

Live Commerce Landscape in Indonesia



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Methodology

The purpose of this study is to understand the current state of livestreaming landscape, the consumers' behaviour and the role Business Messaging plays in driving sales

The survey is conducted using an online questionnaire, scripted and managed by Decision Lab's surveying and data management platform, with specifications:

- Sample size: n = 705
- Data collection period: 14 – 29/12/2023
- Target audience: Have the habit of watching livestream on social media and do online shopping

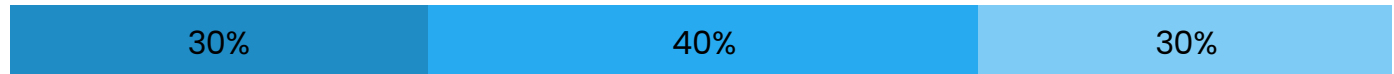
Total sample achieved (n=705)

Gender



■ Male ■ Female

Generation



■ Gen Z ■ Gen Y ■ Gen X

City tier




■ Tier 1 ■ Tier 2 ■ Tier 3 ■ Tier 4

Section summary

Indonesian consumers spend 30 minutes – 1 hour **watching livestream** while **relaxing** every day, through which **more than half** of them **discover new brands**.

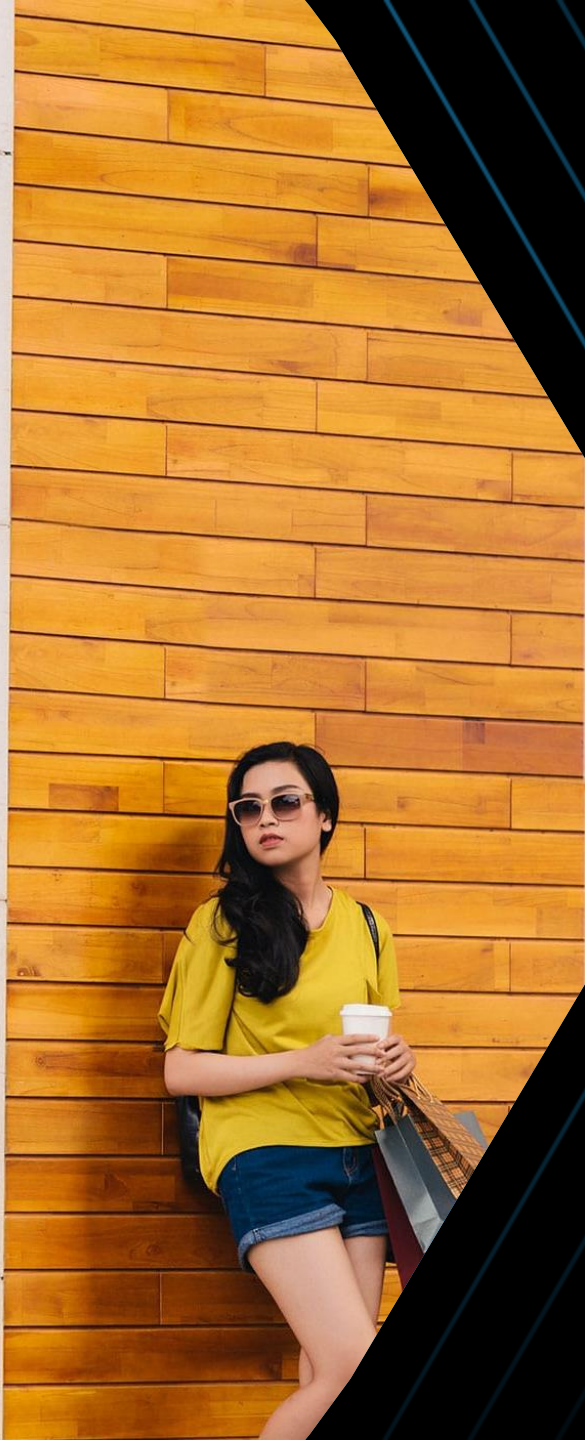
Livestream emerges as an effective channel to drive business growth, with **60% of viewers tuning in for watching livestream for product demonstration** and **57% making decision to purchase**. This engagement extends beyond the initial purchase, as many viewers are **highly likely to continue to watch livestream for reference in the future and return for order of higher value**.

Messaging is a preferred way for livestream viewers to connect to brands throughout discovery, purchase and post-purchase phases. Livestreaming brands can leverage this communication channel **to build brand trust, accelerate sales and gain loyalty**



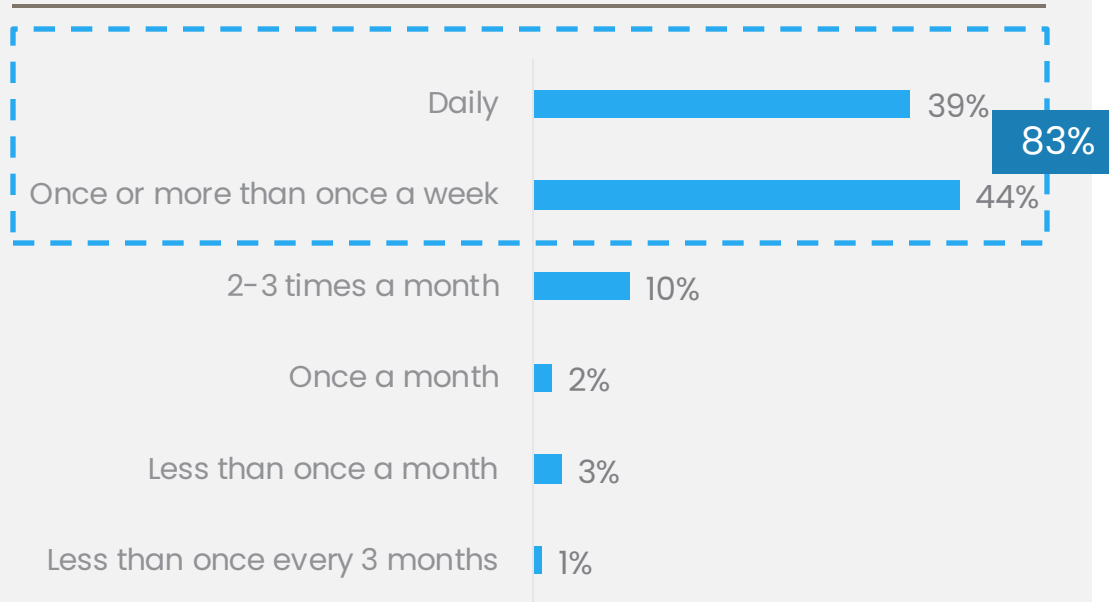
General livestreaming behaviour

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Watching livestream is becoming a habit with 83% people watching at least once a week. With its engagement and interactivity, 80% of viewers spend at least half an hour to watch livestream. This channel can be used to further enhance connection and retain customers

