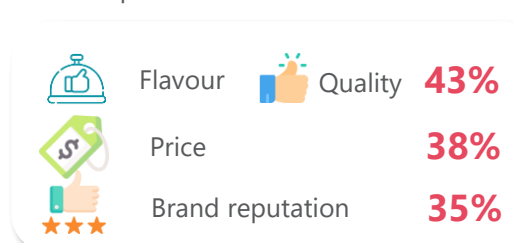


Top reasons to purchase

Impulse purchase³



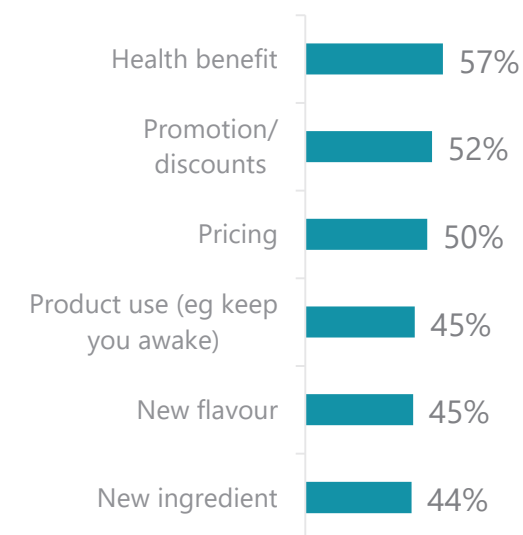
Planned purchase⁴



POST-PURCHASE



Top content to follow⁵



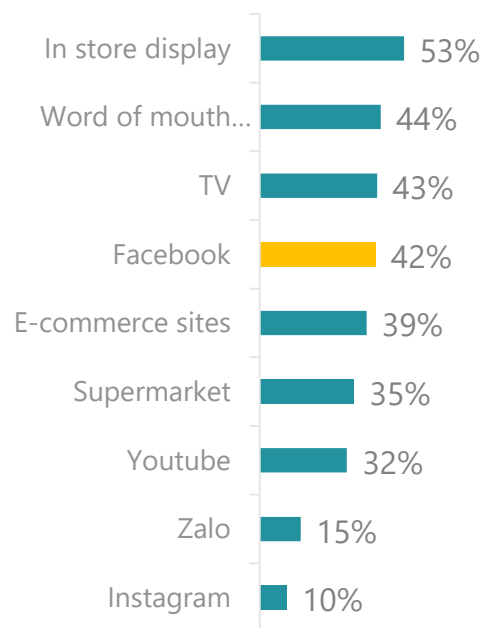
1. Q. What type of content will attract you to keep on searching for more information?; 2. Q. What is the main factor that makes you decide to buy [vertical]?; 3. When buying [vertical] on impulse, what influences your buying decision the most?; 4. What makes you plan to buy [vertical]?; 5. Q. What information/updates do you want to receive after buying [vertical]? | n=155

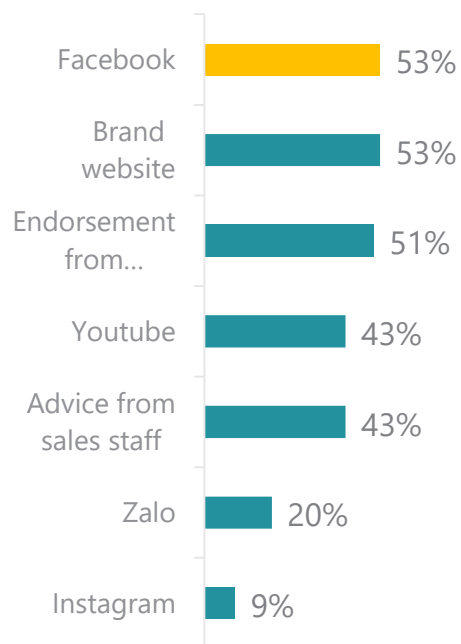
A photograph of two women sitting on a wooden bench on a rooftop bar. The woman on the left is wearing a light blue denim shirt and sunglasses, holding a glass of beer. The woman on the right is wearing a black halter top and a teal skirt, also holding a glass of beer. They are both laughing heartily. In the background, there is a bar area with shelves of bottles and a view of a city skyline through a large window.

