

The Connected Consumer

The Rise of Social Commerce



QUARTER IV 2023



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Introduction



Background

The Connected Consumer is a quarterly report conducted by Decision Lab since 2019. The study aims to provide the latest updates about Vietnamese digital consumption to support brands connect with consumers most effectively. Information in the report is analysed by Decision Lab's expert consultants and focuses on consumers' online habits, including social media usage, entertainment (music, movies, online videos), and utilities.

Disclaimer: This report has been prepared solely for information purposes over a limited time period to provide a perspective on the market. Information, analyses and conclusions contained herein should not be construed as definitive forecasts or guarantees of future performance or results. Decision Lab shall not be liable for any loss arising from the use of this report.

Key highlights

01.

Consumers seeking more purposeful digital platform usage

Despite a decline in entertaining activities in Q4 2023, consumers remain engaged in utility services, signalling a possible shift towards prioritising essential digital needs over recreational ones towards year-end.

02.

A shift towards social commerce for online shopping

Consumers increasingly prefer platforms that seamlessly blend multi-purposes, not just entertainment and shopping features.

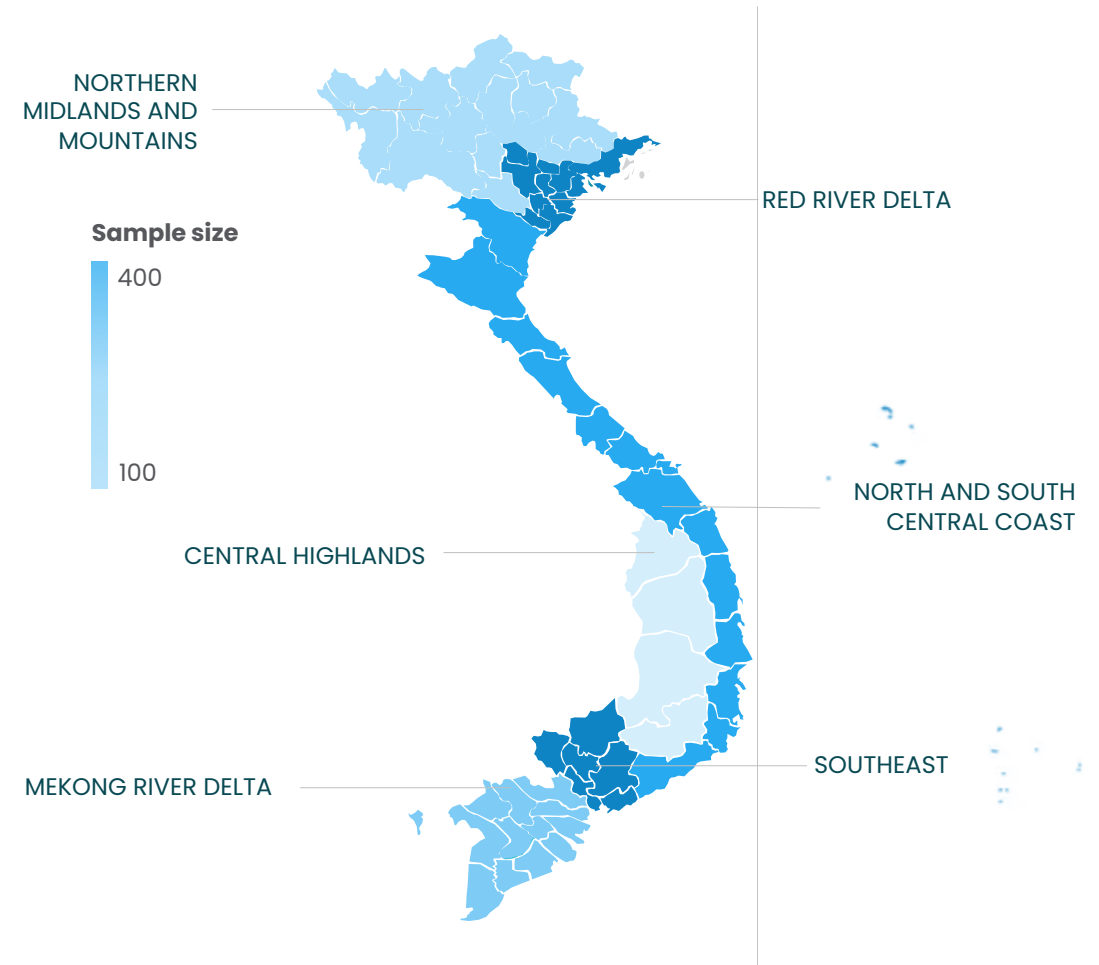
03.

XanhSM, an electric ride-hailing service, is emerging as a rising star in the category

Vietnamese consumers show favorability and adoption of embracing sustainable, environmentally-conscious practices.

Online quantitative survey using online panel

QUARTER	SAMPLE COLLECTION PERIOD	TOTAL SAMPLE SIZE
Q4 2023	Oct 2023 – Dec 2023	1,330
Q3 2023	Jul 2023 – Sep 2023	1,330
Q2 2023	Apr 2023 – Jun 2023	1,603
Q1 2023	Jan 2023 – Mar 2023	1,741
Q4 2022	Oct 2022 – Dec 2022	1,584
Q3 2022	Jul 2022 – Sep 2022	1,507
Q2 2022	Apr 2022 – Jun 2022	1,644
Q1 2022	Jan 2022 – Mar 2022	1,455
Q4 2021	Oct 2021 – Dec 2021	881
Q3 2021	Jul 2021 – Sep 2021	1,440
Q2 2021	Apr 2021 – Jun 2021	1,833
Q1 2021	Jan 2021 – Mar 2021	2,028



The Connected Consumers' profiles



Generation Z

Born between 1997 – 2005

Age 18 – 26



Generation Y (Millennials)

Born between 1981 – 1996

Age 27 – 42



Generation X

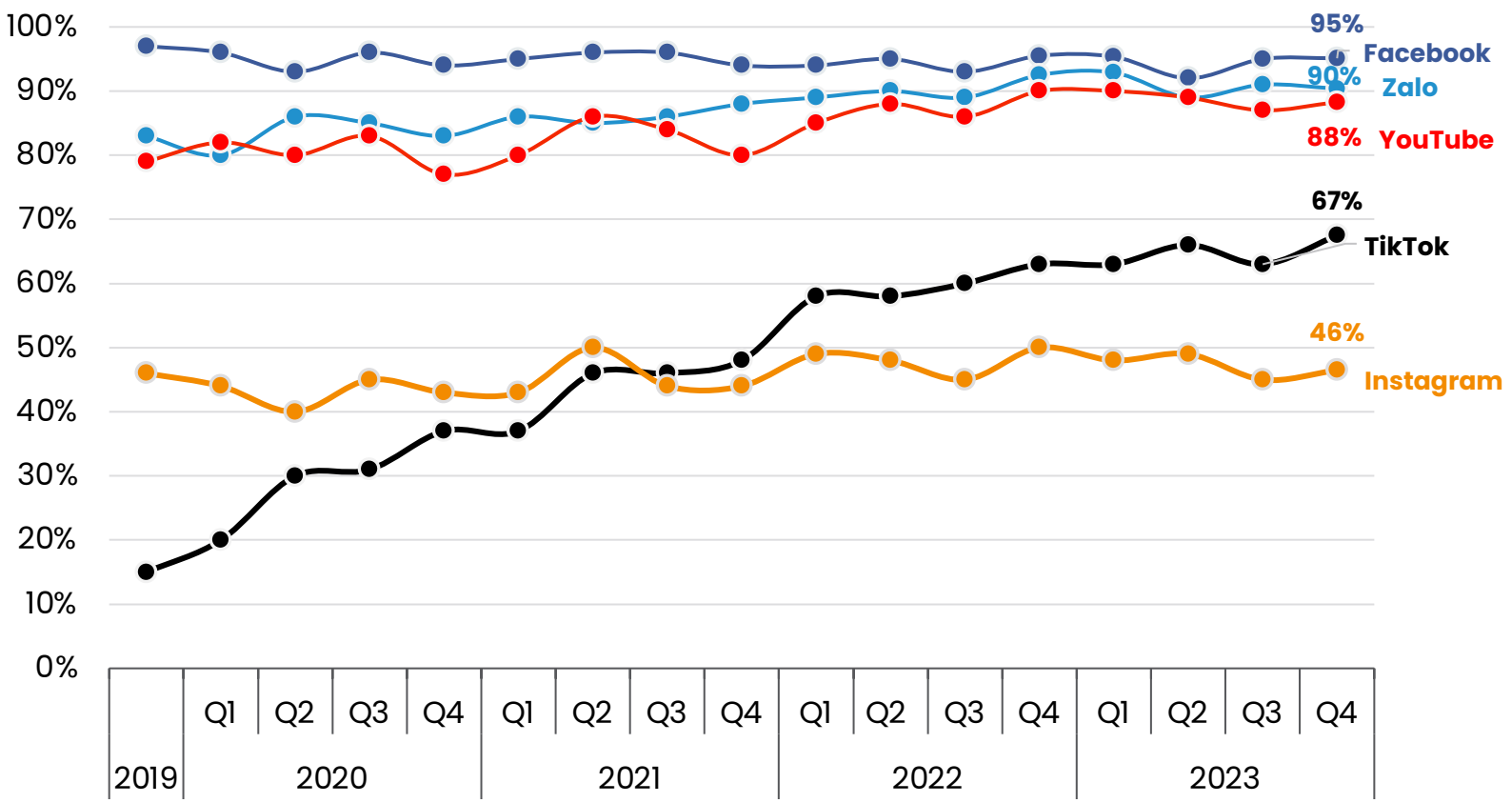
Born between 1960 – 1980

Age 43 – 63

Social Media Platforms



Top social media platforms—Penetration rates (%)



Overall, the majority of platforms show a sign of stabilisation in penetration rate, including TikTok, after a period of solid growth

Zalo and YouTube are closing the penetration gap with the leading Facebook over time

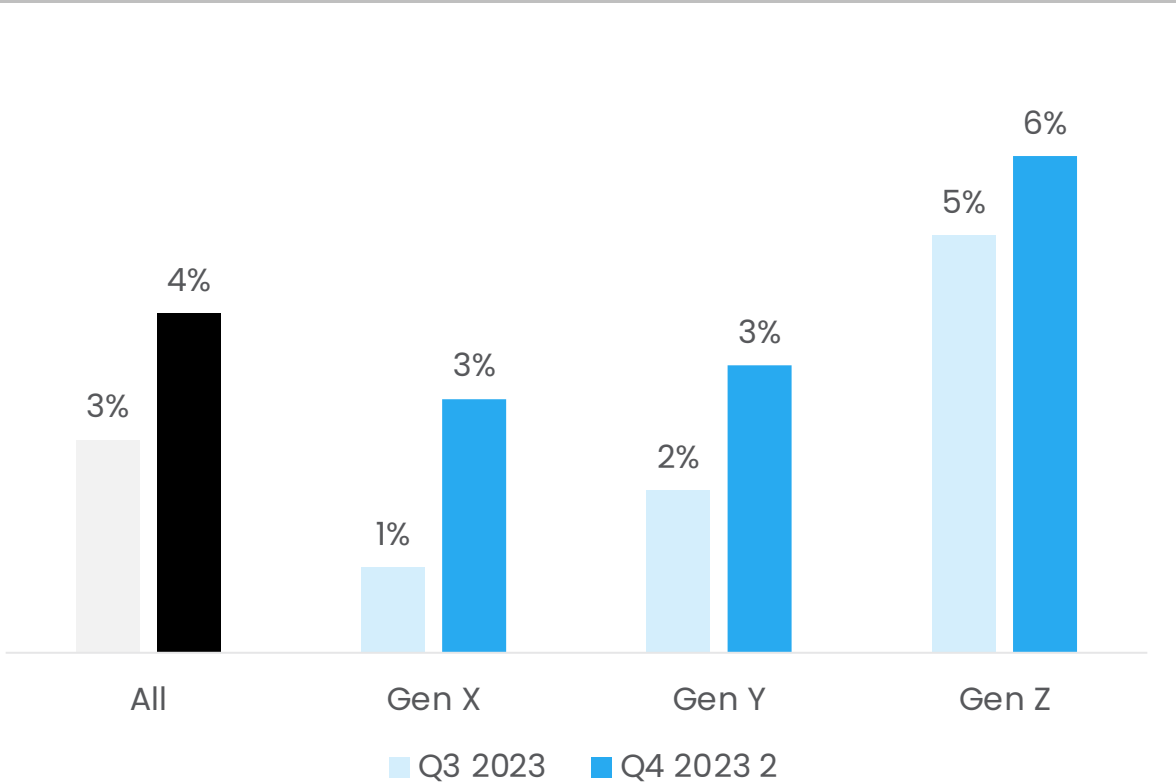
Source: Decision Lab Connected Consumer Survey Q4 2023 n=1,330

Q Which of the following social media platforms are you using? (Choose all that apply)



As a trend-setter, Gen Z shows strong adoption of Threads, the new public conversation app in Vietnam

Threads’ penetration (by generations)



Source: Decision Lab Connected Consumer Survey Q4 2023

Gen Z n=455
Gen Y n=551
Gen X n=324

Q Of the following, what social media platform do you use? You can choose multiple options.

On average, Gen Z continues using 5 social media platforms, while Gen Y and X uses 4

Average number of social media platforms used by generation

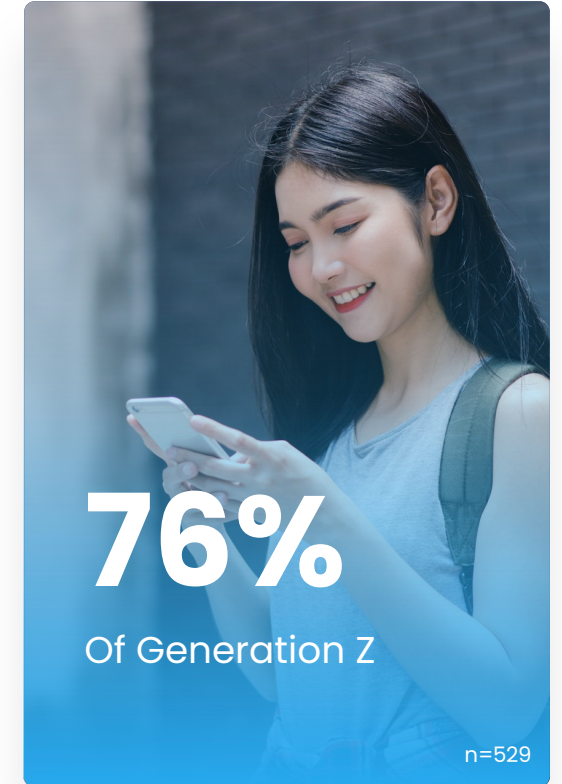
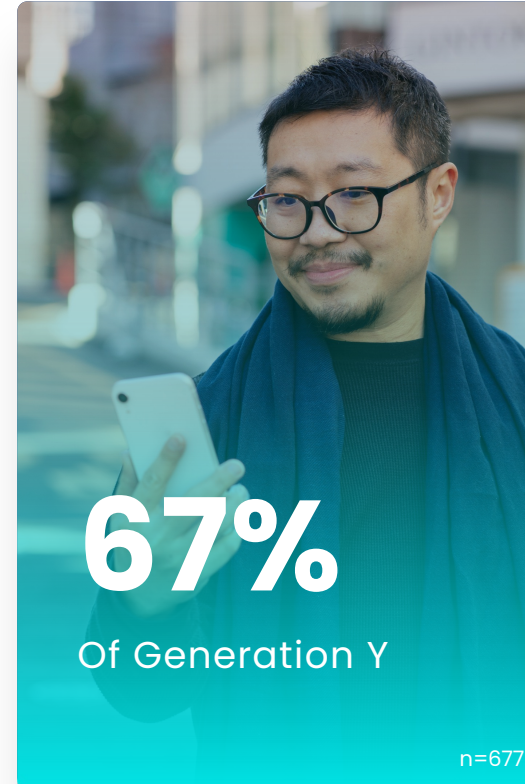


Source: Decision Lab Connected Consumer Survey Q4 2023

Q Which of the following social media platforms are you using? Select all that apply.

Despite owning the highest number of social platforms, nearly eight in ten Gen Z continue to express the desire to remove at least one platform in their daily life

Intention to quit at least one social media by generation



Source: Decision Lab Connected Consumer Survey Q4 2023



Have you ever wanted to quit any of these social media platforms? You can select multiple options.

**An average person
cannot live without**

**2 social
platforms**

Among these, Facebook is indispensable for Gen Z, with nearly seven out of ten unable to function without this app.