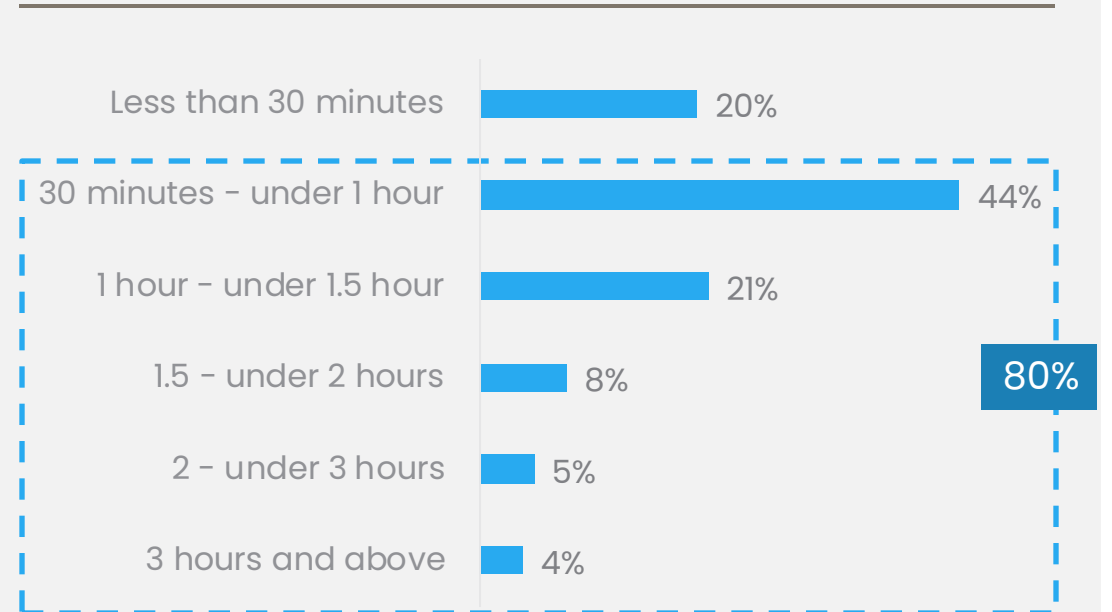
Frequency of watching livestream



How often do you watch livestream?

n=705

Duration of watching livestream

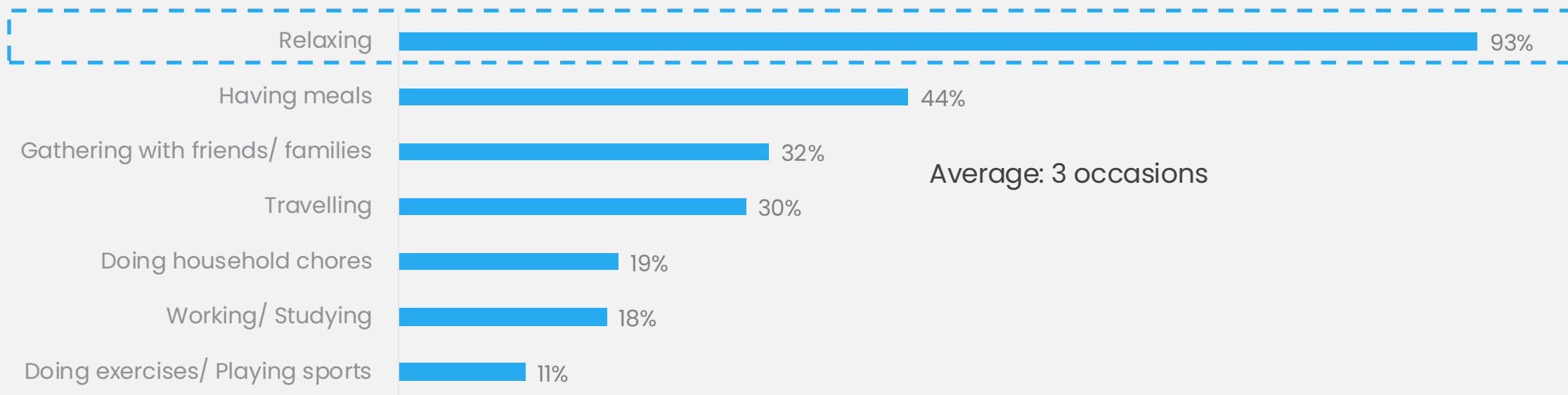


How long do you watch a livestream for?

n=705

Livestream has joined consumers' daily routine. This creates opportunities for brands to connect with consumers by tailoring content and scheduling suitable timeline for livestream. With 93% of people watch it while relaxing, entertainment and exclusive deals can be integrated into livestreaming to spark impulsive purchases through brand's sales channels

Occasion to watch livestream



On which occasions do you watch livestream?

n=705



Deep-dive into the role of livestream in the customer journey

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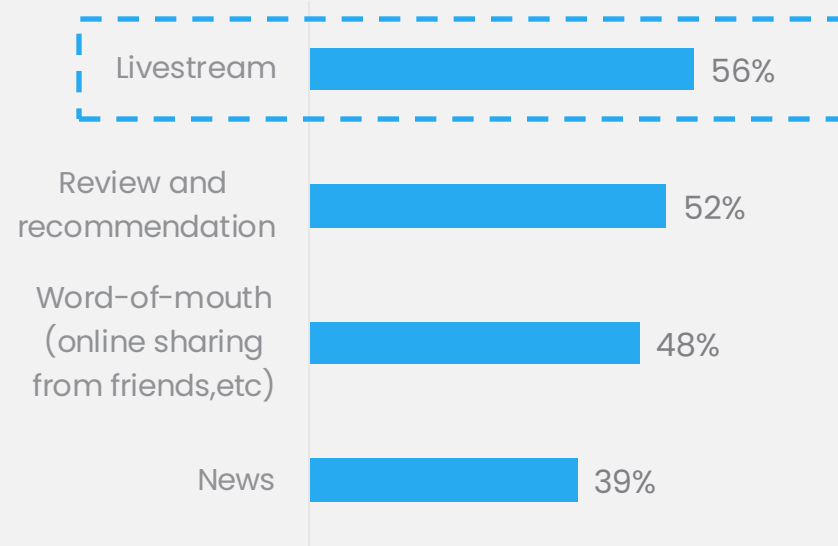