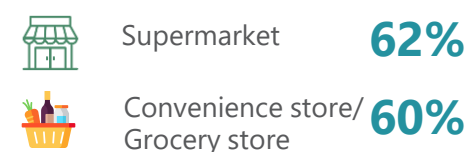
10. CPG Alcoholic Beverages Summary

In alcoholic beverages vertical, Facebook popularity during consumer purchase journey could be observed, with 42% to 60% of consumers use Facebook as a source of information.

DISCOVERY

Top source of awareness¹

CONSIDERATION

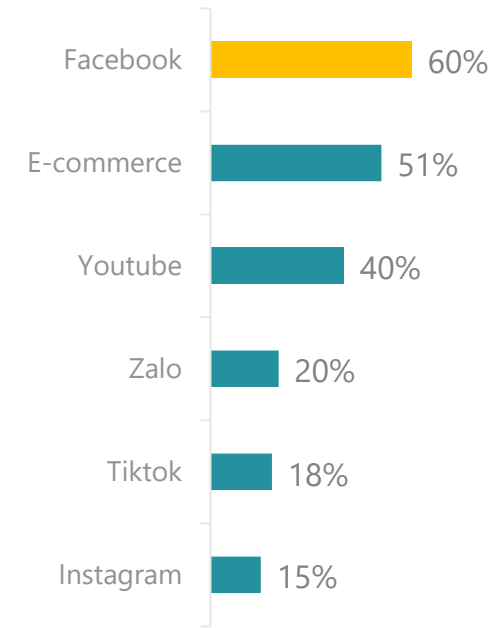
Top source of reference²

PURCHASE

Top purchase channels³

facebook

Facebook's contribution in purchase phase:

- Indirect sales⁴ **45%**
- Direct sales³ **12%**

POST-PURCHASE

Top channels to follow⁵


1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1-Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=153

Flavour, price/promotions and product quality information is most favoured while buying alcoholic beverages.