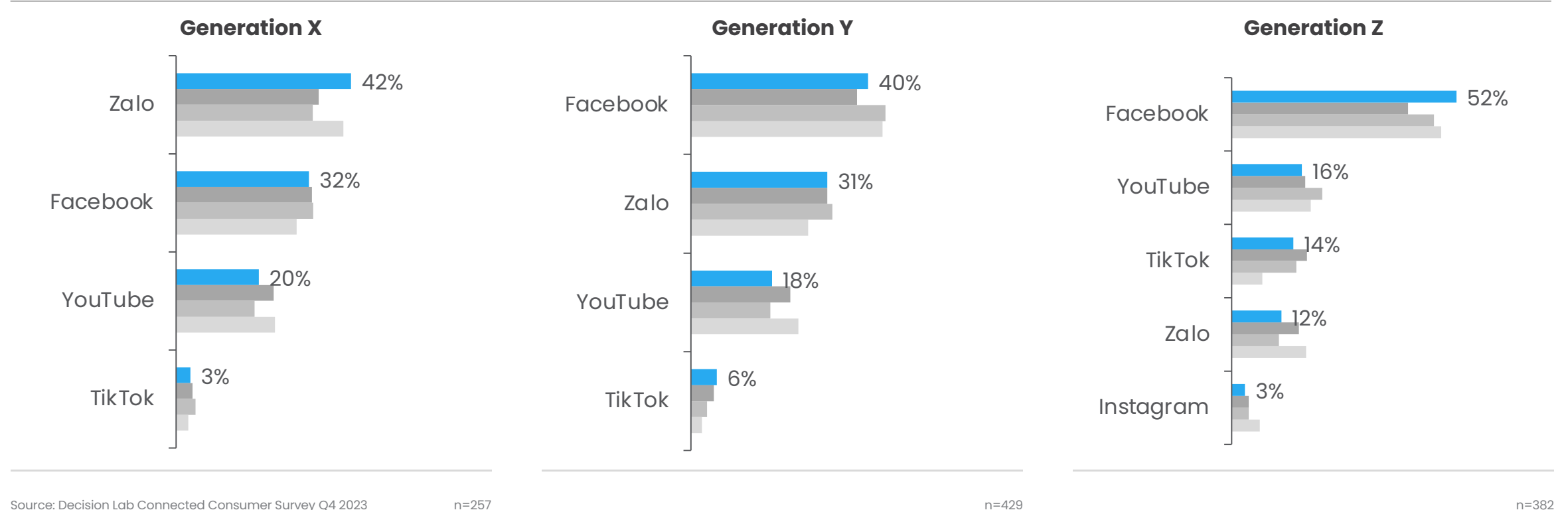
Meanwhile, Zalo is essential for Gen X.

Q What social media platform do you think you can't live without?
Select all that apply. (Q4 2023, n=1,330)



Consistently, Facebook and Zalo are also the primary social media platforms for Vietnamese. Notably, Facebook made a strong comeback, with Gen Z being the main driving force

Top social media platforms – Preference rate (%) by generations



Source: Decision Lab Connected Consumer Survey Q4 2023

n=257

n=429

n=382



If you can only use one social media platform, which platform will you select?

■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023

How to understand your business performance across different channels

Recent changes in privacy policies—from the advent of Apple's privacy update to the crumbling of cookies—have posed tremendous challenges to marketing effectiveness measurement.

Introducing **Marketing Mix Modeling (MMM) with an AI-powered approach.**

MMM allows you to have a holistic view of your marketing channels, both offline and online, in an ever-changing privacy policy environment.



IT'S TIME TO ADAPT

An AI/ML-powered approach to Marketing Mix Modeling



Highly transparent, flexible, and customizable MMM solutions.



Semi-automated workflows for faster and more cost-efficient modeling.



Calibration with causal studies and controlled experiments for precision.



Cutting-edge ML algorithms for incorporation of emerging marketing channels.

[Contact us to learn more](#)



Platforms by activities



Casual browsing

Entertainment videos

Short videos

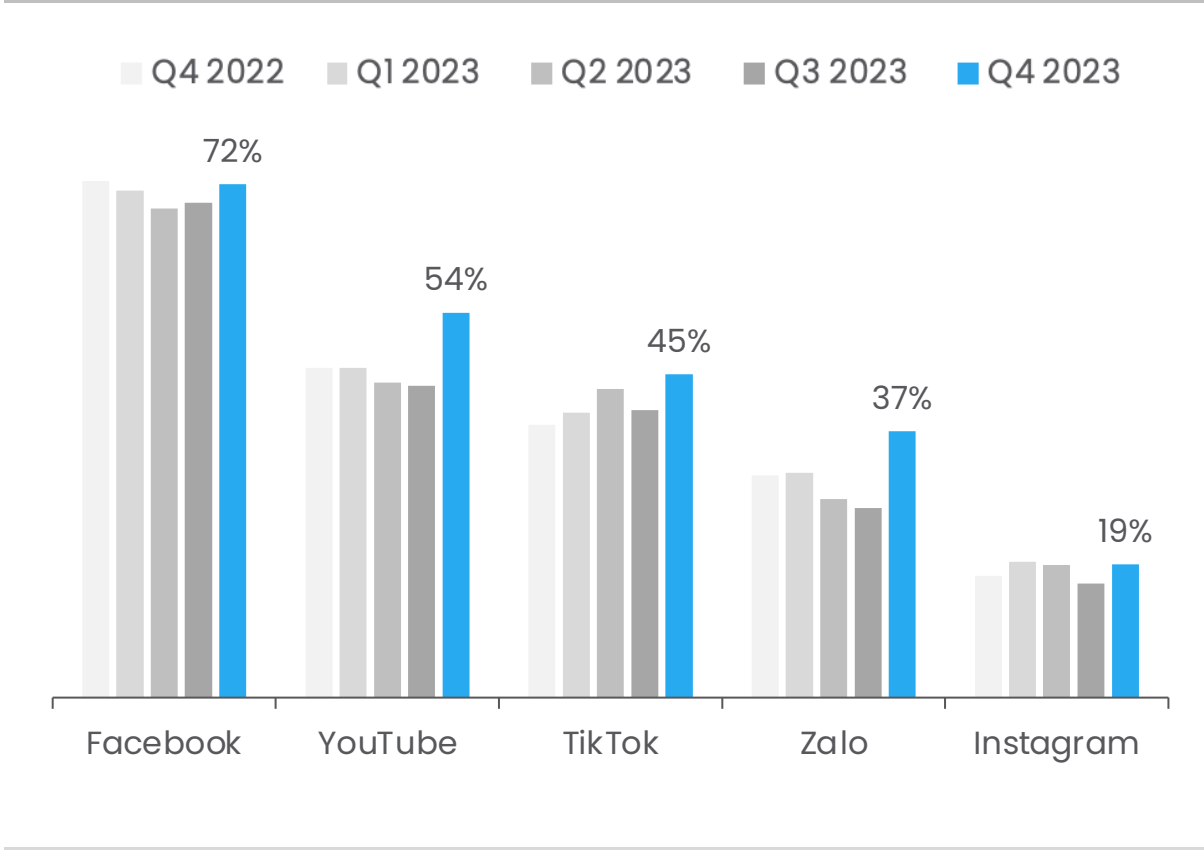
Movie streaming

Music streaming

News

Livestreaming

Top platforms for mindless browsing – Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023 n=1,330

Q When you browse websites or apps without any specific purpose, which website or app did you use?
Choose all that apply.

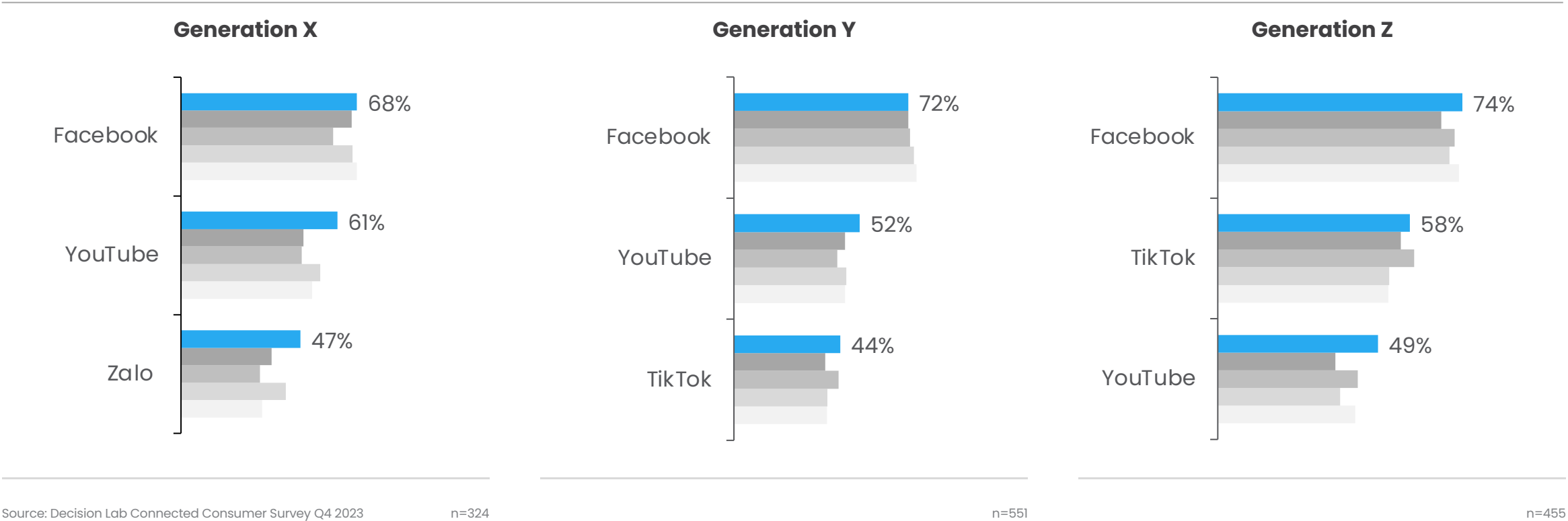
Casual browsing

Facebook continues to dominate the usage of mindless scrolling.

Meanwhile, top improvers are YouTube and Zalo, having experienced significant growth in this area, with a 10% and 11% increase respectively.

Gen X emerges as the significant source of growth for YouTube and Zalo, whereas Gen Z primarily contributes to the increase of TikTok

Top platforms for mindless browsing – Penetration rate (%) by generations



Q When you browse websites or apps without any specific purpose, which website or app did you use? Choose all that apply

■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

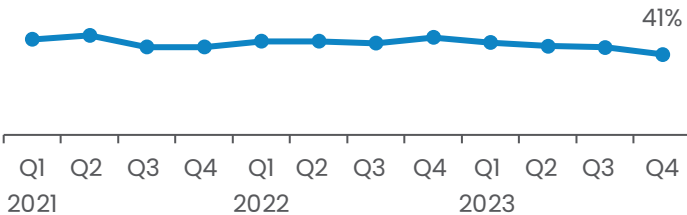
Facebook has experienced a decline, yet still leads in favourability of platforms for mindless browsing

Top platforms for mindless browsing – Preference rate (%)

Facebook

Q4 2023

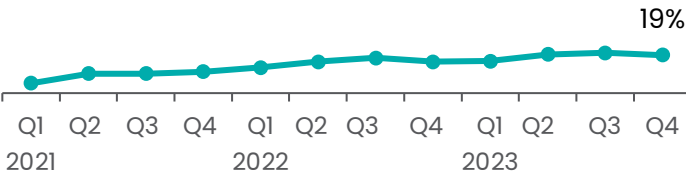
41% (-4%)



TikTok

Q4 2023

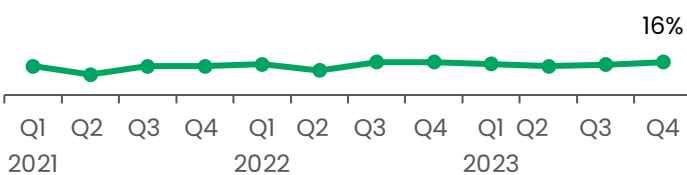
19% (-2%)



YouTube

Q4 2023

16% (+1%)



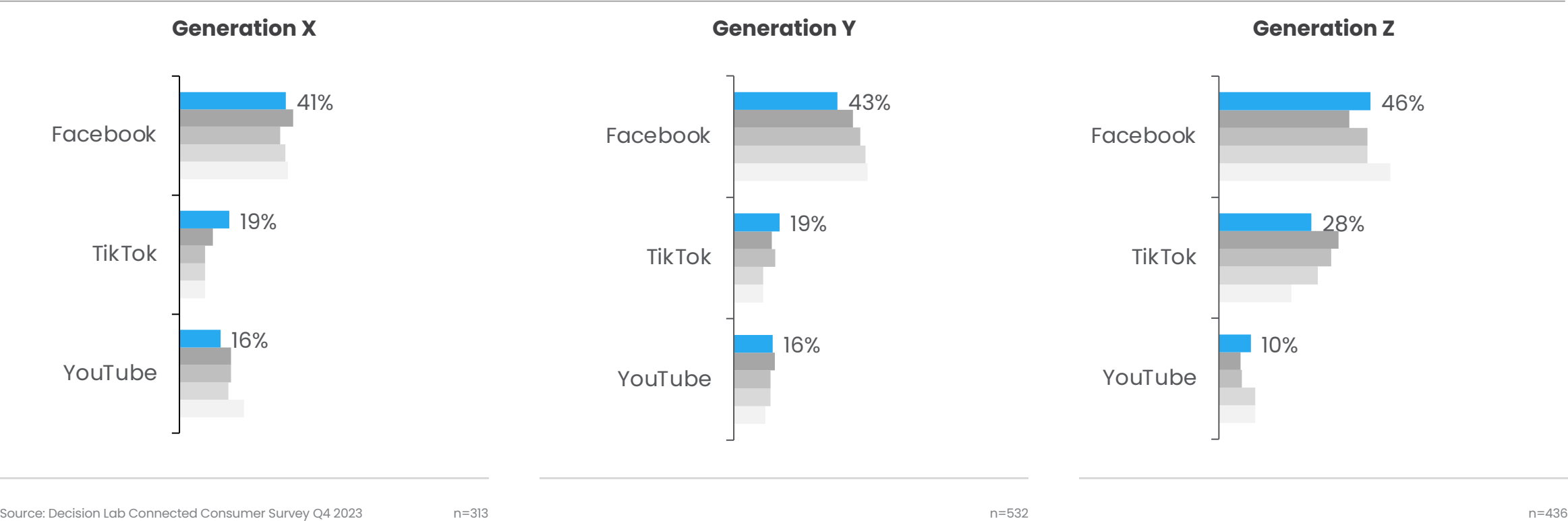
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,281

Q When you browse websites or apps without any specific purpose, which website or app did you use the most?

Specifically, Facebook's decline in favourability is mostly observed among two older generations

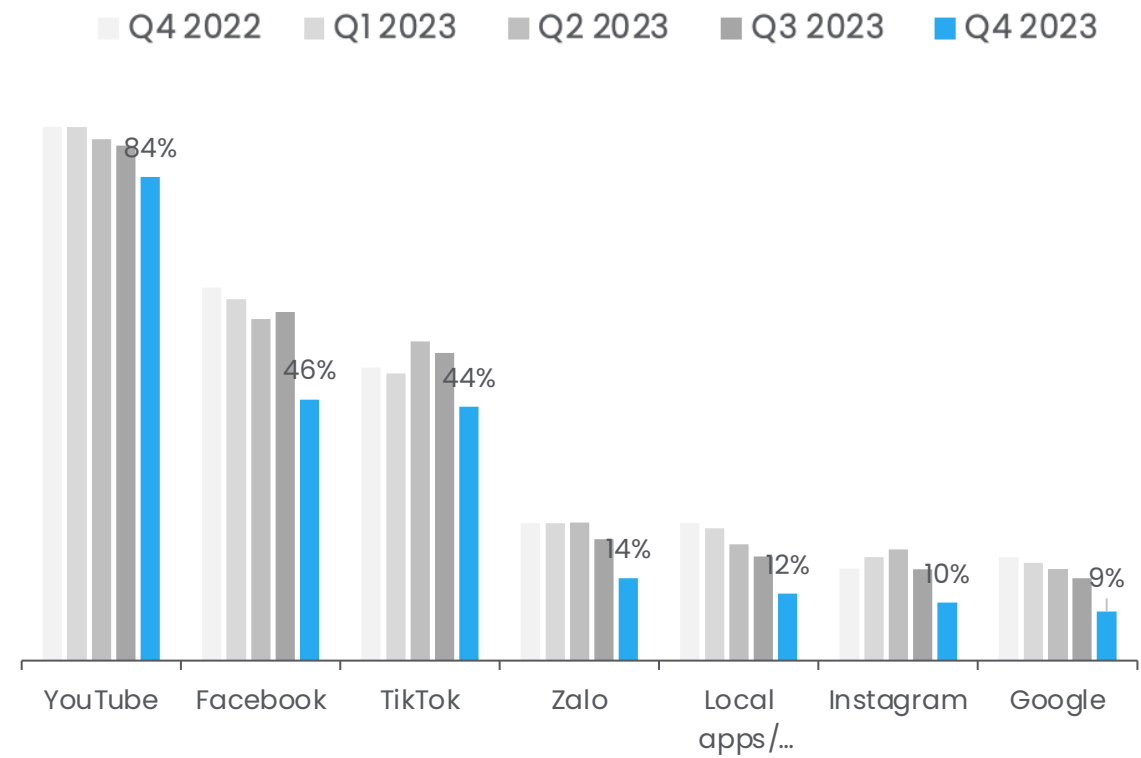
Top platforms for mindless browsing – Preference rate (%) by generations



Q When you browse websites or apps without any specific purpose, which website or app did you use the most?

■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

Top platforms for entertainment videos–Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,330

Q Which websites/apps do you use to watch music or entertainment videos? Choose all that apply.

Entertainment videos

The entertainment category in Q4 2023 is rather disheartening, as all hubs for entertainment have observed a downward trend in penetration.