Brand discovery from livestreaming

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Livestream thrives as the most popular method to discover new brands in Indonesia given a high trustworthiness level

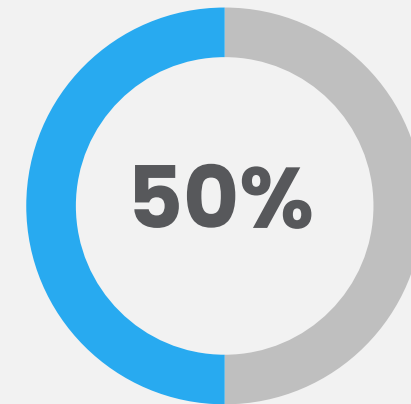
Discovery of new brands



How do you usually discover new brands on online platforms?

n=705

Trustworthiness level of brands discovered by livestream



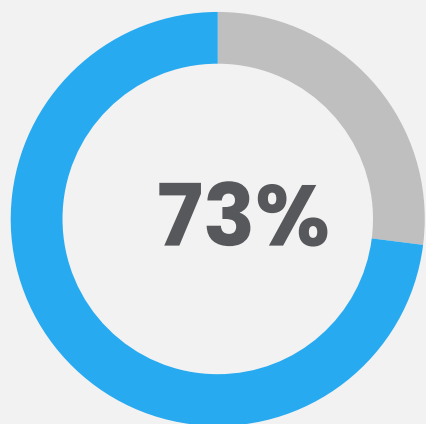
More or much more trustworthy

On a scale of 1-5, please rate the level of trustworthiness of new brands after watching their livestream

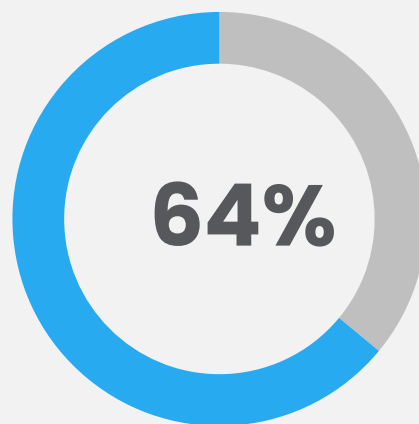
n=705

Building trust through livestreaming starts with three key pillars: authenticity, transparent information, and real-time interaction. This can be accomplished through dedicating sufficient time showcasing product details, purchase T&C and return policies. Interactive games and limited-time deals further boost engagement and drive conversions

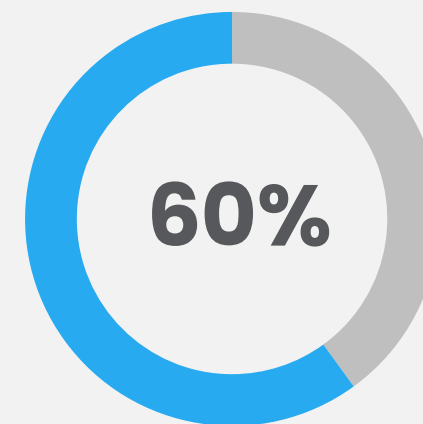
Drivers to trust new brands in livestream



Product authenticity



Information transparency



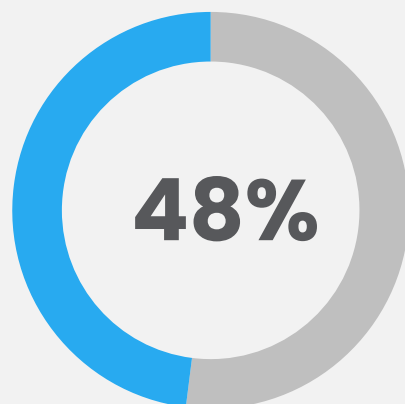
Real-time interaction

What factors do you think that contribute to the TRUSTWORTHINESS of the new brands being live streamed? (Select up to 5 options)

n=354

With the need to access personalized consultation, consumers expect trustworthy brands to provide one-on-one engagement via private messaging while watching a livestream. Brands can leverage this opportunity to build a safe space for meaningful connection with consumers

Drivers to trust new brands in livestream

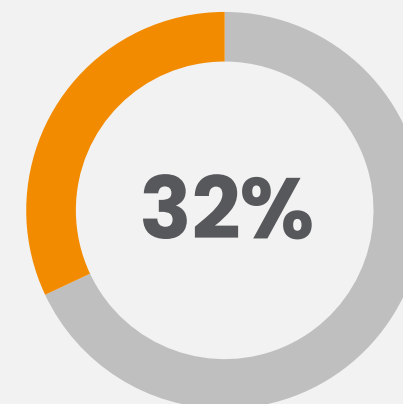


Message for one-on-one consultation

What factors do you think that contribute to the TRUSTWORTHINESS of the new brands being livestreamed? (Select up to 5 options)

n=354

Barriers to trust new brands in livestream*



Inability to message for one-on-one consultation

Why do you consider new brands you find on a livestream LESS TRUSTWORTHY? (Select up to 5 options)

*Small sample size

n=25*

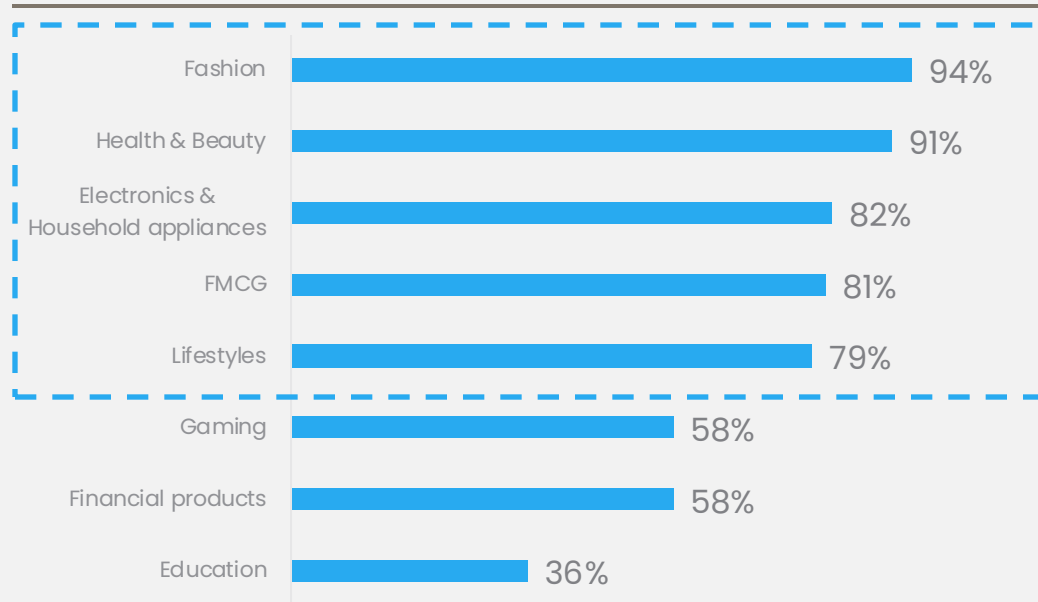
Livestreaming watching preference

■■■



Fashion and Health & Beauty are the most popularly watched categories in Indonesia, followed by Electronics, FMCG, and Lifestyles