DISCOVERY



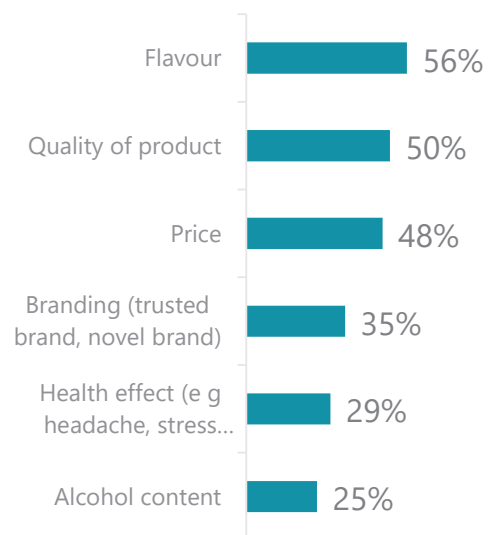
Top appealing content¹



CONSIDERATION



Top purchase triggers²

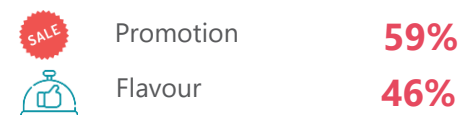


PURCHASE

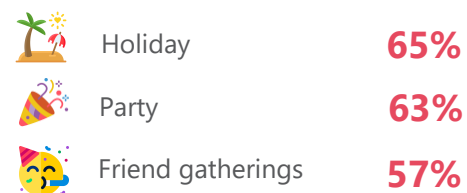


Top reasons to purchase

Impulse purchase³



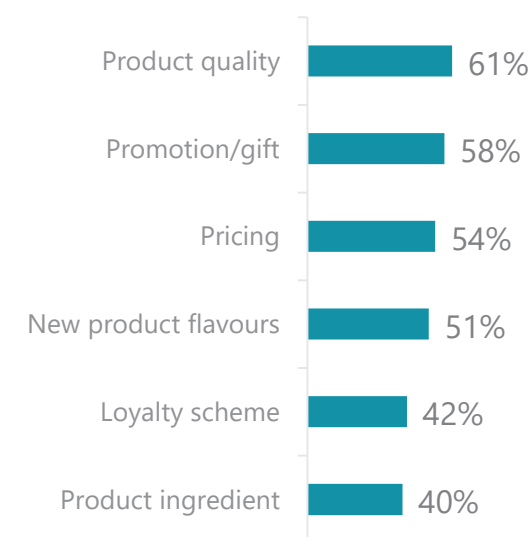
Planned purchase⁴



POST-PURCHASE



Top content to follow⁵



1. Q. What type of content will attract you to keep on searching for more information?; 2. Q. What is the main factor that makes you decide to buy [vertical]?; 3. When buying [vertical] on impulse, what influences your buying decision the most?; 4. What makes you plan to buy [vertical]?; 5. Q. What information/updates do you want to receive after buying [vertical]? | n=153

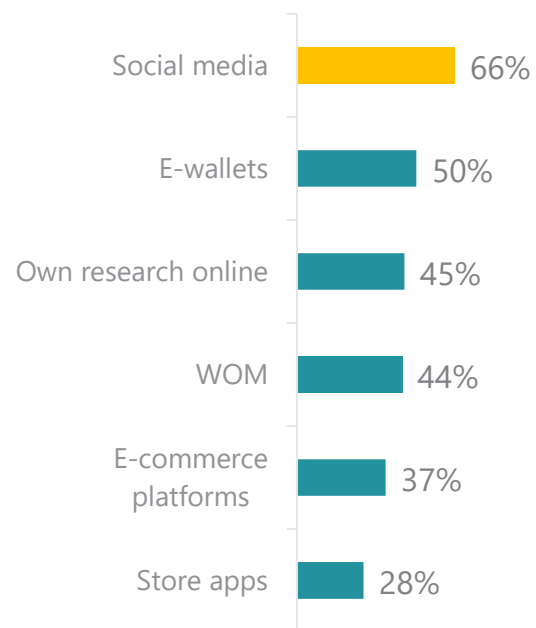
A hand holding a blue credit card with a Mastercard logo, positioned over a laptop keyboard. The card features a faint embossed design of a figure holding a shield. The laptop keyboard is visible in the background, showing Cyrillic characters.

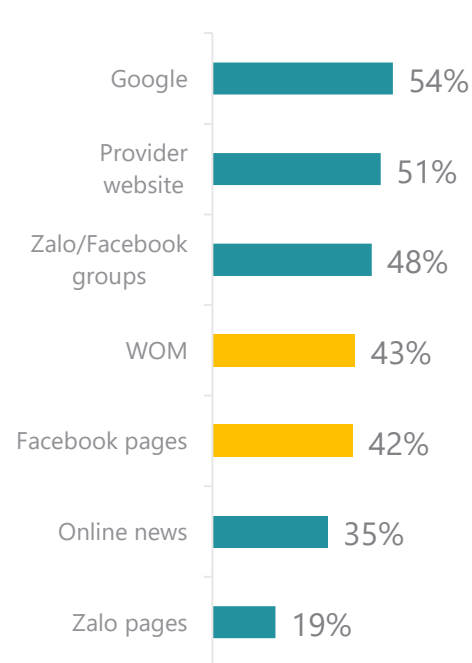
11. Financial Service Summary

THIS VERTICAL INCLUDES BANKING (E.G. CREDIT CARD), INSURANCE, E-WALLET AND STOCK BROKERAGE SERVICES AND OTHER FINANCIAL SERVICES.

Facebook is a popular source of information of customers to make registering decisions for financial services. Moreover, information directly from service providers (e.g. emails) is more preferred in post-purchase phase.