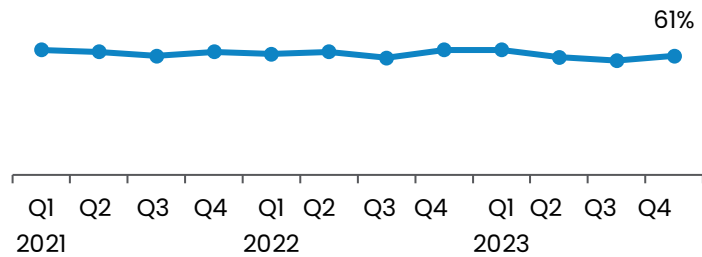
Despite the gloomy usage outlook for the entertainment category, preference rates of top 3 platforms YouTube, TikTok, and Facebook remain stable

Top platforms for entertainment videos – Preference rate (%)

YouTube

Q4 2023

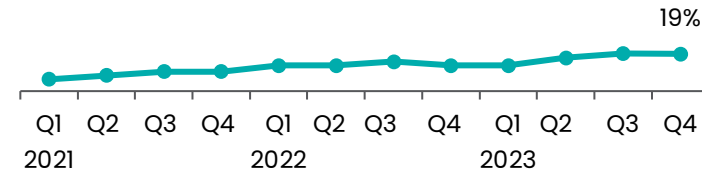
61% (+2%)



TikTok

Q4 2023

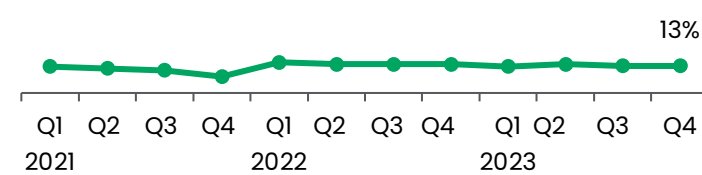
19% (+0%)



Facebook

Q4 2023

13% (+0%)



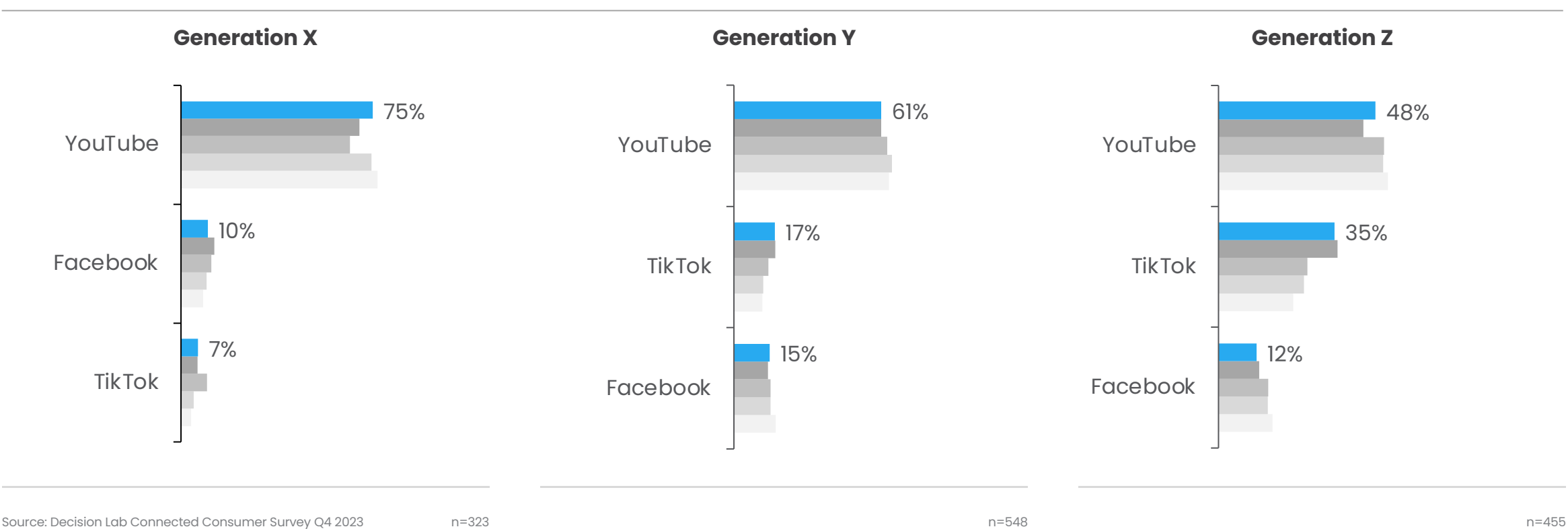
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,326

Q Which websites/apps do you use most frequently to watch music or entertaining videos?

Although YouTube reigns supreme over other platforms in preference across all generations, TikTok's steady growth over time is gradually narrowing the gap

Top platforms for entertainment videos – Preference rate (%) by generations



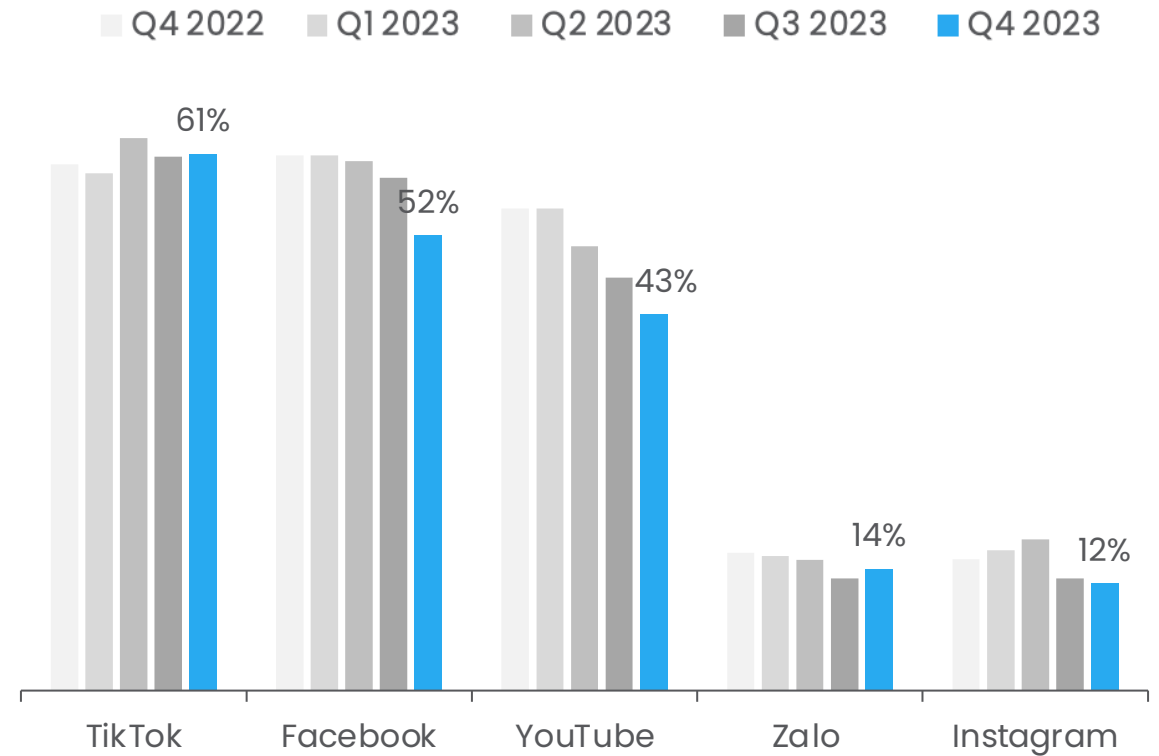
Q Which websites/apps do you use most frequently to watch music or entertaining videos?

■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

Short videos

Facebook Reels witnessed a decline in usage, letting TikTok secure a dominant leading position in short videos penetration.

Top platforms for short videos – Penetration rate (%)



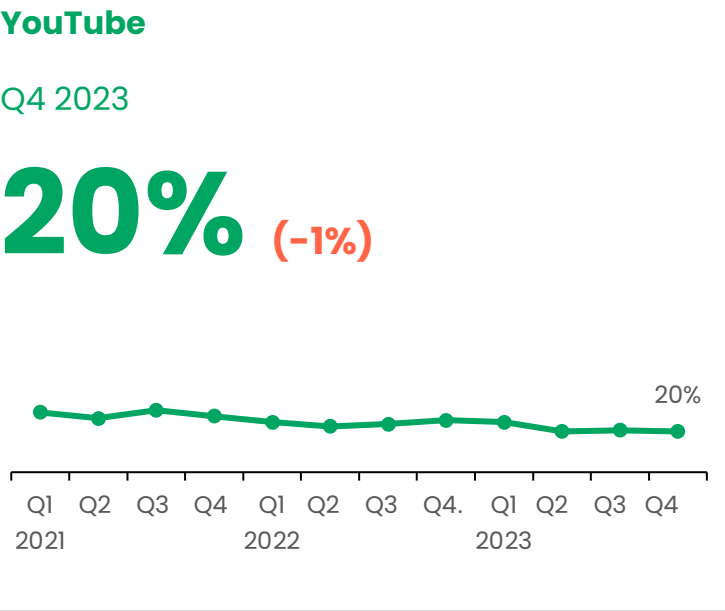
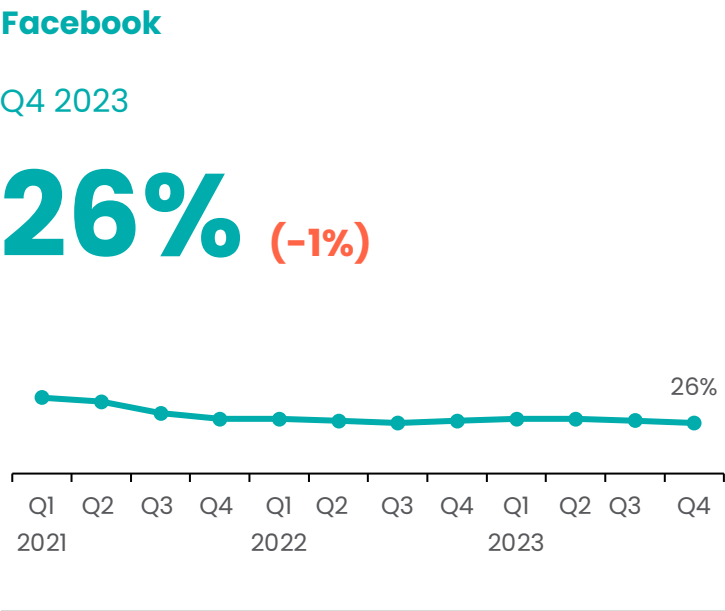
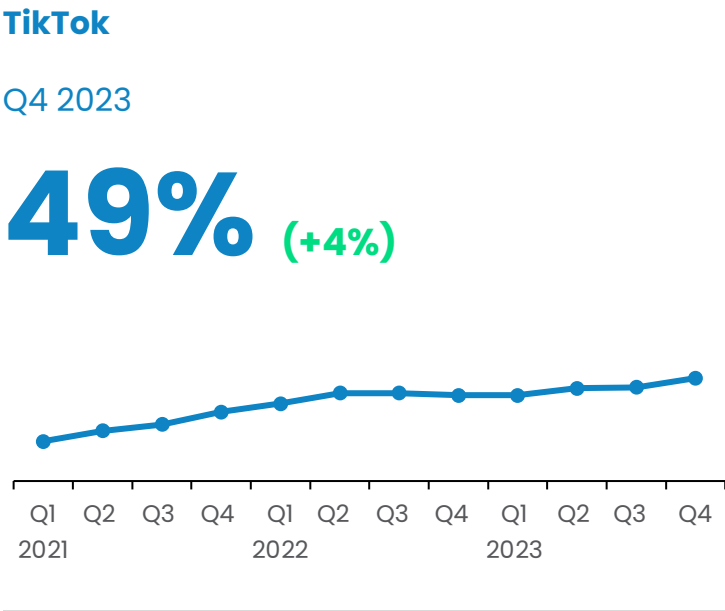
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,330

Q Which websites/apps do you use to watch short videos (<3mins)? Choose all that apply.

TikTok also maintained its dominance in short-video preferences

Top platforms for short videos – Preference rate (%)



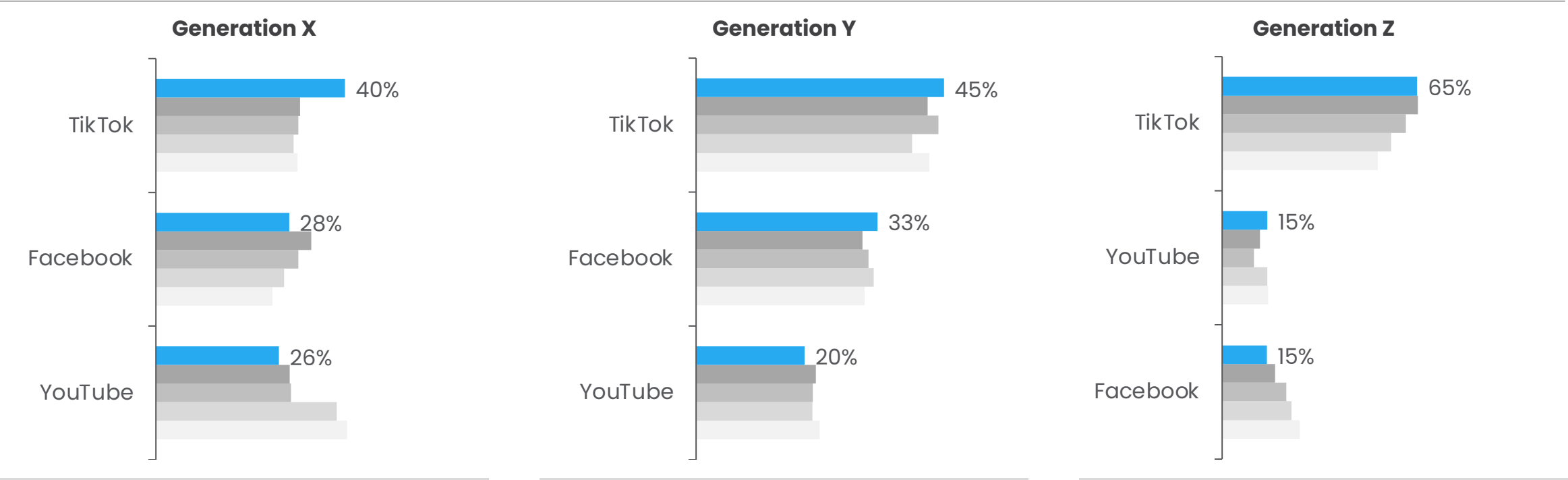
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,317

Q Which websites/apps do you use most frequently to watch short videos (<3mins)?

With the growth among Gen X, TikTok has surpassed Facebook to become the most frequently used short video platform across all generations

Top platforms for short videos – Preference rate (%) by generations



Source: Decision Lab Connected Consumer Survey Q4 2023

n=319

n=547

n=451

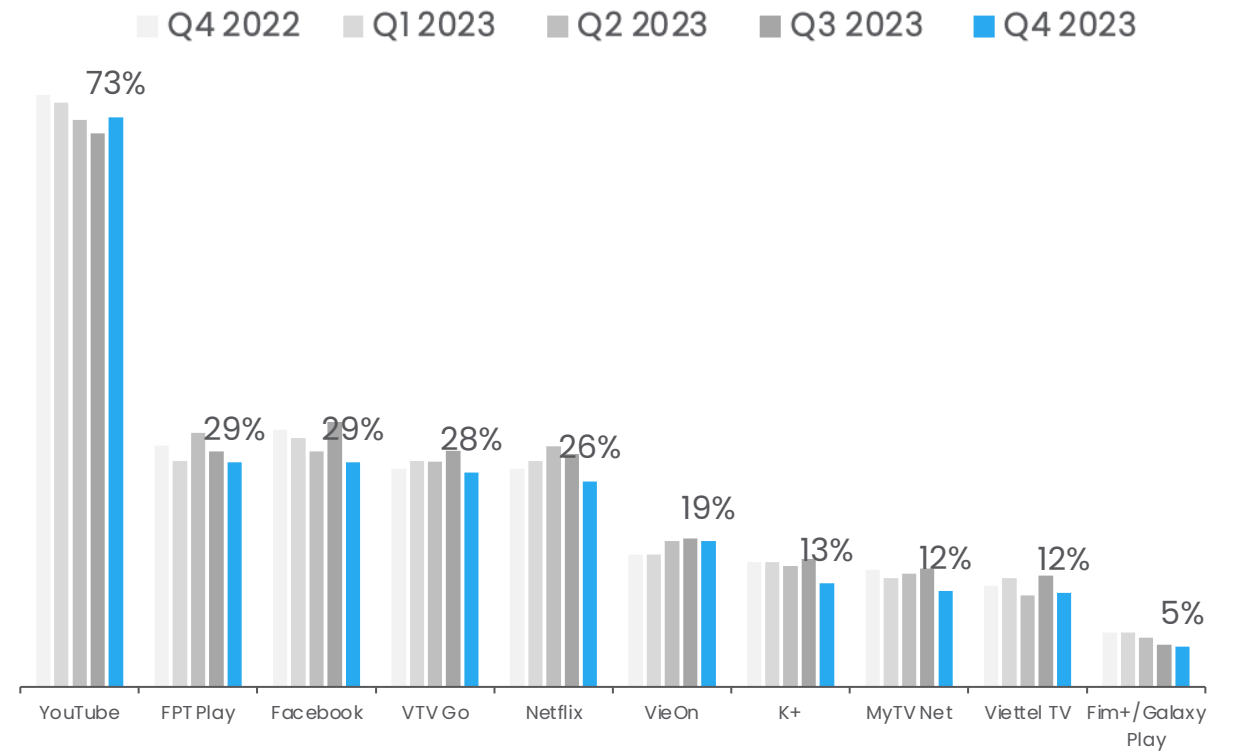
Q Which websites/apps do you use most frequently to watch short videos (<3mins)?

■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

Movie streaming

The outlook for the movie streaming remains stable, with YouTube continuing to dominate this category.