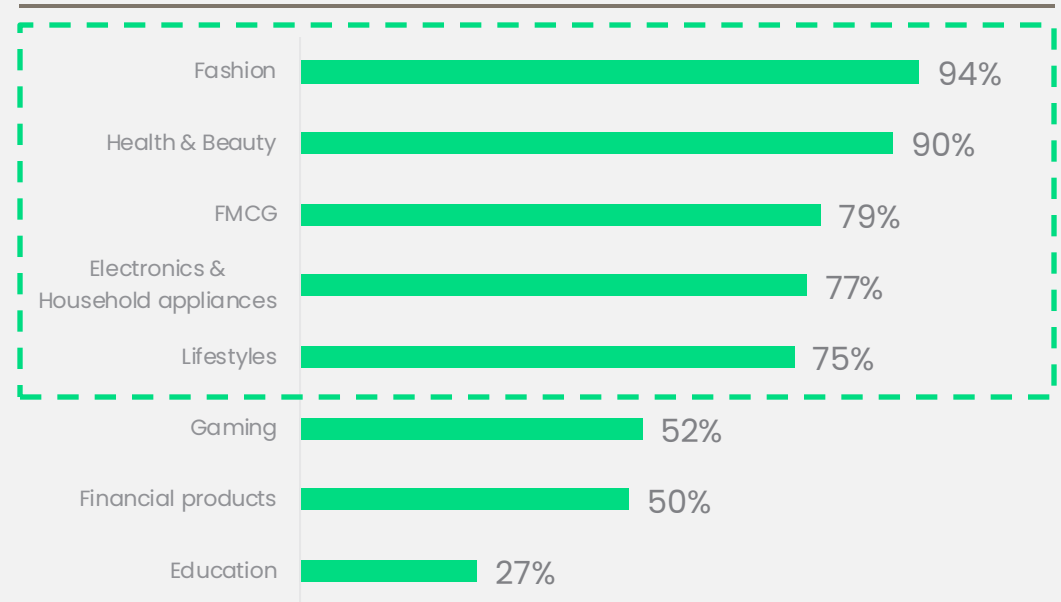
Ever-watched categories in livestream



Which categories of product/service have you ever WATCHED in the livestream?

n=417

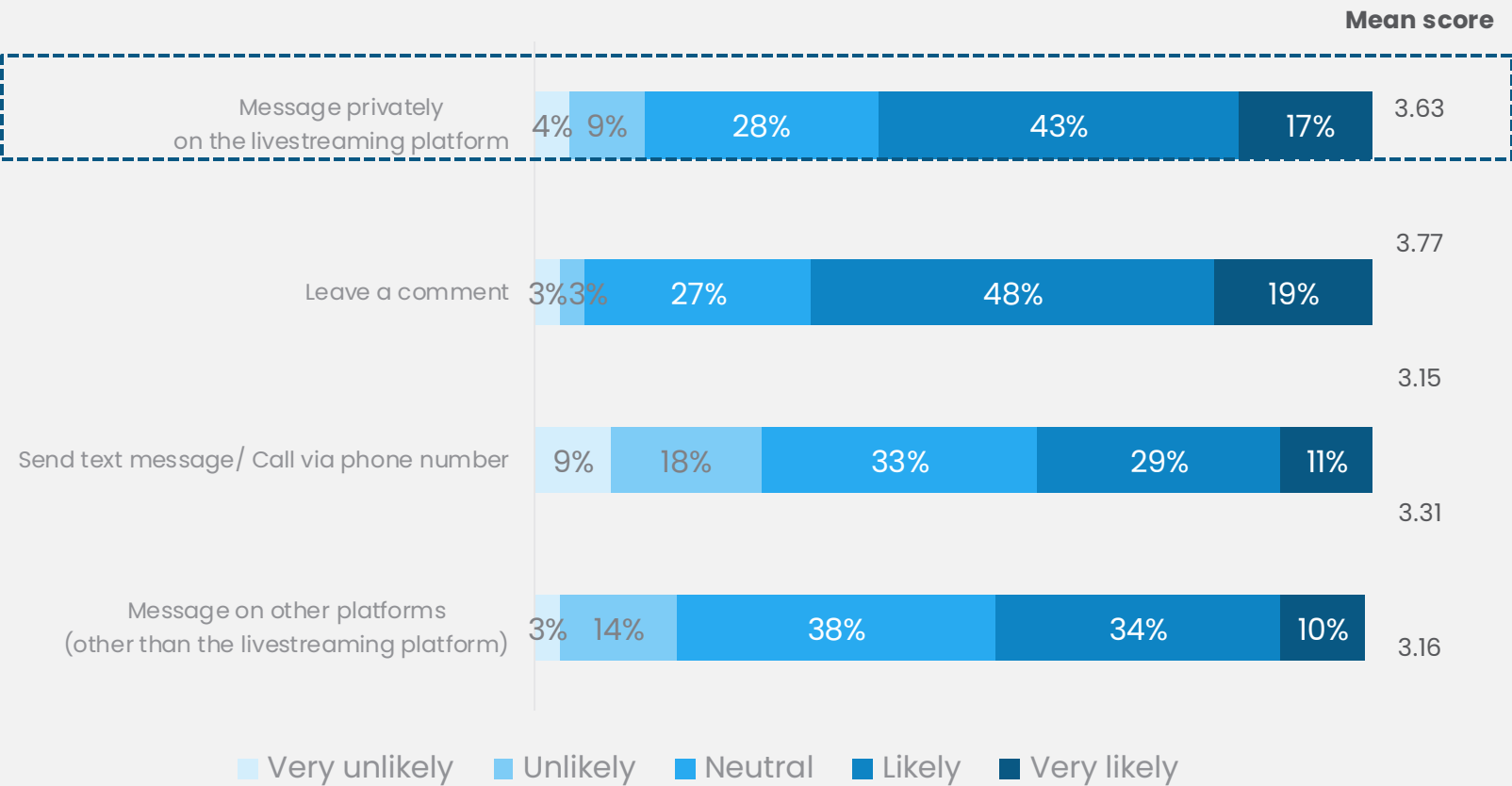
L3M watched categories in livestream



Which categories of product/service have you WATCHED in the livestream in the LAST 3 MONTHS?