DISCOVERY

Top source of awareness¹

CONSIDERATION

Top source of reference²

PURCHASE

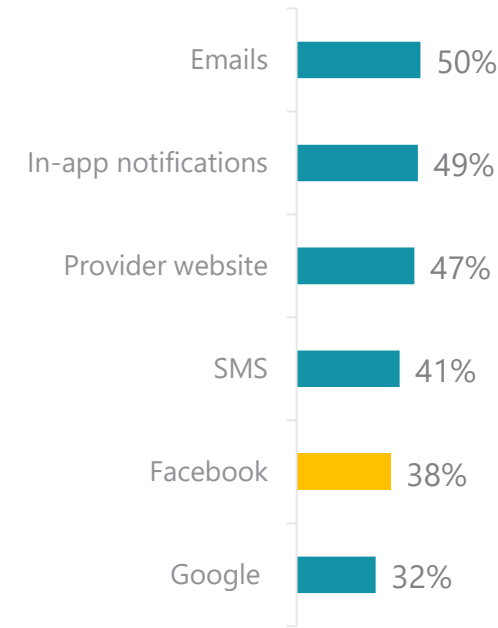
Purchase channels³

facebook

Facebook's contribution in purchase phase:

- Indirect sales⁴ **36%**

POST-PURCHASE

Top channels to follow⁵


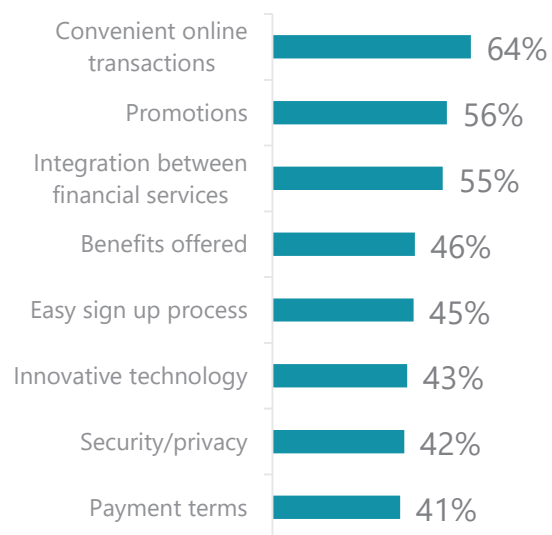
1. Q. Which channel do you come to know about [vertical] through first?; 2. Q. After knowing about the product, what information sources/channels do you usually refer to?; 3. Q. Through which channel do you usually purchase [vertical]?; 4. Q. On a scale of 5, please rate how often you buy [vertical] product on e-commerce websites (Tiki, Shopee, Lazada...) after seeing information or promotion deals on Facebook/Instagram (1- Never, 5-Very Often); 5. Q. After buying, which channel do you use to follow the information on purchased product? | n=300

Convenience factors and financial benefits (e.g. promotion, discounts, fee) are the top content that customers are interested in. This preference for content also differs by services and customer needs.

DISCOVERY



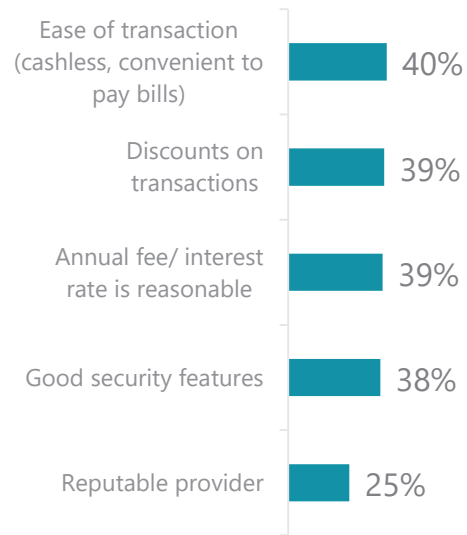
Top appealing content¹



CONSIDERATION



Top purchase triggers²

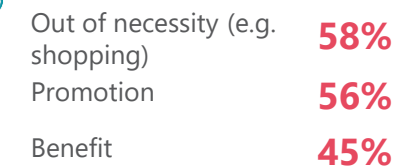


PURCHASE

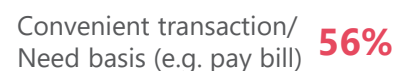


Top reasons to purchase

Impulse purchase³



Planned purchase⁴



POST-PURCHASE



Top content to follow⁵



1. Q. What type of content will attract you to keep on searching for more information?; 2. Q. What is the main factor that makes you decide to buy [vertical]?; 3. When buying [vertical] on impulse, what influences your buying decision the most?; 4. What makes you plan to buy [vertical]?; 5. Q. What information/updates do you want to receive after buying [vertical]? | n=300



Reach out to us

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