Top platforms for movie streaming – Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

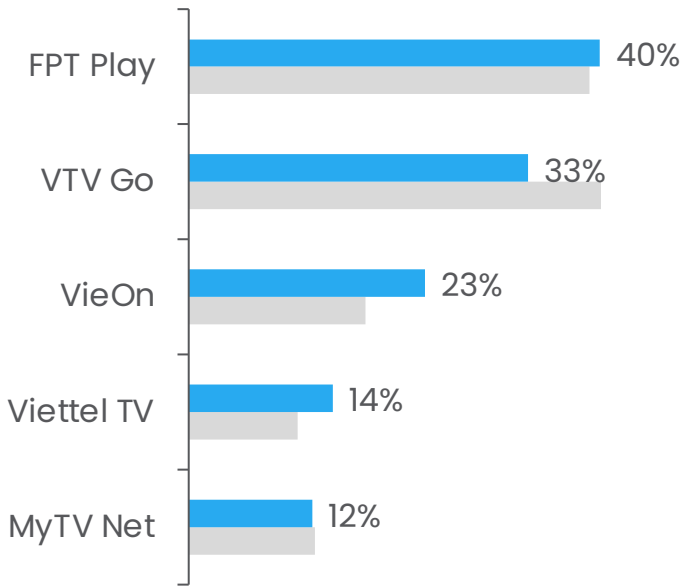
n=1,330

Q Which website/apps do you use to watch movies/TV shows? Choose all that apply.

Local movie streaming penetration rate (by two key cities)

The local streaming market is becoming increasingly competitive: FPT Play has overtaken VTV Go as the top choice in Hanoi, while VieON gains usage in both key cities, securing a steady user base

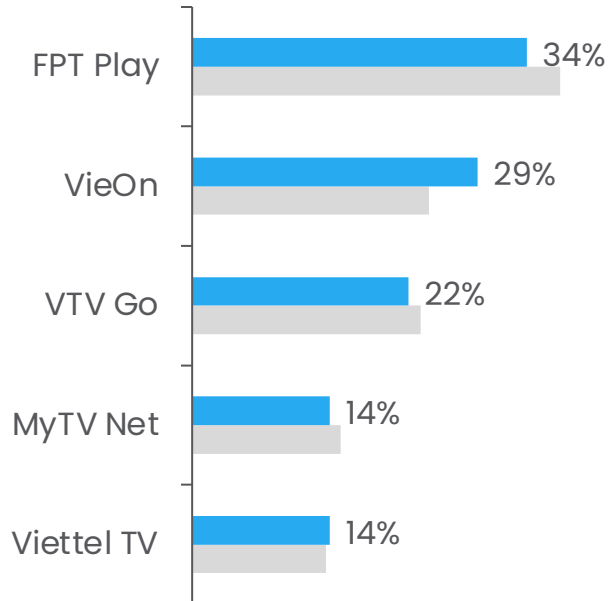
Hanoi



Source: Decision Lab Connected Consumer Survey Q4 2023

n=381

Ho Chi Minh City



Source: Decision Lab Connected Consumer Survey Q4 2023

n=500

Q Which of the following apps do you use most often to watch movies?

■ Q4 2023 ■ Q3 2023

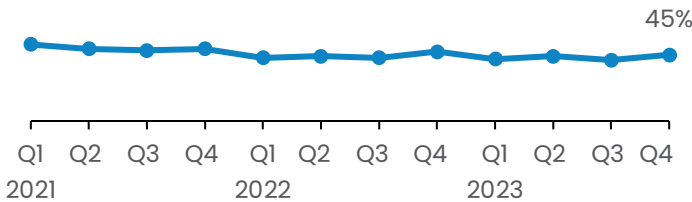
It is also getting harder for the international player Netflix to compete as they experienced a downturn in preference rate over 2023

Top platforms for movie streaming – Preference rate (%)

YouTube

Q4 2023

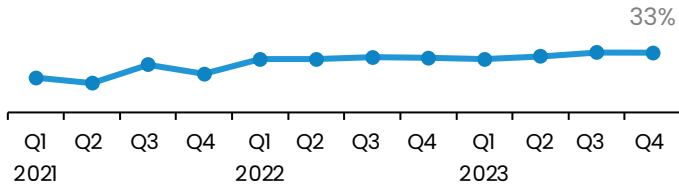
45% (+4%)



Local platforms*

Q4 2023

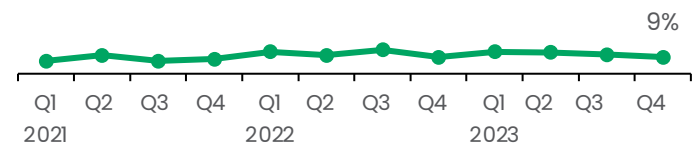
33% (+0%)



Netflix

Q4 2023

9% (-1%)



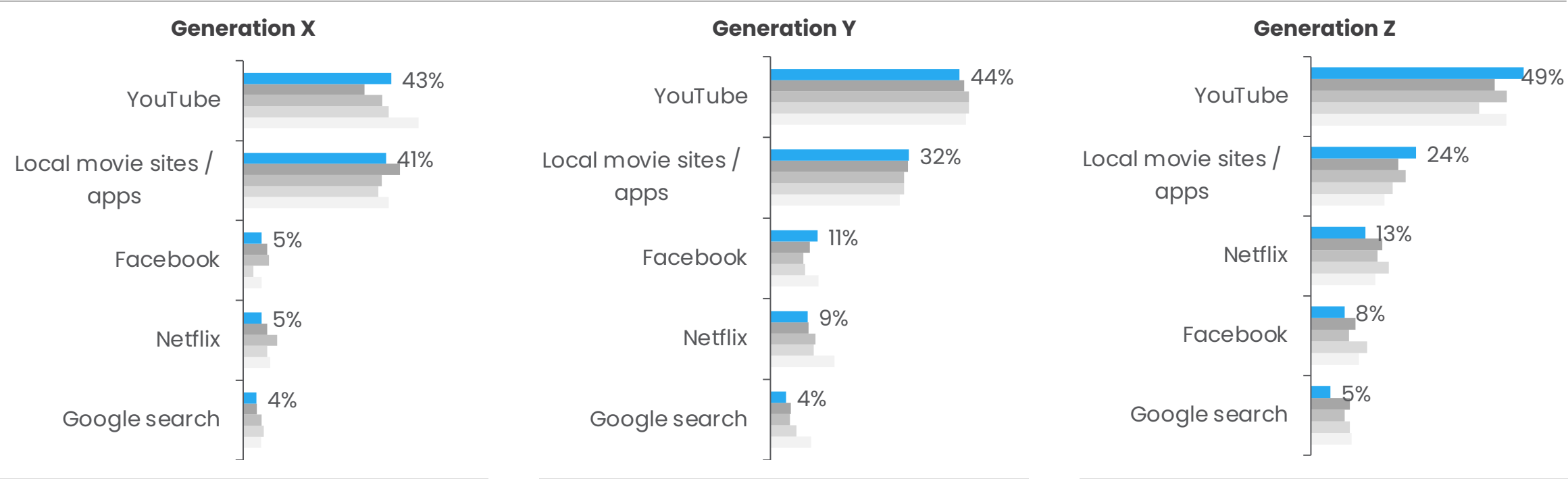
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,309

Q Which of the following apps do you use most often to watch movies? *Local platforms include: FPT Play, VTV Go, Keeng, MyTV Net, Viettel TV, Fim+/Galaxy Play, & VieON

With the strong recovery, YouTube is back in the game with local players competing as the most frequently used platform for movie streaming among Gen X

Top platforms for movie streaming – Preference rate (%) by generations



Source: Decision Lab Connected Consumer Survey Q4 2023 n=320

n=544

n=445

Q Which of the following apps do you use most often to watch movies?

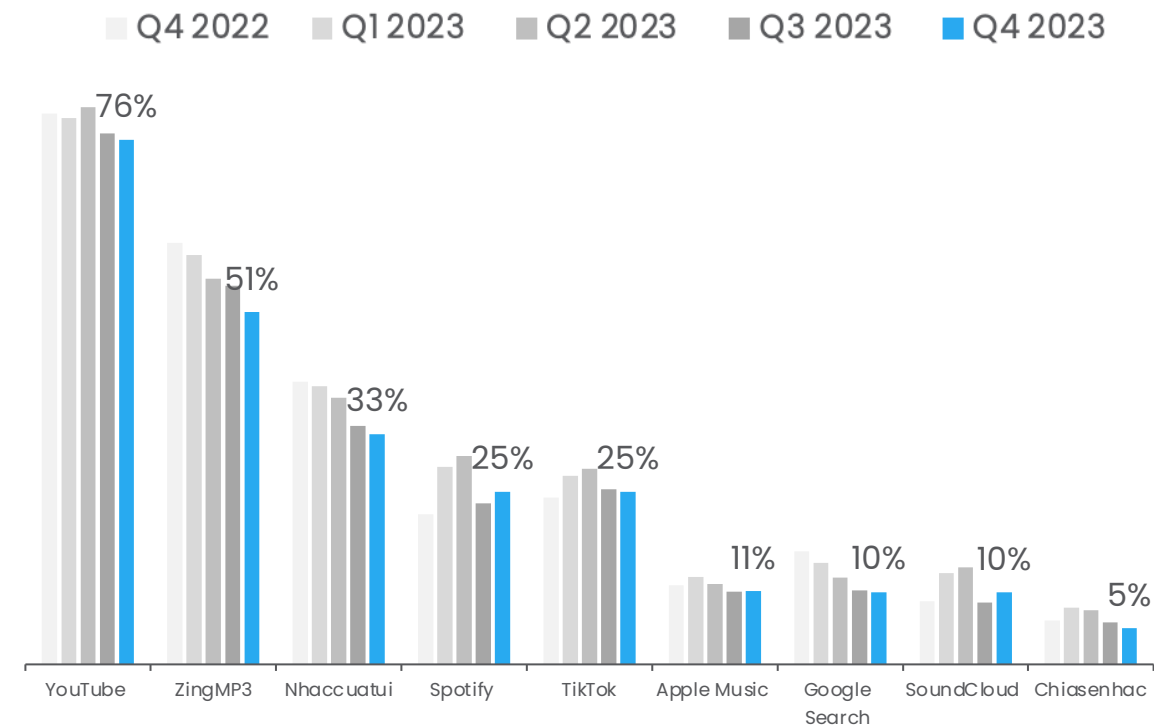
■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

Music streaming

Besides movie streaming, YouTube also dominates the music streaming category.

Meanwhile, long-standing local platforms, Zing MP3 and Nhaccuatui, have observed a declining trend over the year.

Top platforms for music streaming – Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,330

Q Which apps or websites do you use to listen to music? Choose all that apply.

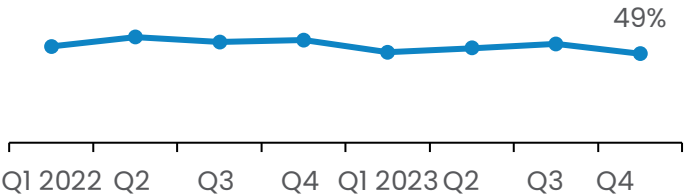
Spotify has reclaimed its position as the third most preferred platform for music streaming with TikTok’s decline

Top platforms for music streaming – Preference rate (%)

YouTube

Q4 2023

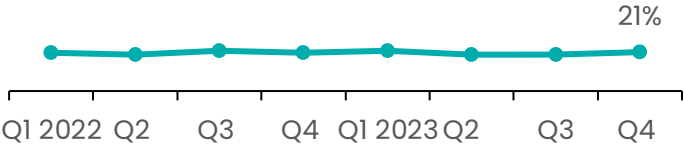
49% (-5%)



ZingMP3

Q4 2023

21% (+1%)



Spotify

Q4 2023

10% (+3%)



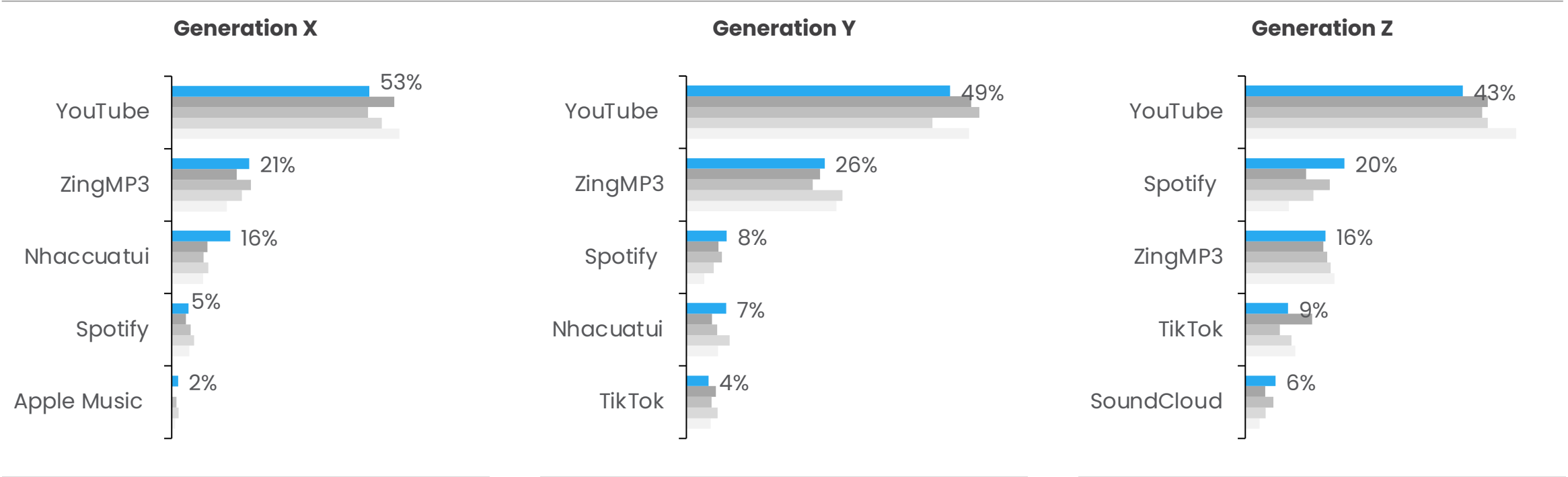
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,328

Q Which of the following apps or websites do you use most often to listen to music?

Preference for Spotify surges across generation, particularly among Gen Z

Top platforms for music streaming – Preference rate (%) by generations



Source: Decision Lab Connected Consumer Survey Q4 2023

n=323

n=550

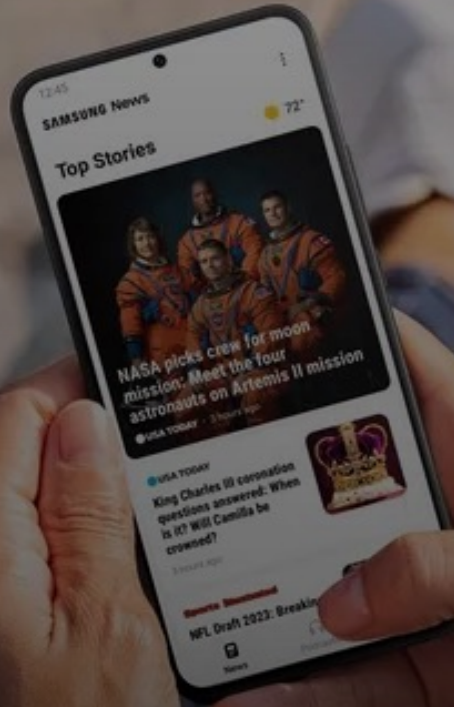
n=455

Q Which of the following apps or websites do you use most often to listen to music?

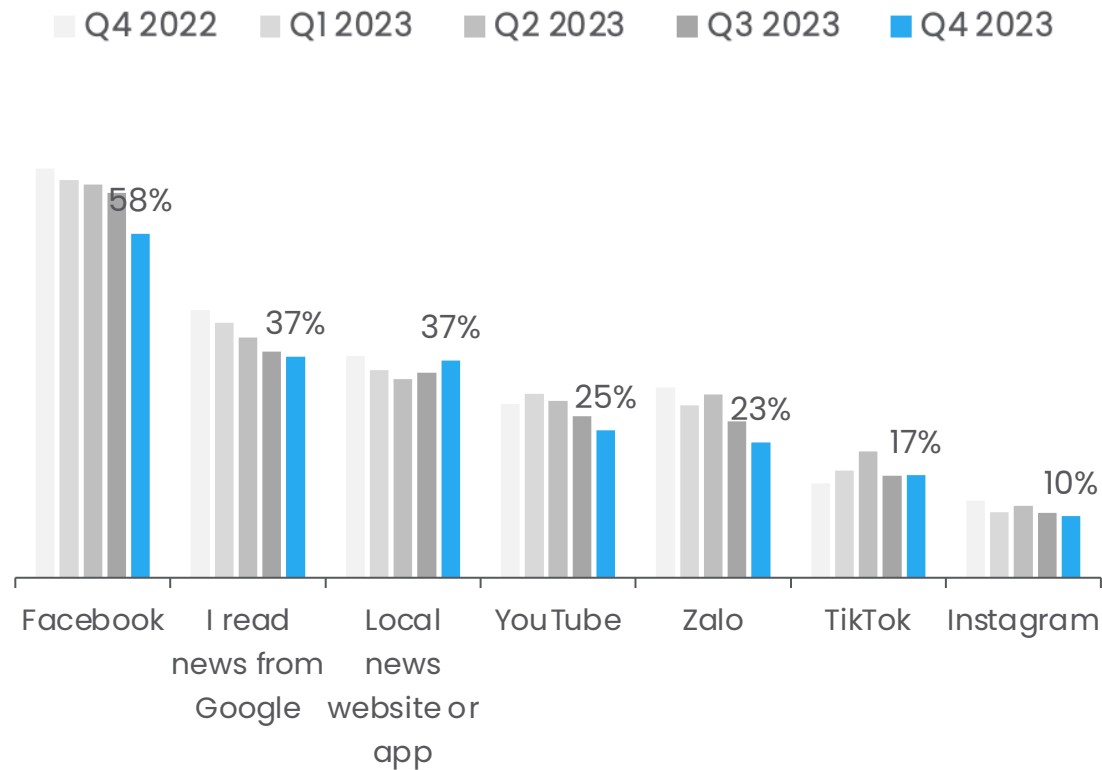
■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

News

Social media platforms, including Facebook, YouTube, and Zalo, have countered the downswing over the year. Meanwhile, local news platforms remain intact, reinforcing their position in authoritative news updates.