n=414

Methods to contact in livestreams



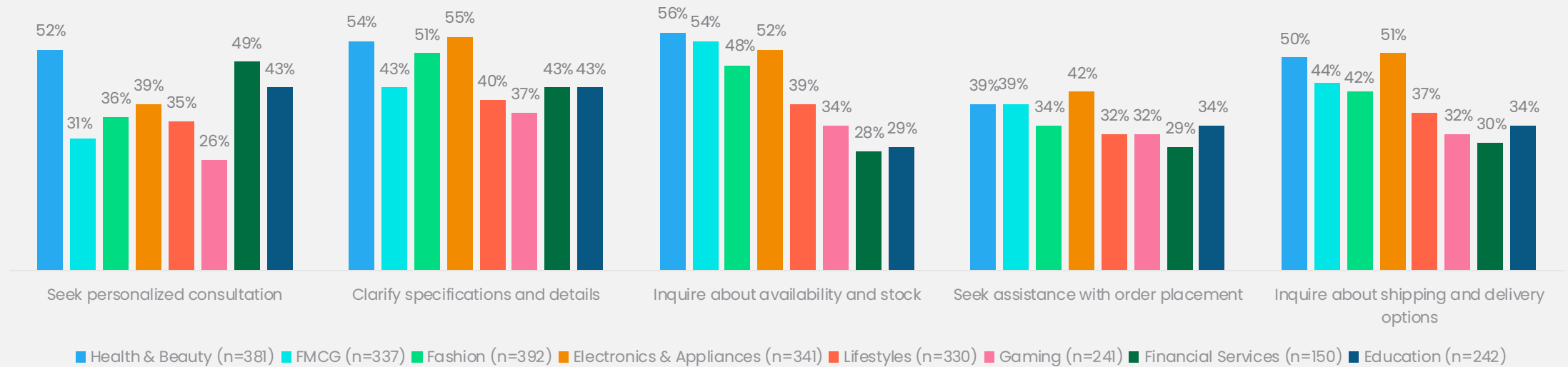
Please rank the likelihood you would use the following methods to get in touch with the brand DURING the livestream

n=705

Private messaging is the most likely way for consumers to contact brands during livestream

Consumers use one-to-one messaging to engage with brands for various inquiries. Notice that Health & Beauty seems to receive more messaging than other categories

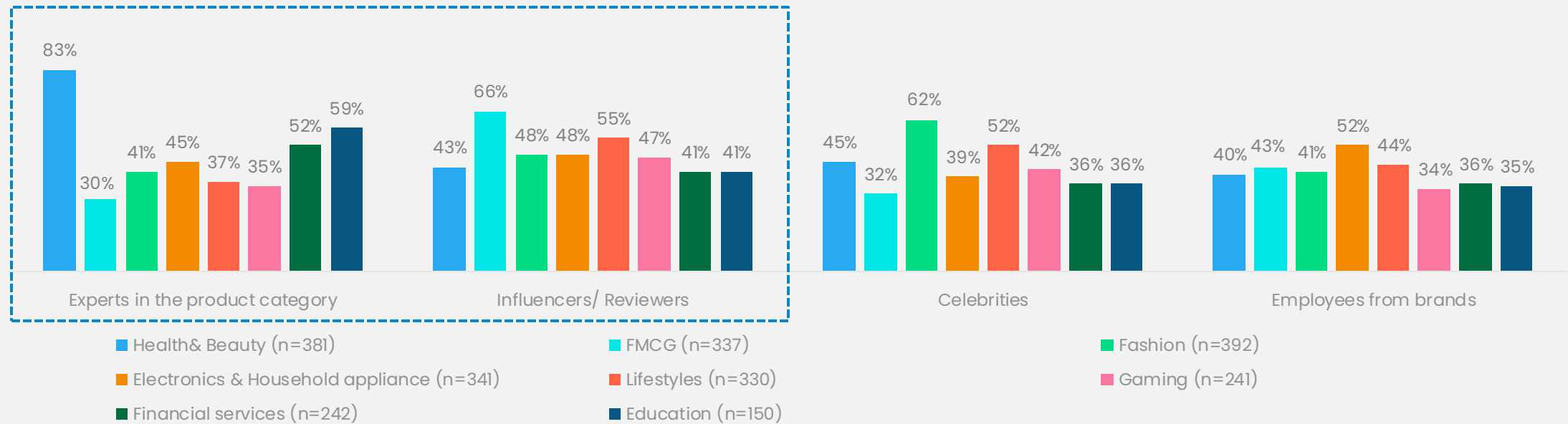
Reasons to message in each category



What would be the reasons for you to send a message to inquire about the products/ services of each categories DURING a livestream?

Indonesian consumers enjoy diverse livestream hosts and brands should tailor hosts to specific topics and goals. They especially prefer experts to host Health & Beauty livestreams while preference for FMCG and Lifestyles is more skewed towards Influencers/ Reviewers

Preferred host for livestream in each category



Who do you prefer to be the HOST of the livestream for each product category?