Top platforms for news—Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,330

Q Which websites/apps do you use to read news? Choose all that apply.

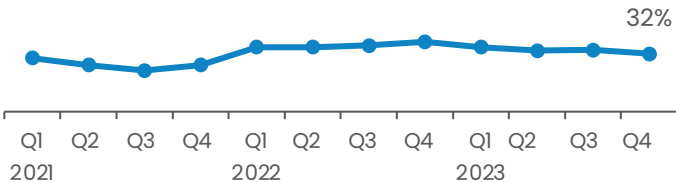
Despite stabilising in overall usage, local publishers amplify their upward trajectory with a 5% growth in preference for news updates

Top platforms for news – Preference rate (%)

Facebook

Q4 2023

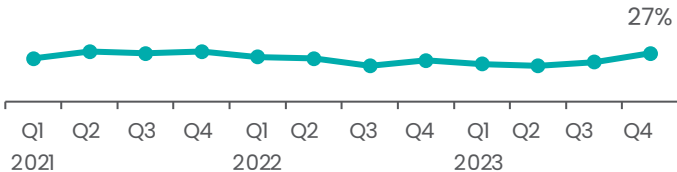
32% (-2%)



Local publishers

Q4 2023

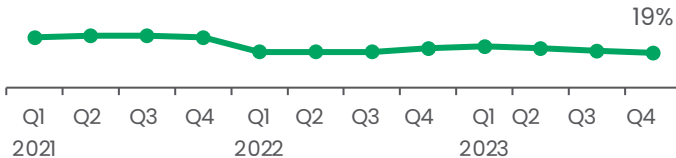
27% (+5%)



Google search

Q4 2023

19% (-2%)



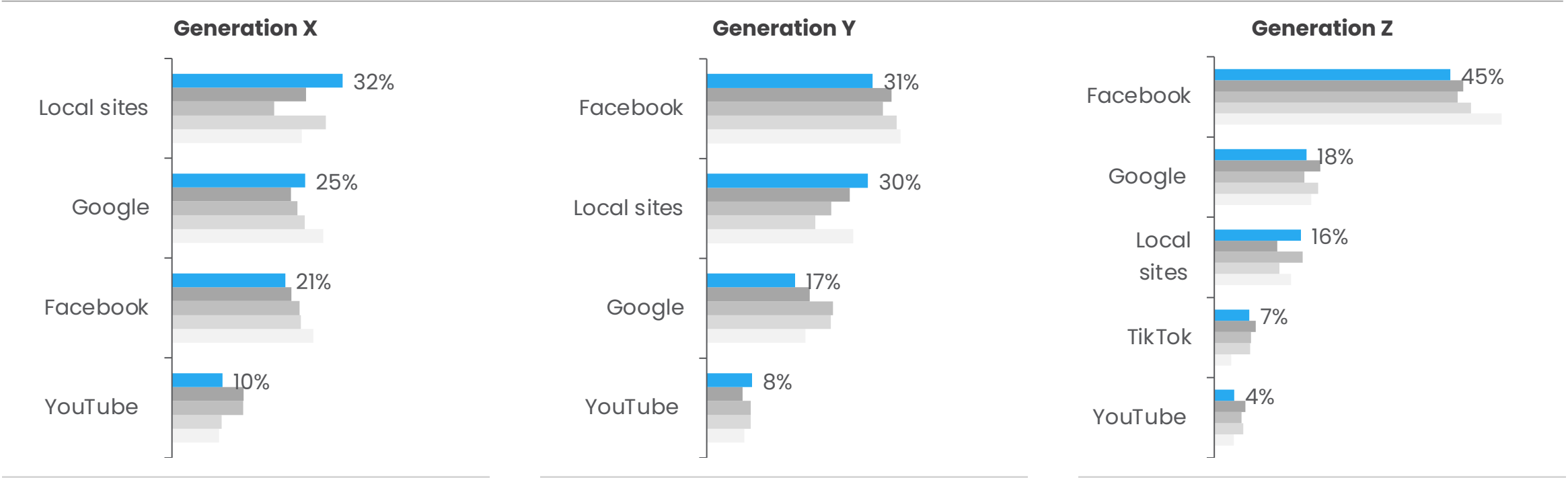
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,300

Q Which websites/apps do you use most often to read news?

Growing preference for local publishers is evident across all age groups. Combined with a decline in news updates through social media like Facebook, this suggested that consumers were increasingly inclined to read news from local sites

Top platforms for news – Preference rate (%) by generations



Source: Decision Lab Connected Consumer Survey Q4 2023 n=319

n=541

n=440

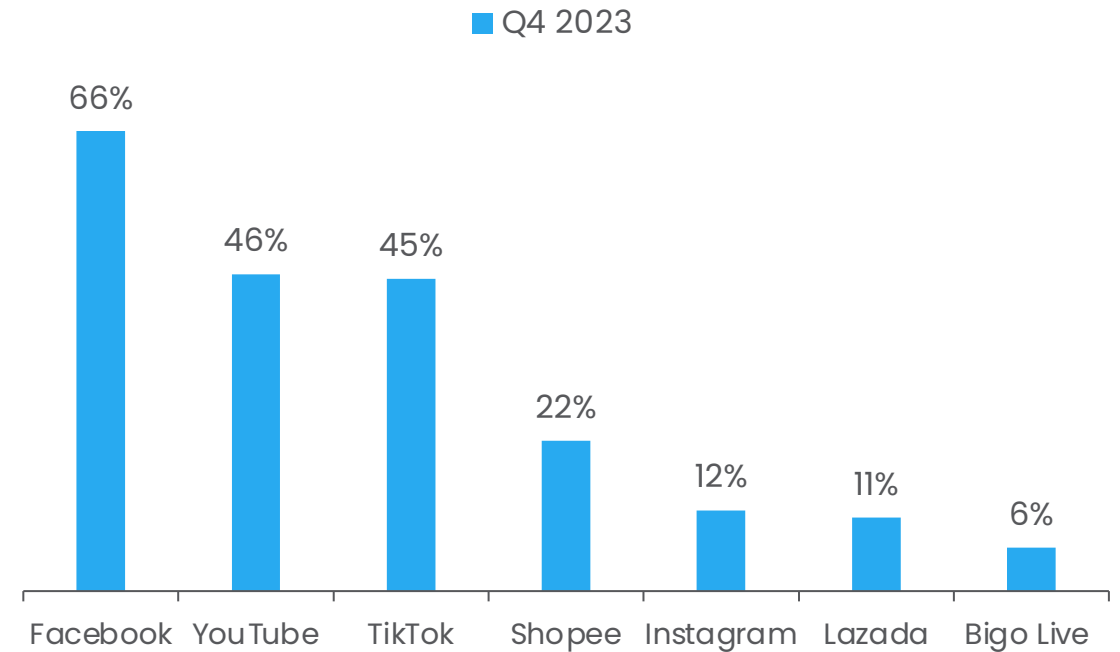
Q Which websites/apps do you use most often to read news?

■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

Livestreaming

Vietnamese consumers primarily use social media, like Facebook, YouTube and TikTok, for livestream viewing, potentially because of its integrated entertainment and shopping features. Facebook outpaced other platforms with a commanding 66% usage.

Top platforms for livestreaming—Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,330



Supposed you want to watch some livestreaming content, which website or app would you use? Select all that apply.

Despite its lower penetration rate, TikTok has surpassed YouTube to become the second-favourite livestream viewing platform. The leaderboard again highlights consumers' preference of watching livestreams via social platforms over e-commerce platforms

Top platforms for livestreaming – Preference rate (%)

Facebook

Q4 2023

38%

TikTok

Q4 2023

26%

YouTube

Q4 2023

22%

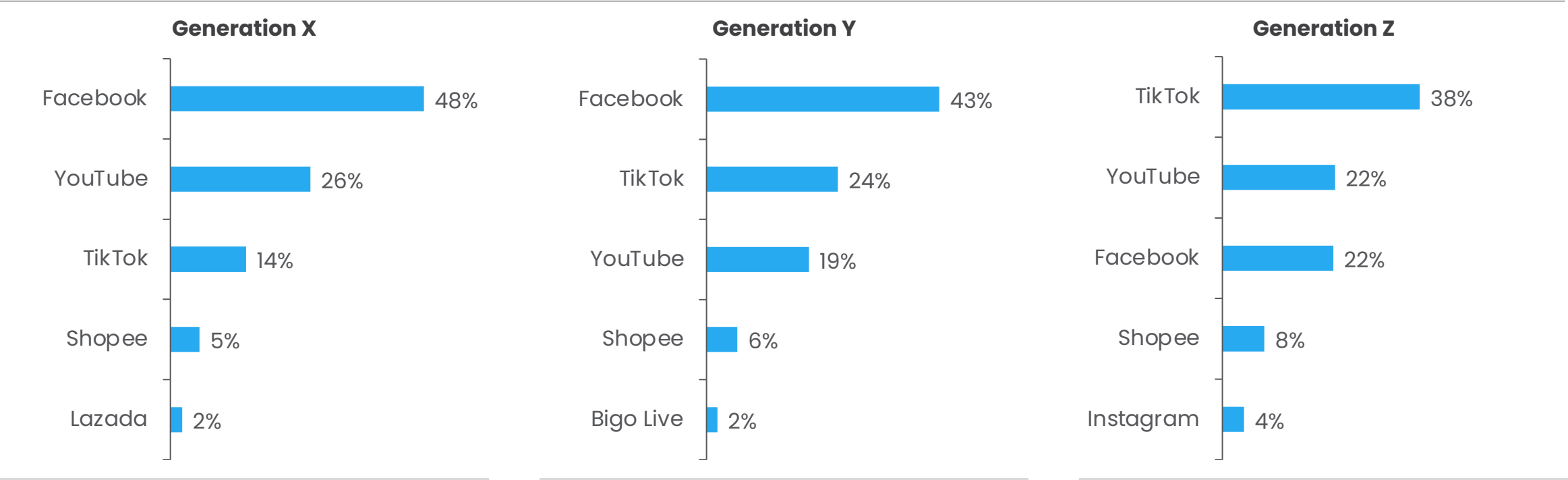
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,254

Q Supposed you want to watch some livestreaming content, which website or app would you use most frequently?

TikTok's popularity is strongest among Gen Z, outshining Facebook. In contrast, Gen X shows a predilection for Facebook over TikTok

Top platforms for livestreaming – Preference rate (%) by generations



Source: Decision Lab Connected Consumer Survey Q4 2023

n=305

n=523

n=426

Supposed you want to watch some livestreaming content, which website or app would you use most frequently?

■ Q4 2023

How to stay connected with consumer

LET'S DIVE DEEPER

- ◆ Understand the underlying digital behaviour and attitude of your target customer group
- ◆ Determine the key triggers and barriers to product choice
- ◆ Align your product portfolio and adjust product development to match customer needs



Introducing

YouGov[®] Profiles

Unparalleled audience intelligence

YouGov Profiles is a living data source with **10,000+ variables** from our engaged panel, updated weekly. Learn about your consumers' **demographics, psychographics, attitudes and behaviours**. Reach your ideal audience on the right channels with targeted campaigns.



196,000

Registered panel
members
in Vietnam



10,000+ datapoints

Diverse data covering
attitudes, behaviours,
and brand usage



Weekly updates

The freshest, most
relevant data



Customizable

Follow up with
Re-Contact

Contact us to learn more

Platforms by Utilities



Online shopping

Messaging

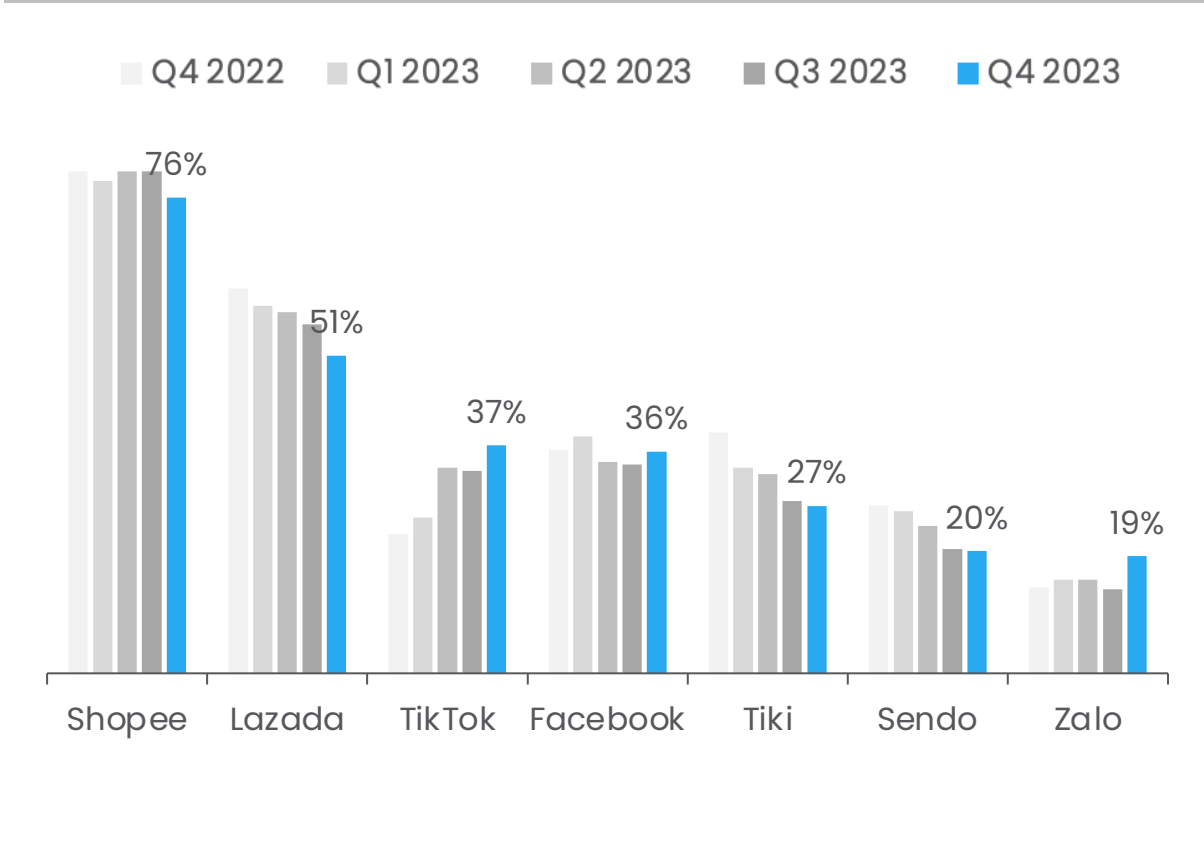
Digital finance

Food delivery

Ride-hailing



Top platforms for online shopping —Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,330

Q Which of the following platforms/apps do you use for online shopping? Choose all that apply.

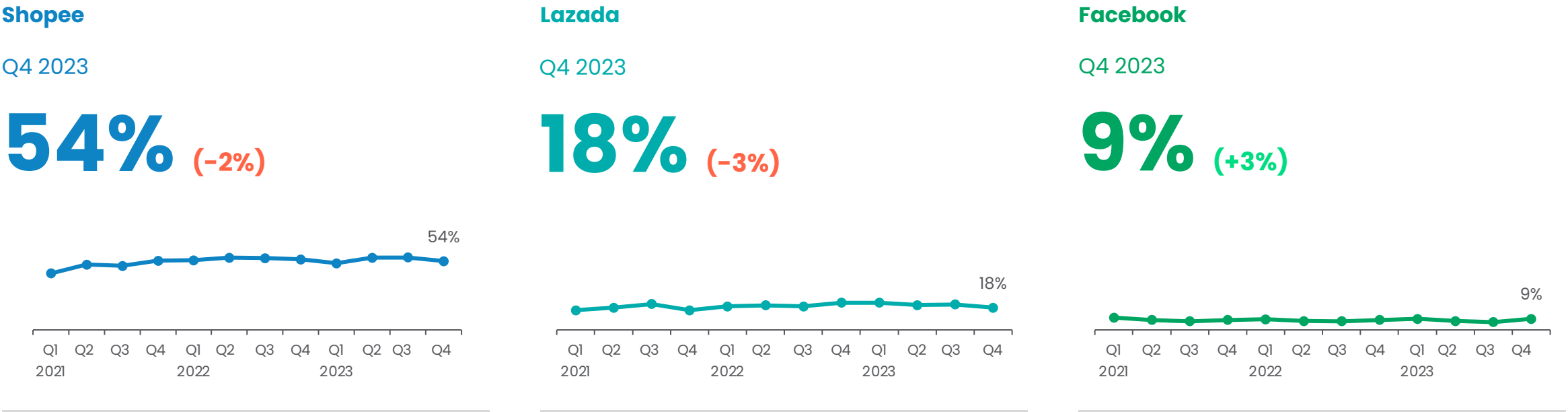
Online shopping platforms

E-commerce sites have experienced a decline, while social commerce and brand websites have increased in usage.

The highlight in this category goes to TikTok and Zalo for their improvements over the year

While the top preferred platforms for online shopping remain unchanged, calling Shopee and Lazada, Facebook stands out as the only social platform with growth in favourability

Top platforms for online shopping – Preference rate (%)



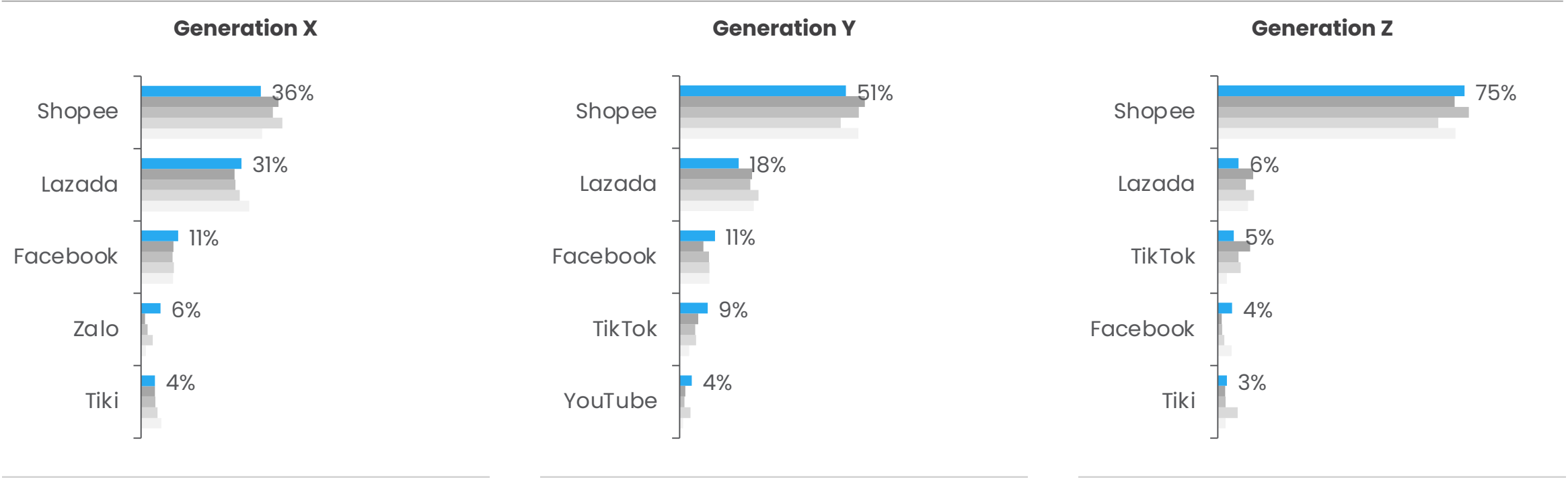
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,319

Q Which of the following platforms/apps do you use most often for online shopping?

Facebook’s growth mainly comes from Gen Z, while Lazada declines. Notably, Zalo’s preference is strongest among Gen X, while TikTok is prominent among Gen Y. The outlook again highlights the intensifying competition between e-commerce and social commerce in online shopping

Top platforms for online shopping – Preference rate (%) by generations



Source: Decision Lab Connected Consumer Survey Q4 2023

n=319

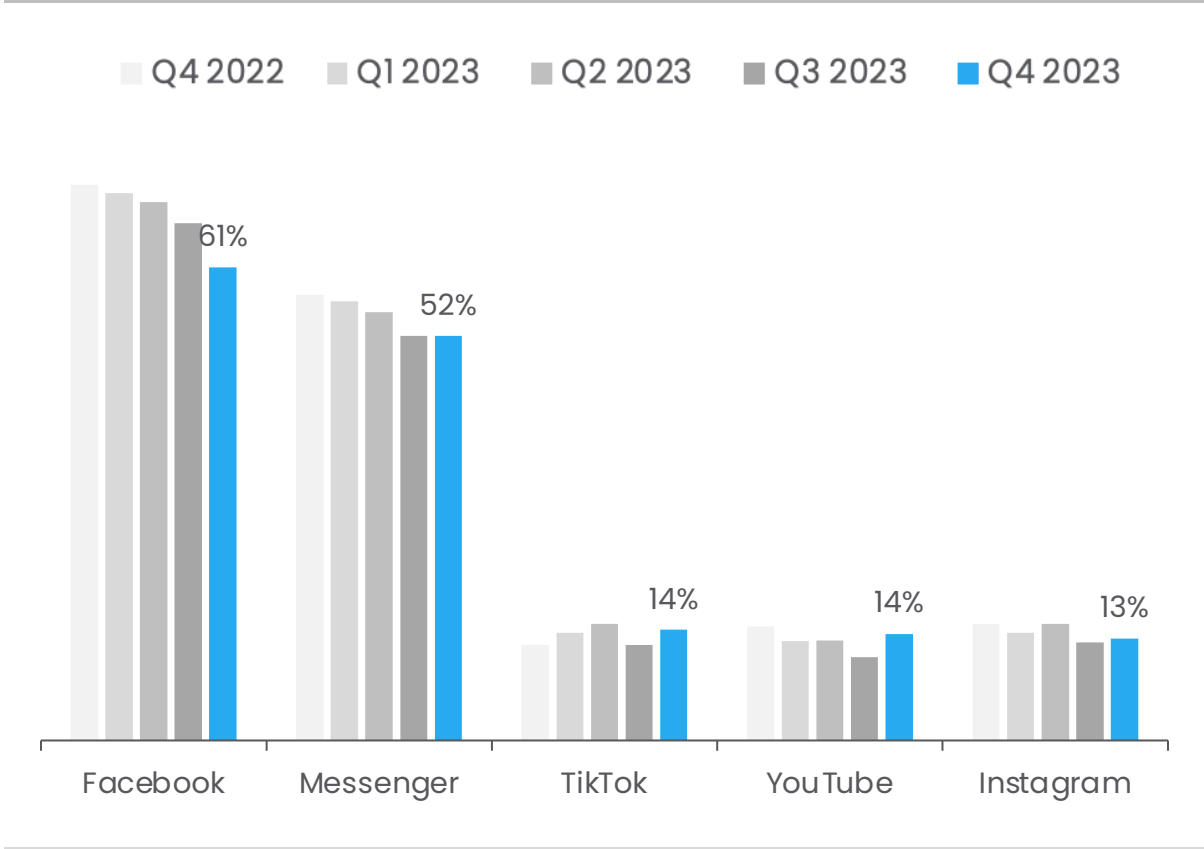
n=547

n=453

Q Which of the following platforms/apps do you use most often for online shopping?

■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

Top platforms for casual messaging —Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,330

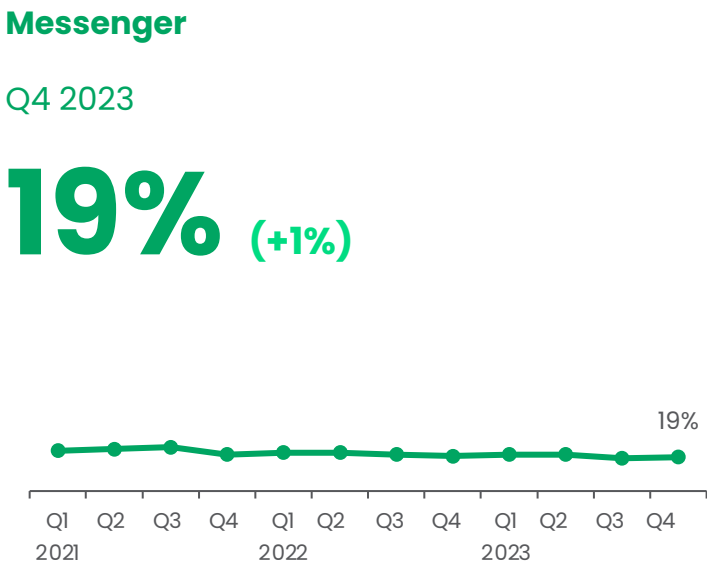
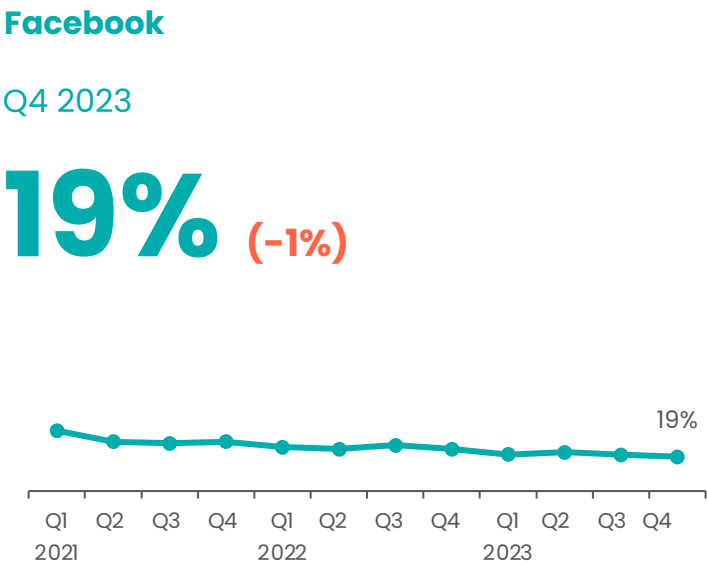
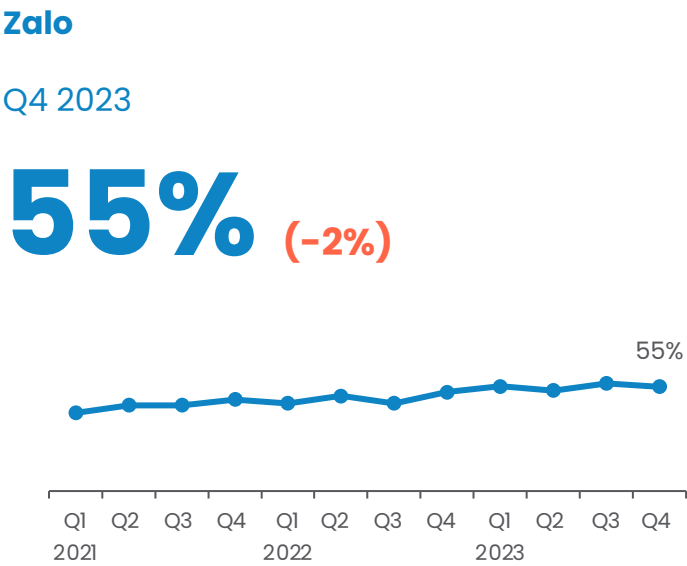
Q Which websites/apps do you use to connect with friends and family? Choose all that apply.

Messaging platforms

Despite an overall decline in the messaging category, Zalo and Facebook remain Vietnam's top platforms

Not only in usage, Zalo and Facebook, along with Messenger also lead in being preferred messaging apps

Top platforms for casual messaging – Preference rate (%)



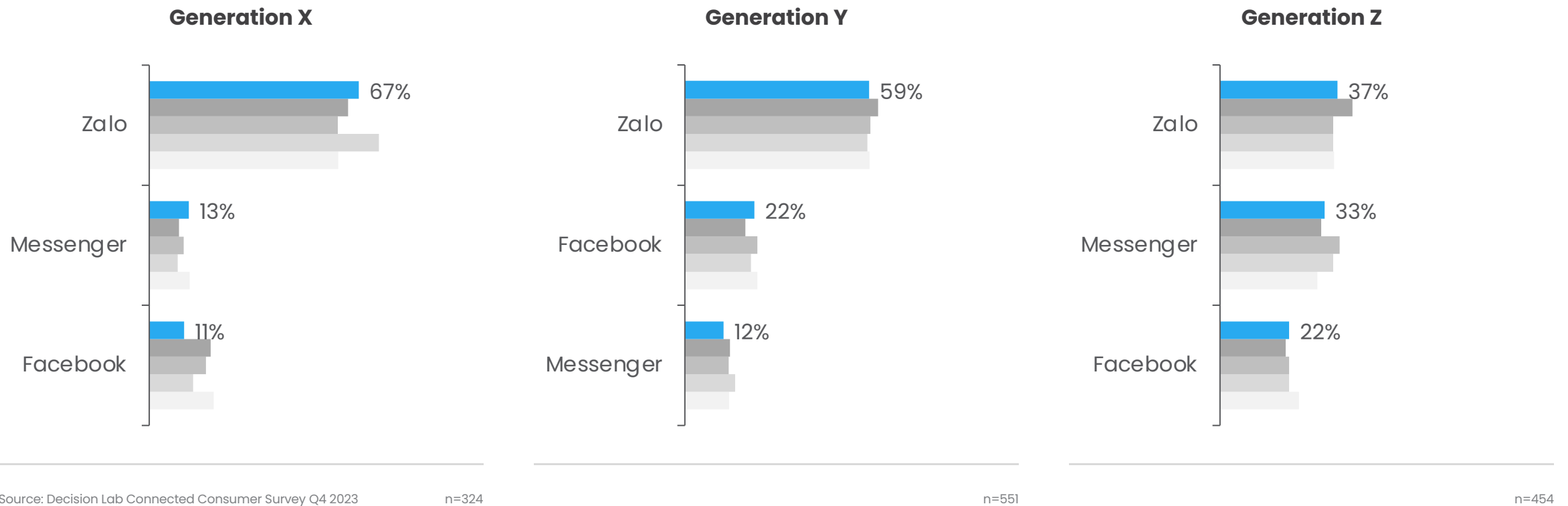
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,329

Q Which of the following platforms/apps do you use most often for online shopping?

Zalo is predominantly preferred among older age groups. However, among Gen Z, Messenger competes fiercely with Zalo for the top spot. Meanwhile, fewer and fewer Gen X use Facebook as their primary messaging platform

Top platforms for casual messaging – Preference rate (%) by generations



Q Which of the following platforms/apps do you use most often for online shopping?

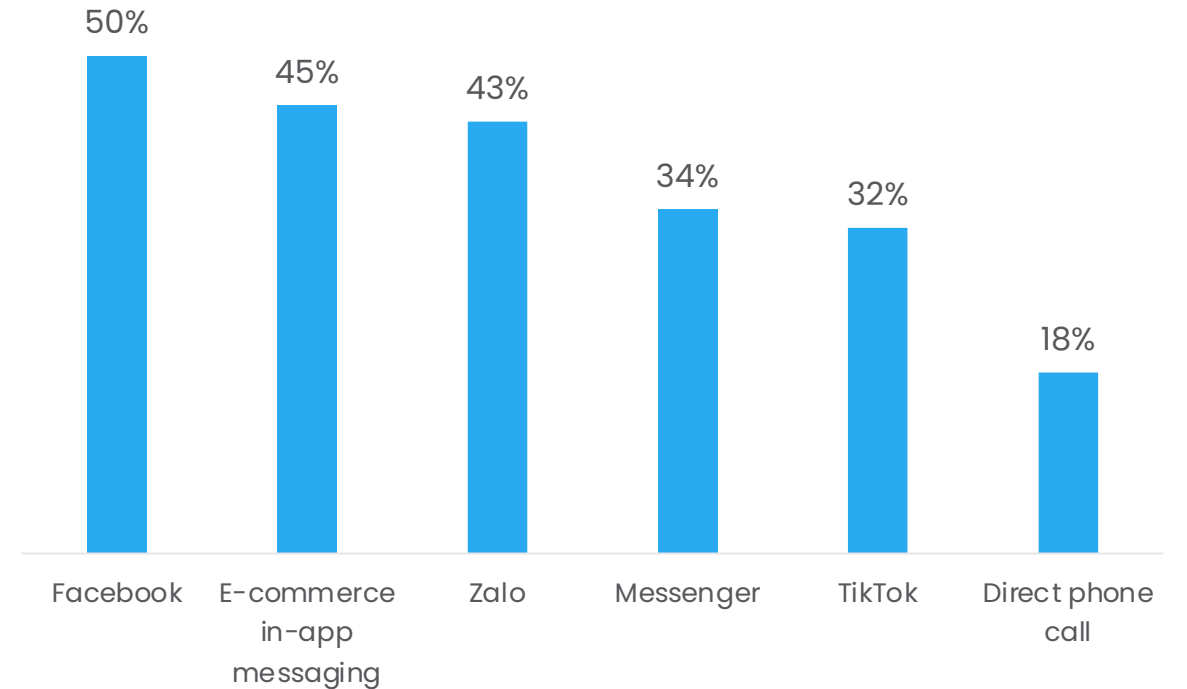
■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

Business messaging platforms

In-app messaging outshines traditional calling and texting to connect with businesses.

Facebook is ahead of other platforms when consumers need to get in touch with the sellers.

Top platforms for business messaging – Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

n=1330



Supposed you are doing online shopping and want to connect with businesses, which website or app would you use? Choose all that apply.