Hosts are expected to show strong expertise and provide sufficient information

77%

Value the host being informative

74%

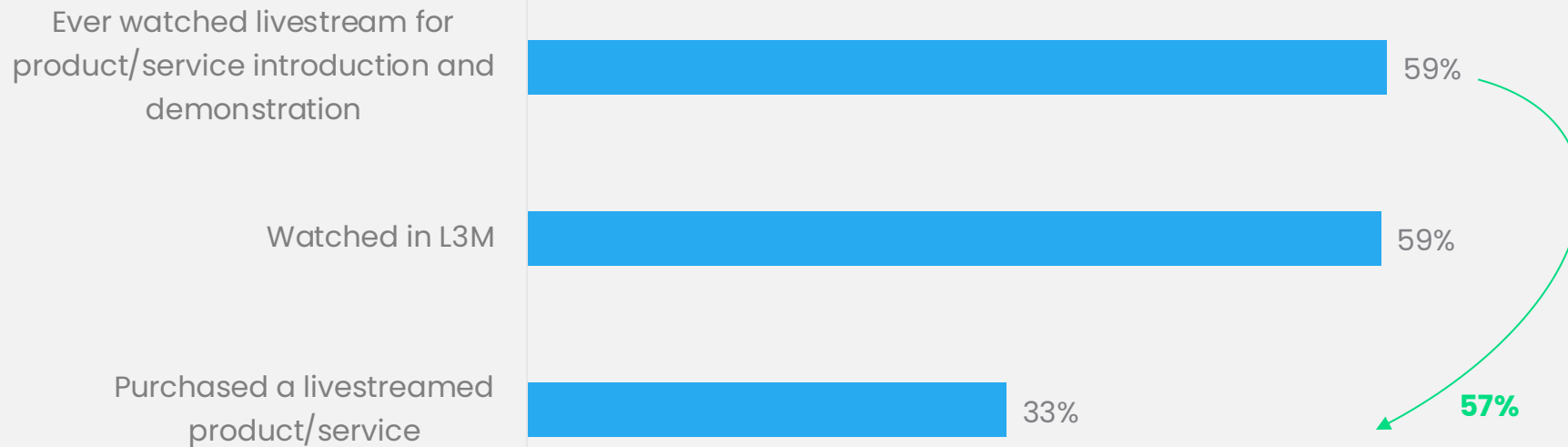
Value the host's professionalism

61%

Value the host's expertise in
product categories

Livestream shows strong conversion rate from viewer to customer with 69% people having watched the livestream for shopping and 57% of them finally deciding to purchase the livestreamed products

Viewership and Conversion from Viewership to Purchase of the livestreamed product/service

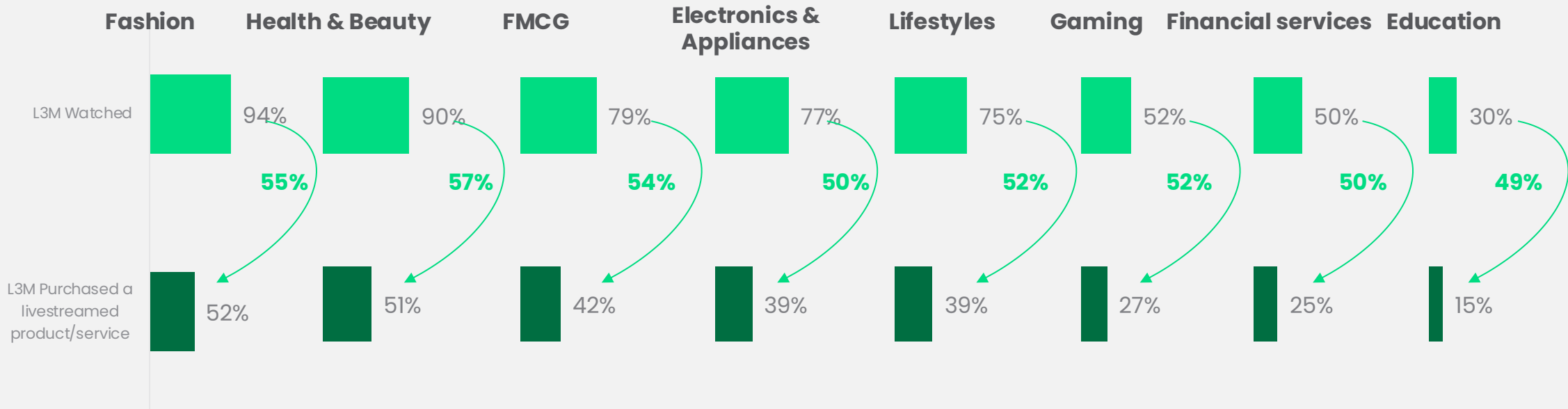


What types of livestream content do you often watch? Which categories of product/service have you WATCHED in the livestream in the LAST 3 MONTHS? Have you PURCHASED the livestreamed product/service from each of the below categories in the LAST 3 MONTHS?

n=705

Livestreaming drives consistently strong conversions across diverse verticals

Conversion rate from L3M watched to L3M purchased by categories (Base: People who watched livestream in L3M)

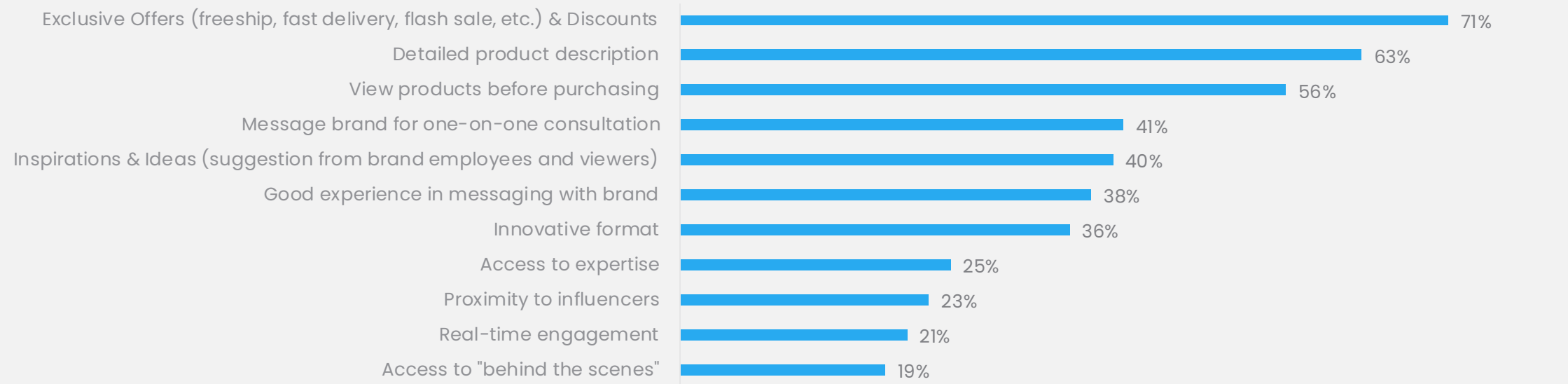


Which categories of product/service have you WATCHED in the livestream in the LAST 3 MONTHS? Have you PURCHASED the livestreamed product/service from each of the below categories in the LAST 3 MONTHS?