Despite being a leader in usage, Facebook lags significantly behind e-commerce in-app messaging as the preferred choice for business messaging apps

Top platforms for business messaging – Preference rate (%)

E-commerce in-app messaging

Q4 2023

35%

Facebook

Q4 2023

18%

Zalo

Q4 2023

16%

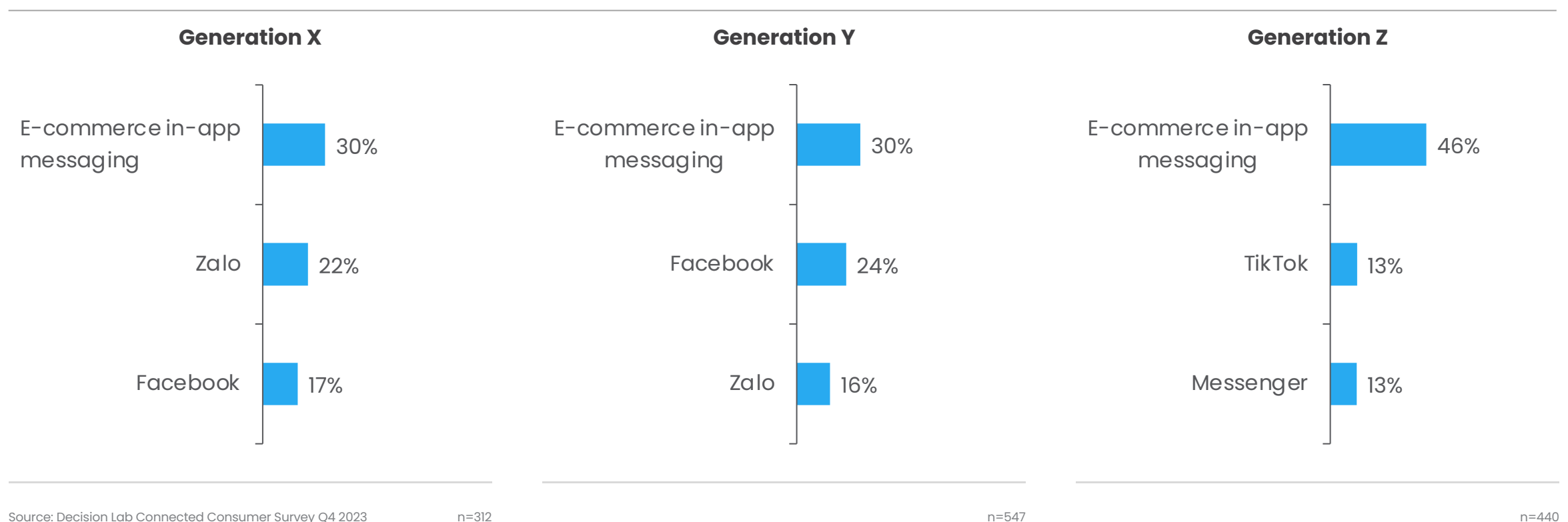
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,299

Q Supposed you are doing online shopping and want to connect with businesses, which website or app would you use most frequently?

E-commerce sites are the preferred communication platform across generations. While Gen Z particularly engages more with sellers via TikTok, the older generations use Facebook and Zalo more often

Top platforms for business messaging – Preference rate (%) by generations



Q Supposed you are doing online shopping and want to connect with businesses, which website or app would you use most frequently?

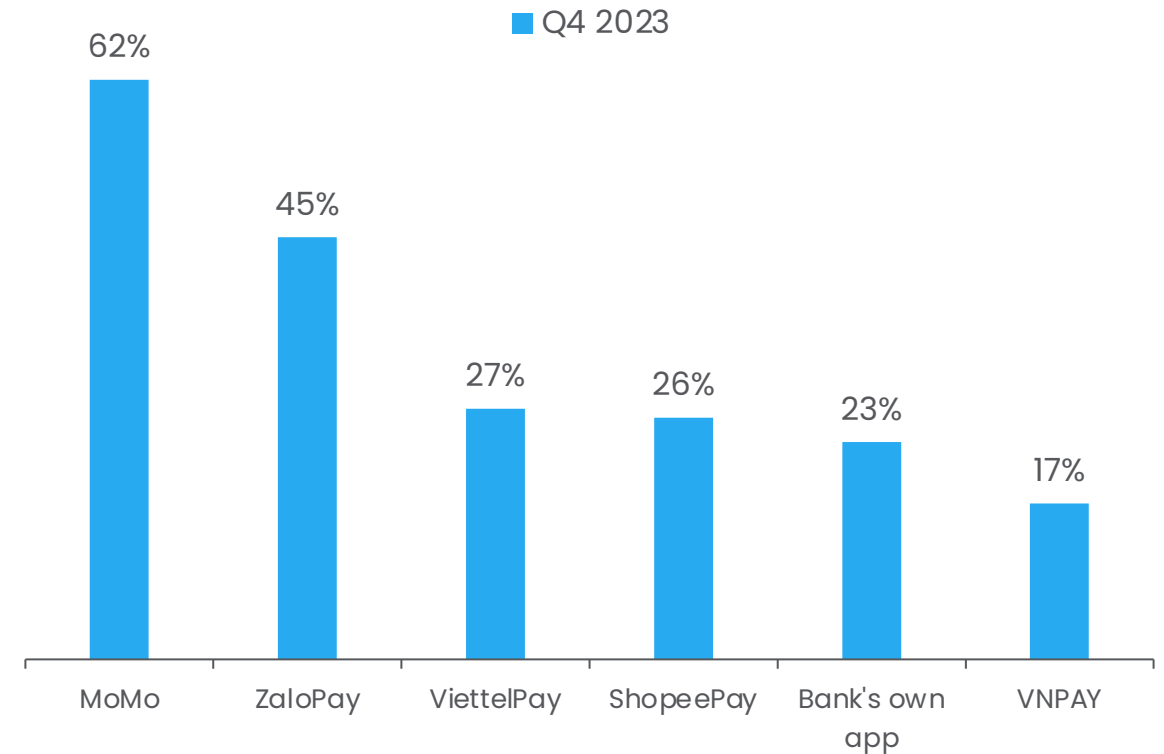
■ Q4 2023

Digital finance platforms

When asked about digital finance platform usage, consumers select their top 5 being e-wallet brands and banking apps.

In specific, MoMo holds the top spot on the most used digital finance platform.

Top digital financial platforms — Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,330

Q Which digital finance platforms do you use? Choose all that apply.

MoMo also wins as the most frequently used digital finance platform, followed by banking apps and ZaloPay

Top platforms for digital finance – Preference rate (%)

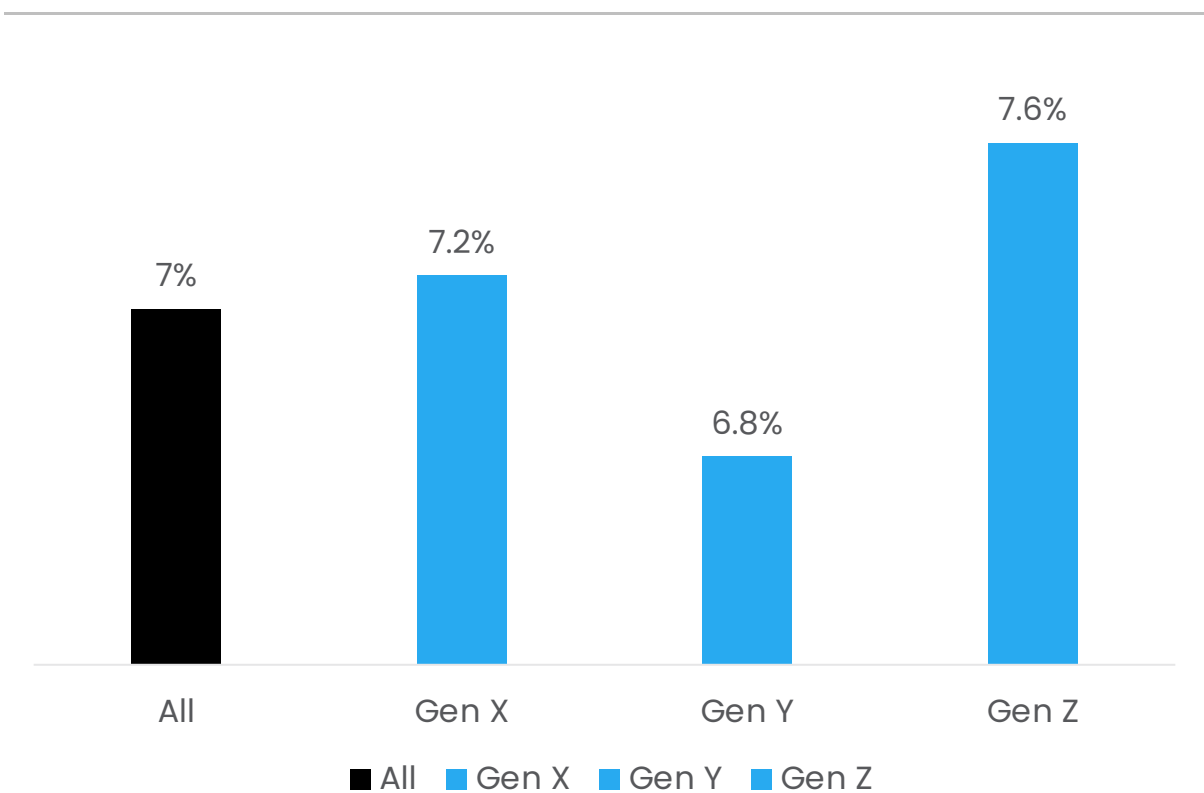


Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,247

Q Which digital finance platforms do you use most often?

Apple Pay' penetration (by generations)



Source: Decision Lab Connected Consumer Survey Q4 2023

Gen Z n=455
Gen Y n=551
Gen X n=324

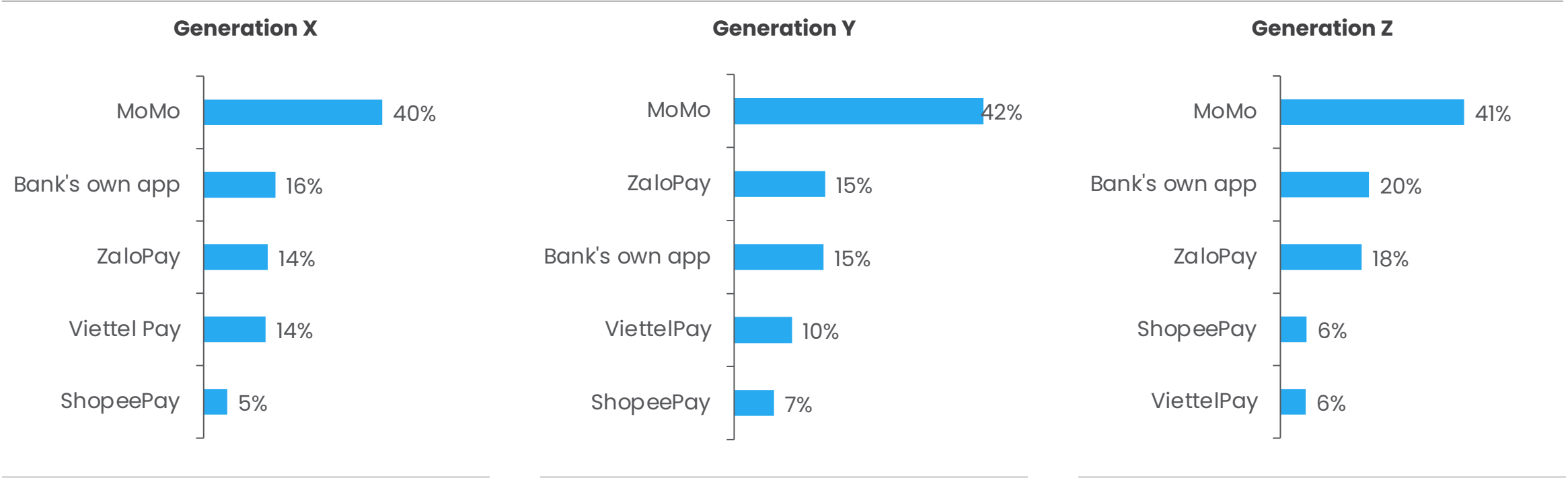
Q Which digital finance platforms do you use? Choose all that apply.

Upon the launch in early August 2023 in Vietnam market, Apple Pay recorded a penetration rate of 7%, skewing towards the youngest generation

The top 3 preferred digital finance platforms remain the same across generations

Notably, Gen X shows strong favourability for Viettel Pay

Top platforms for digital finance – Preference rate (%) by generations



Source: Decision Lab Connected Consumer Survey Q4 2023

n=294

n=520

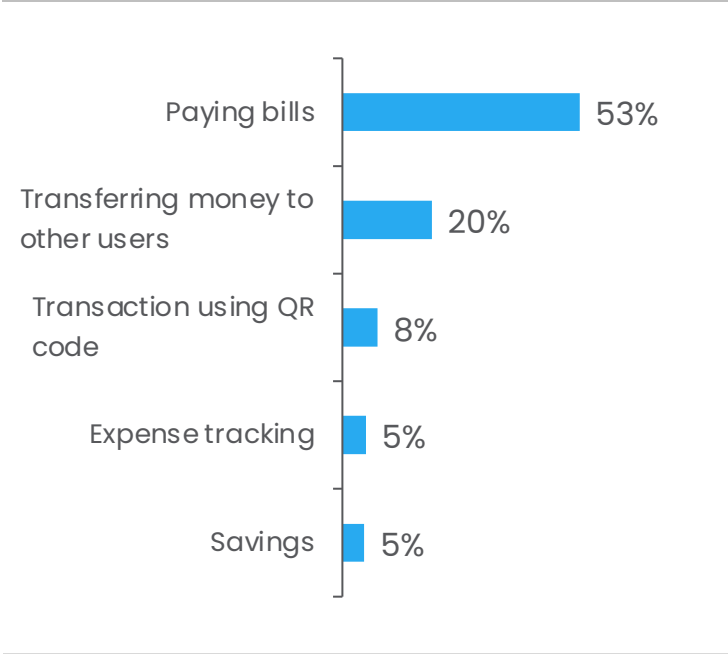
n=433

Q Which digital finance platforms do you use most often?

■ Q4 2023

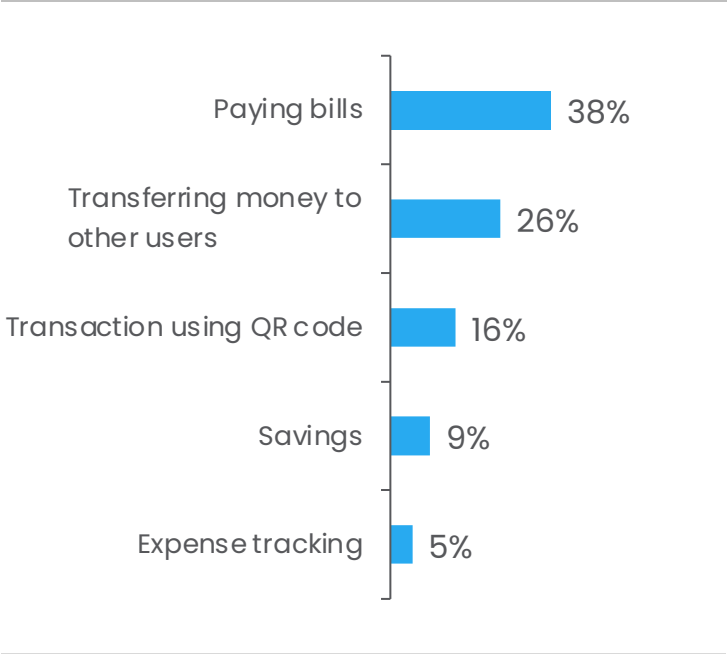
Bill payments, money transfers and QR code payments are the most used functions of digital finance platforms. Interestingly, Gen Z also tend to use digital finance platforms to save money

Generation X



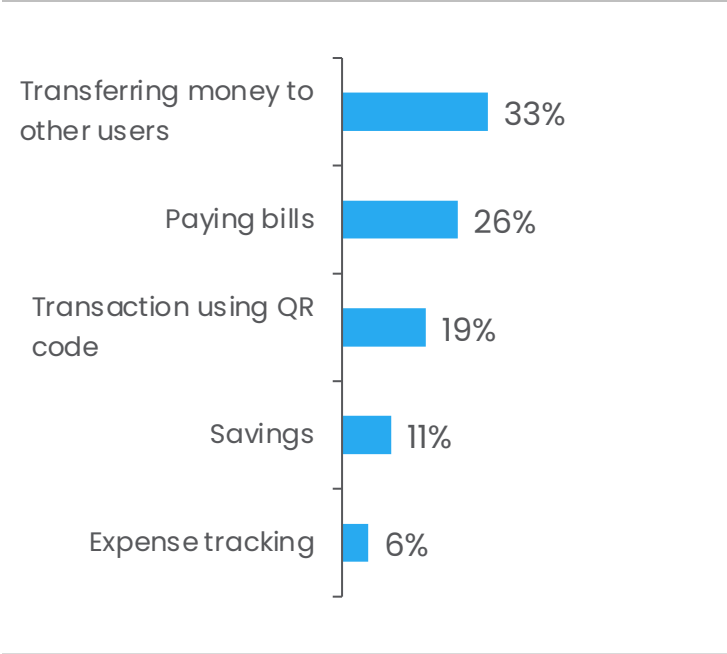
Source: Decision Lab Connected Consumer Survey Q4 2023 n=303

Generation Y



n=533

Generation Z



n=436

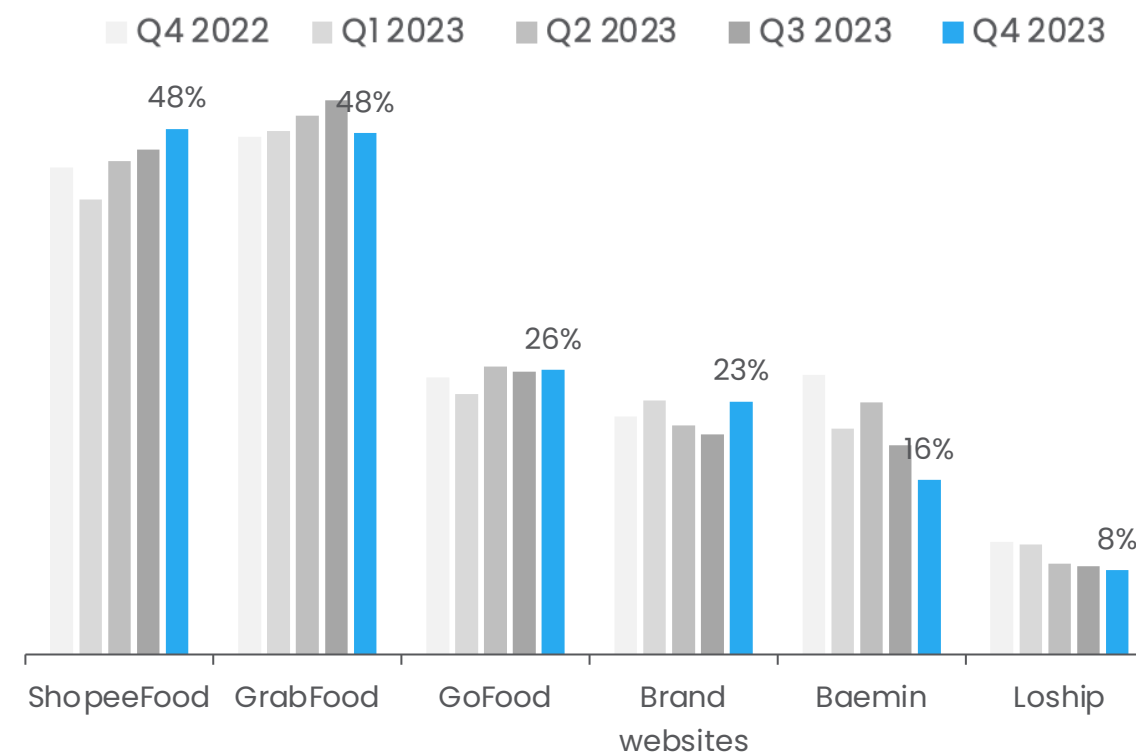
Q What functions do you use your digital finance app for most frequently? Select the digital finance function that you use most frequently

■ Q4 2023

Food delivery platforms

ShopeeFood and Grab Food continue to lead the food delivery service category. However, the highlight of 2023 goes to ShopeeFood for its growth.

Top platforms for food delivery—Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,330

Q Which food delivery apps do you use? Choose all that apply.

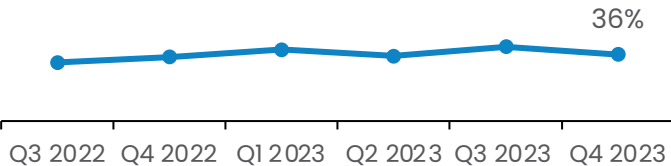
ShopeeFood’s improvement is also seen in user preference, narrowing the gap and competing fiercely against GrabFood

Top platforms for food delivery – Preference rate (%)

GrabFood

Q4 2023

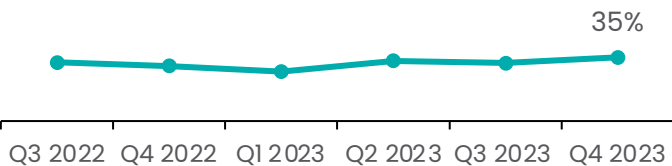
36% (-5%)



ShopeeFood

Q4 2023

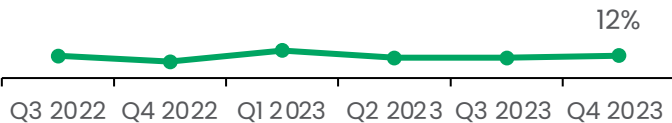
35% (+3%)



Brand Websites

Q4 2023

12% (+1%)



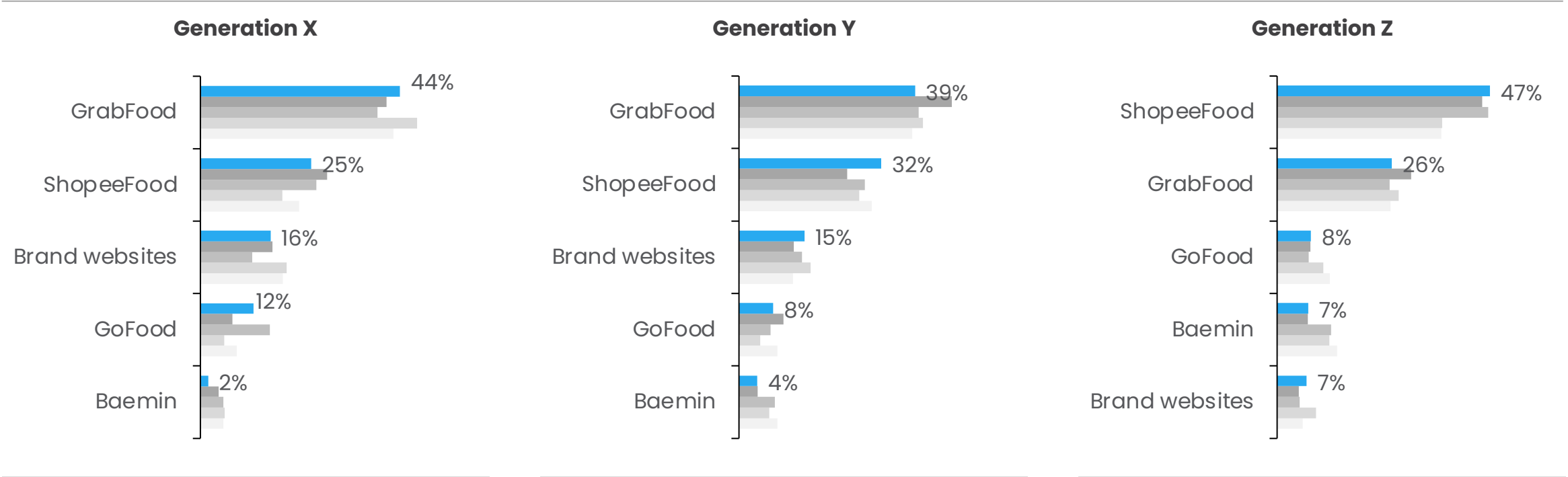
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,392

Q Which food delivery app do you use most often?

Gen Y's increase in preference and the dominant position among Gen X are the main driving forces behind ShopeeFood's growth

Top platforms for food delivery – Preference rate (%) by generations



Source: Decision Lab Connected Consumer Survey Q4 2023 n=251

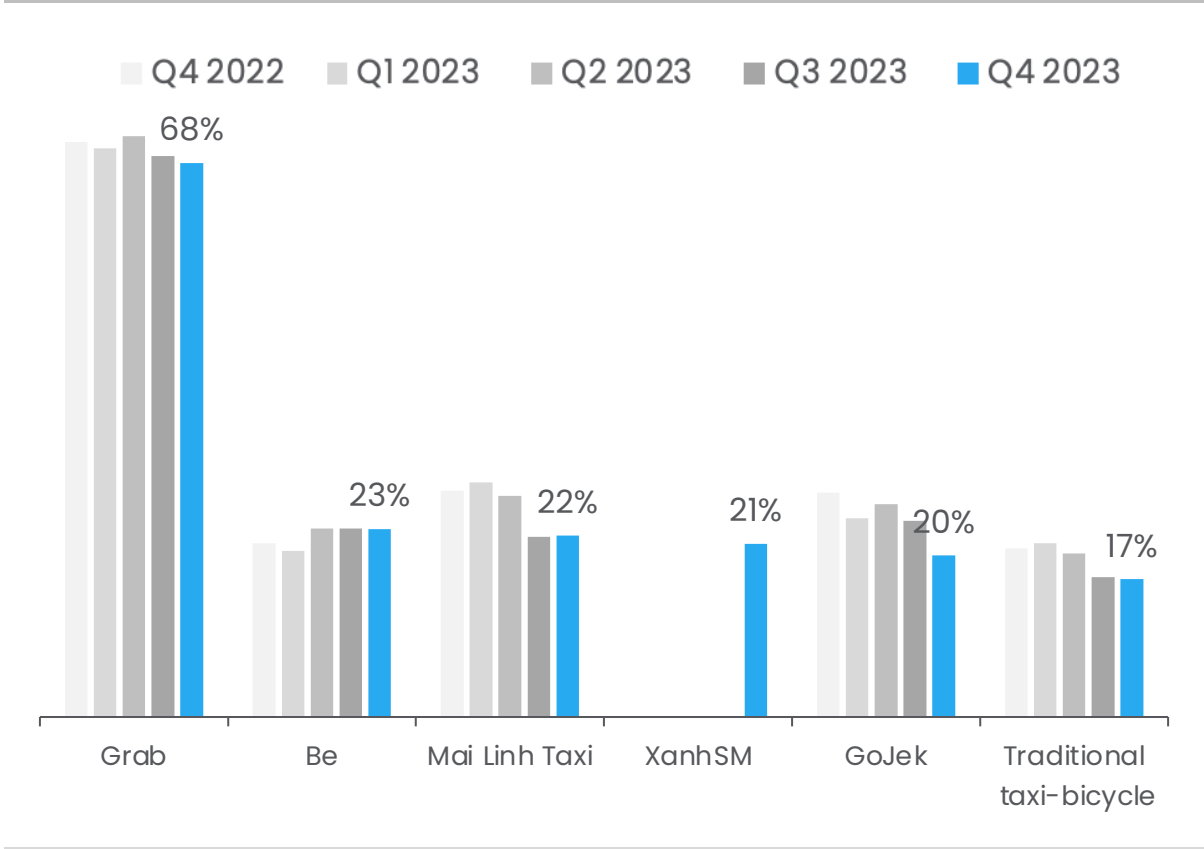
n=483

n=407

Q Which food delivery app do you use most often?

■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

Top platforms for ride-hailing—Penetration rate (%)



Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,330

Q Which apps or methods do you use for ride-hailing? Choose all that apply.

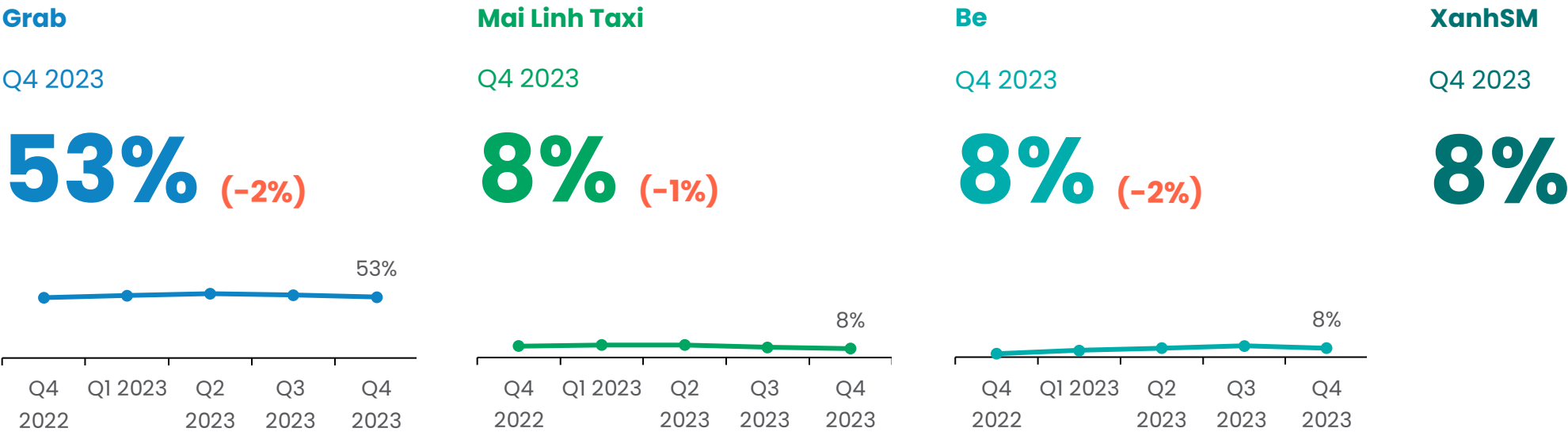
Ride-hailing platforms

The outlook of the ride-hailing service category remains relatively unchanged compared to Q3 2023.

Significantly, a new rising star, XanhSM has surpassed Gojek in usage rate.

Grab’s dominant position in consumers' preferences for ride-hailing services remains unchanged, following by Mai Linh Taxi, Be and the new-rising star XanhSM

Top platforms for ride-hailing – Preference rate (%)



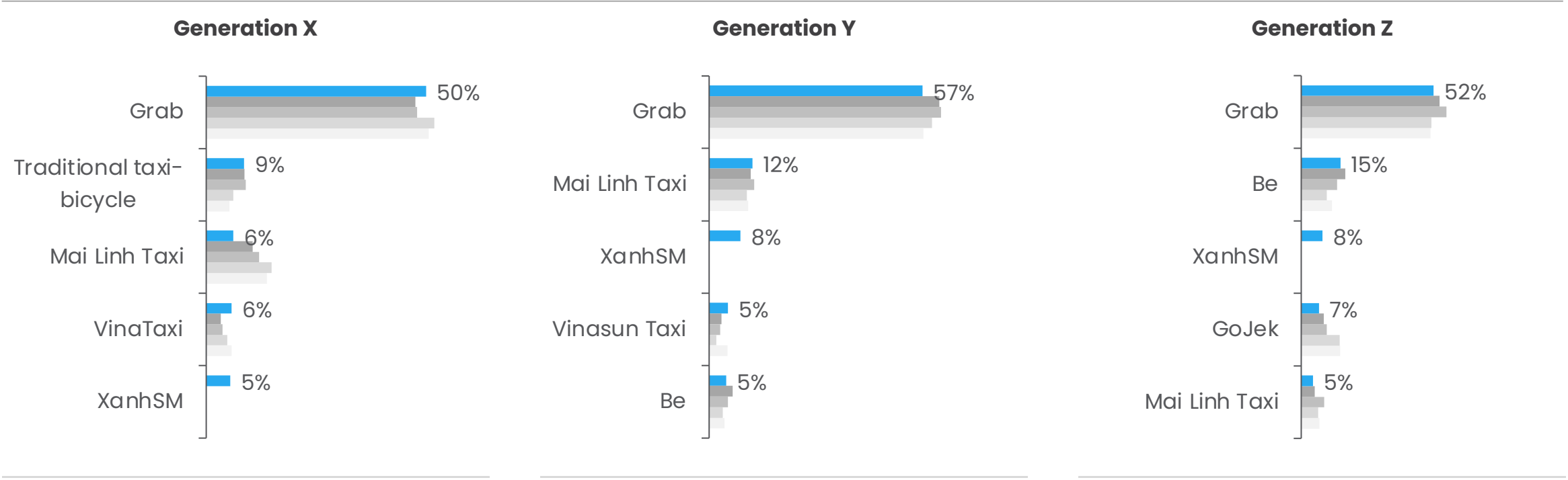
Source: Decision Lab Connected Consumer Survey Q4 2023

n=1,255

Q Which ride-hailing app or method do you use most often?

Though both are home-grown apps, Be’s appeal remains strong only in Gen Z while XanhSM is favoured across all generations. Among Gen X, the lines are blurring between traditional and app-based ride-hailing providers

Top platforms for ride-hailing – Preference rate (%) by generations



Source: Decision Lab Connected Consumer Survey Q4 2023 n=306

n=521

n=428

Q Which ride-hailing app or method do you use most often?

■ Q4 2023 ■ Q3 2023 ■ Q2 2023 ■ Q1 2023 ■ Q4 2022

Opportunities for brands

01.

CONSUMERS ARE LOOKING FOR MORE PURPOSEFUL USAGE OF DIGITAL PLATFORMS

It is about meaningful engagement and creating value that resonates with this discerning audience.

02.

A SHIFT OF PREFERENCE TOWARDS SOCIAL COMMERCE FOR ONLINE SHOPPING

Brands can explore incorporating features such as shoppable posts, live streaming shopping events, and in-app purchases to make the shopping experience seamless and convenient for consumers.

03.

XANHSM – ELECTRIC RIDE HAILING SERVICE HAS BECOME THE RISING STAR IN THE CATEGORY

As consumers become more environmentally aware and educated about sustainability, brands should integrate green marketing strategies into their initiatives.

Discover how your brand performed and gain valuable customer insights

LET'S DIVE DEEPER

- ◆ Investigate your brand health & key attributes from the point of view of consumers
- ◆ Track your brand performance across segments & within product categories
- ◆ Benchmark your customer conversion against the competition to strengthen the market positioning



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Regularly updated
and growing

**10 sectors**

Covering all major
industries

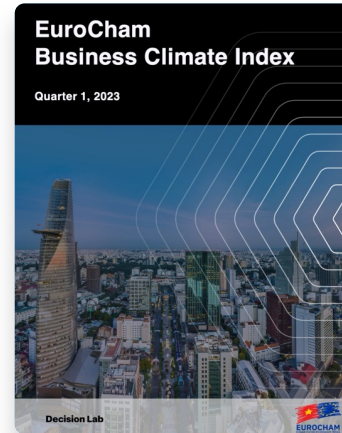
**Daily data**

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always relevant

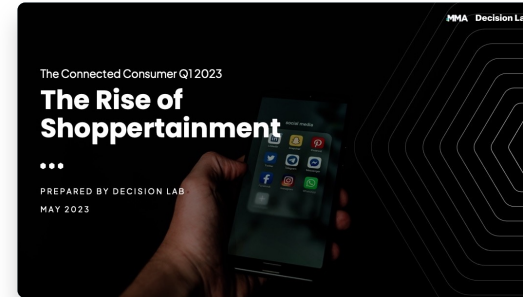
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EuroCham
Business Confidence Index
(Quarterly report)



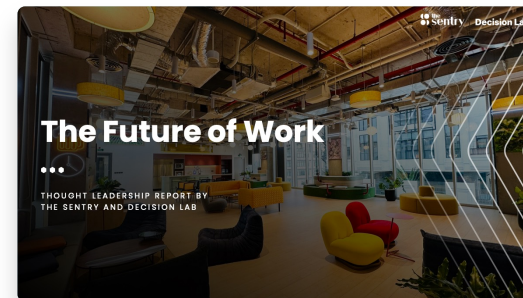
The Connected Consumer
(Quarterly report)



Financial Trends Report 2023



BrandIndex Brand Rankings



The Future of Work



F&B Trends in Vietnam

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