n=414

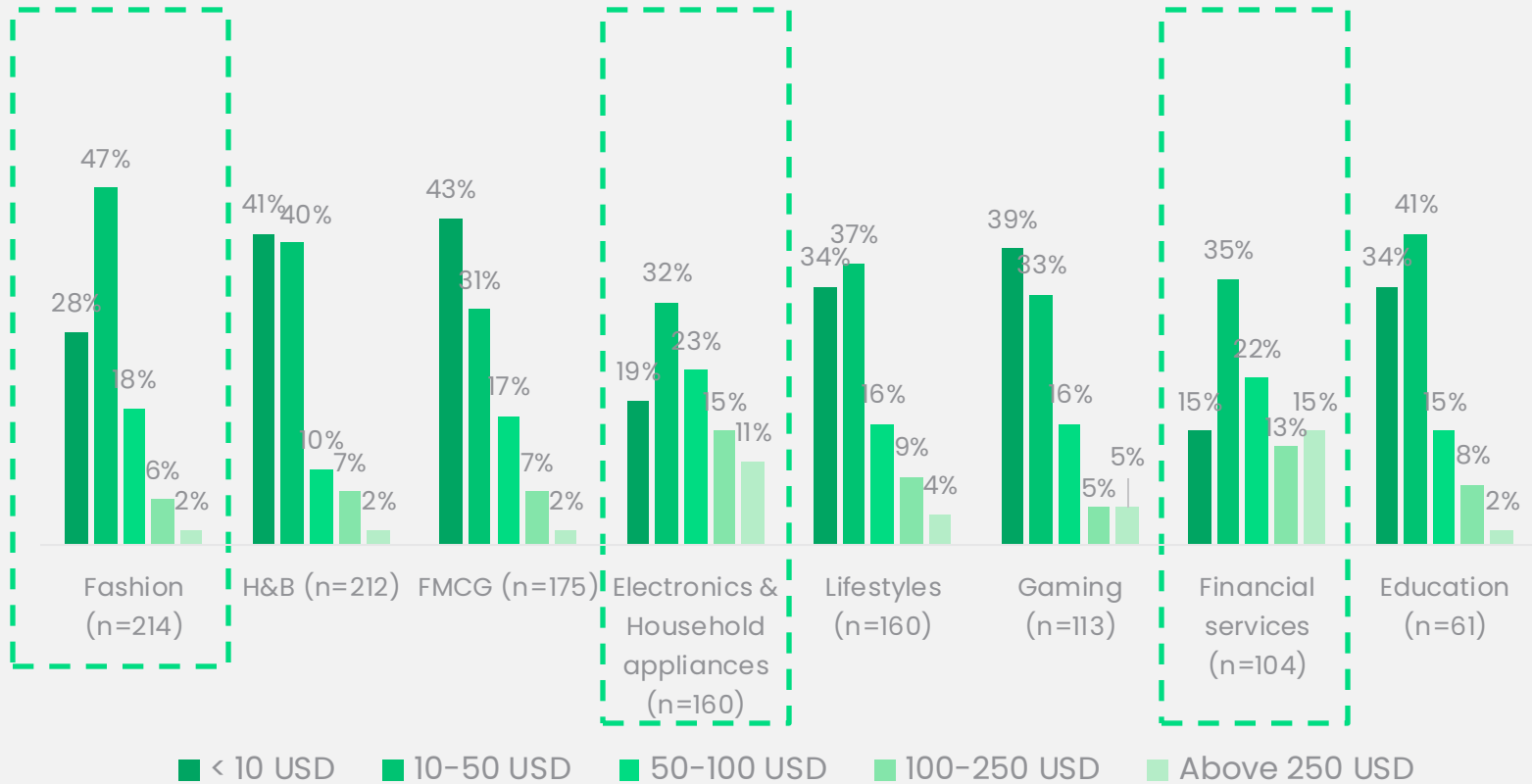
Promotion-driven is shown to be the key driver, along with assurance of product quality pre-purchase, reflected through description details and product check before purchasing

Drivers to decide to purchase a livestreamed product/service



What are the drivers for you to decide to purchase a livestreamed product/service? (Select up to 5 options) n=239

Average value of order by category



*Note: Categories are in order of L3M purchasing rate (from highest to lowest)
 How much on average did you PAY FOR AN ORDER of the livestreamed product/service from the LAST 3 MONTHS?

Budget allocation differs significantly across verticals. Fashion, Electronic & Household appliances, and Financial services tend to have higher bill value. Brands can include products from different price ranges in their livestreams to capture purchases from shoppers of various budget

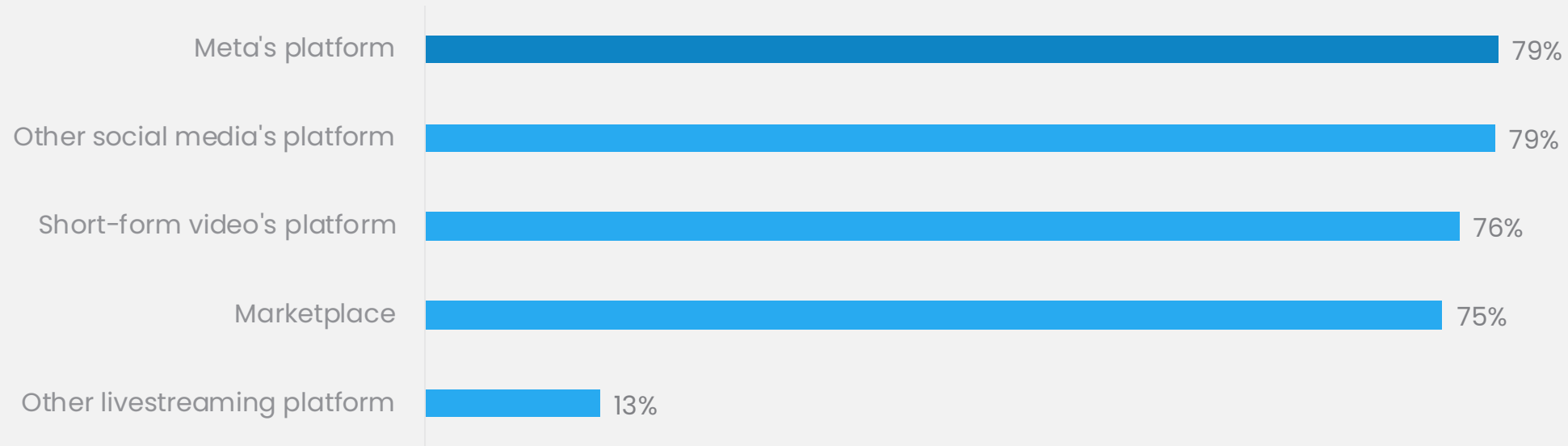
Livestreaming platforms

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Meta's platforms hold the top spots in livestream viewership in Indonesia

Livestreaming platforms (of any content)

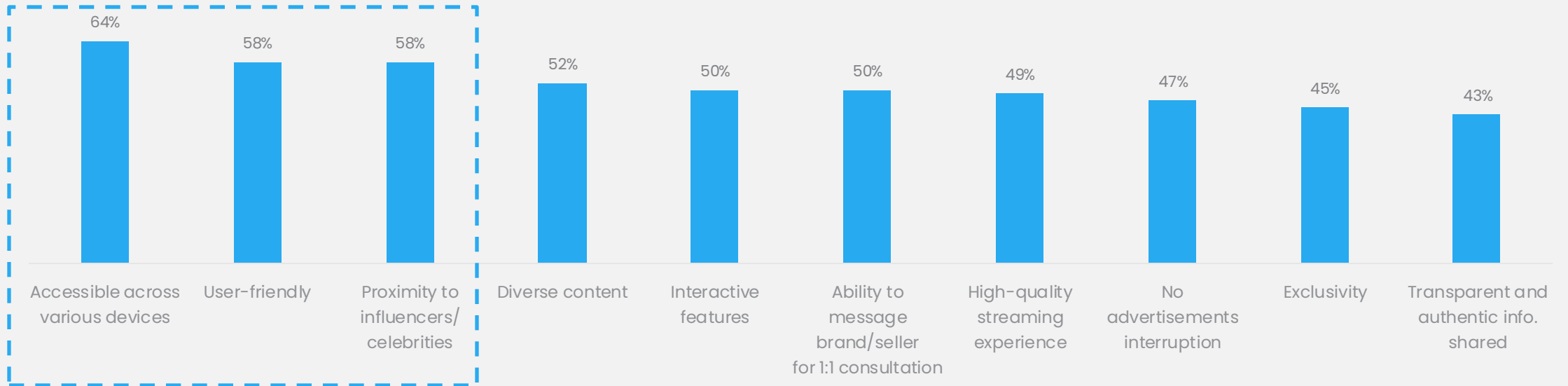


Which platform have you watched livestream from (of any content)?

n=417

Among Meta's platforms, accessibility, user-friendliness and proximity to influencers/celebrities are the key factors for consumers to prefer Instagram livestream

Preference factors of Instagram livestream

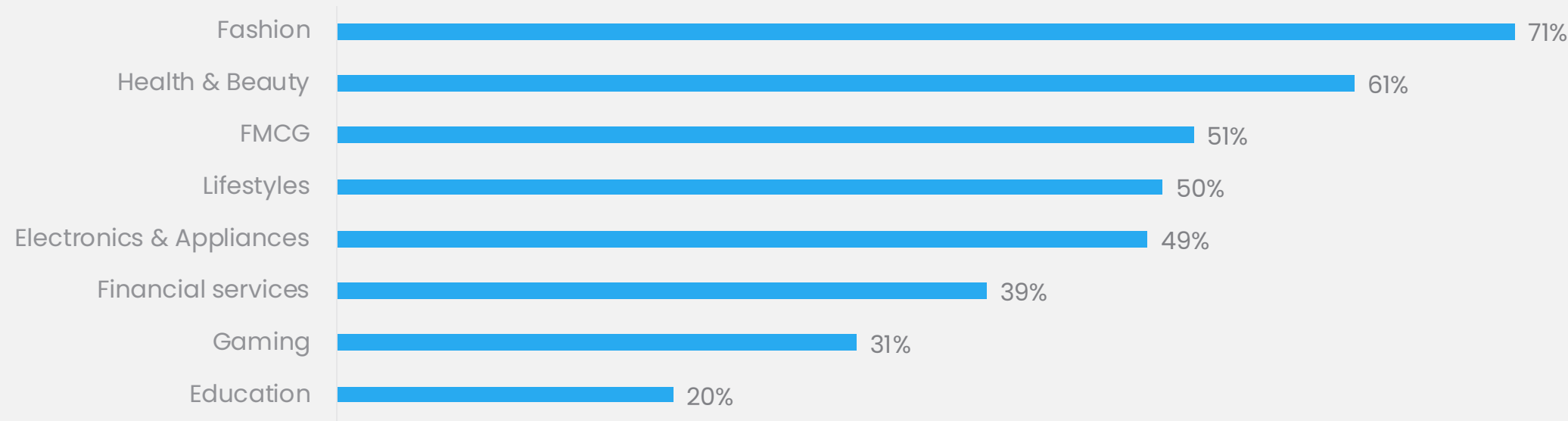


What factors of the below livestreaming platforms that you like? – [Platform]

n=288

Fashion and Health & Beauty thrive as the top catgories with highest rate of livestream watching on Instagram livestream

L3M watched categories on Instagram



Which platform have you WATCHED for a livestream for product/service introduction and demonstration from for each of the below categories in the LAST 3 MONTHS?

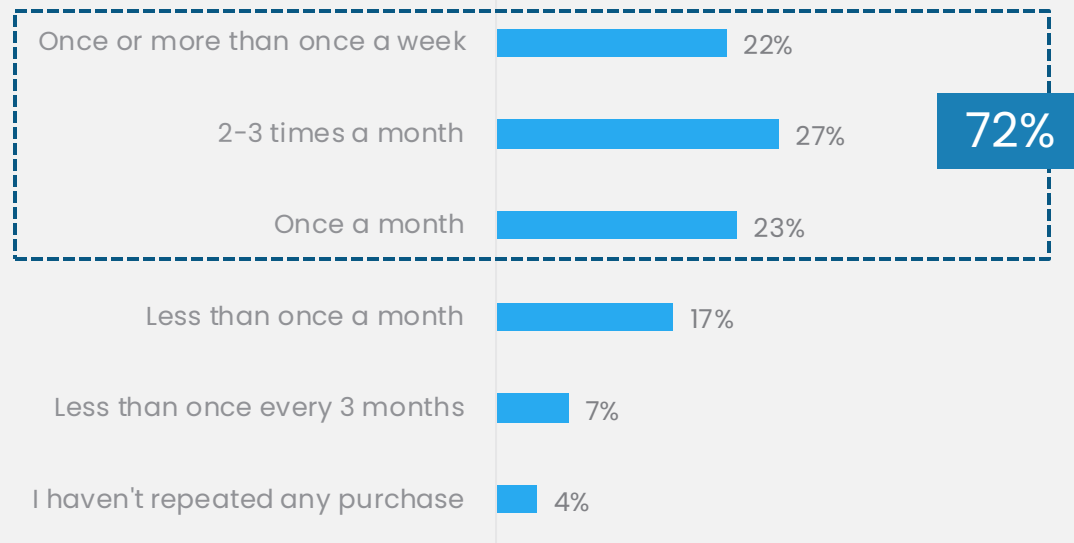
n=218

Post Purchase



Watching livestream is not just a trend. 72% of consumers have a habit of repurchasing from the same livestreaming brand at least once a month. As viewers gain trusts from watching more livestreams, 68% of those who have once purchased the livestreamed products would repurchase in the future. Loyalty programs and product diversification are essential to capture lifetime values of the habit of watching livestream

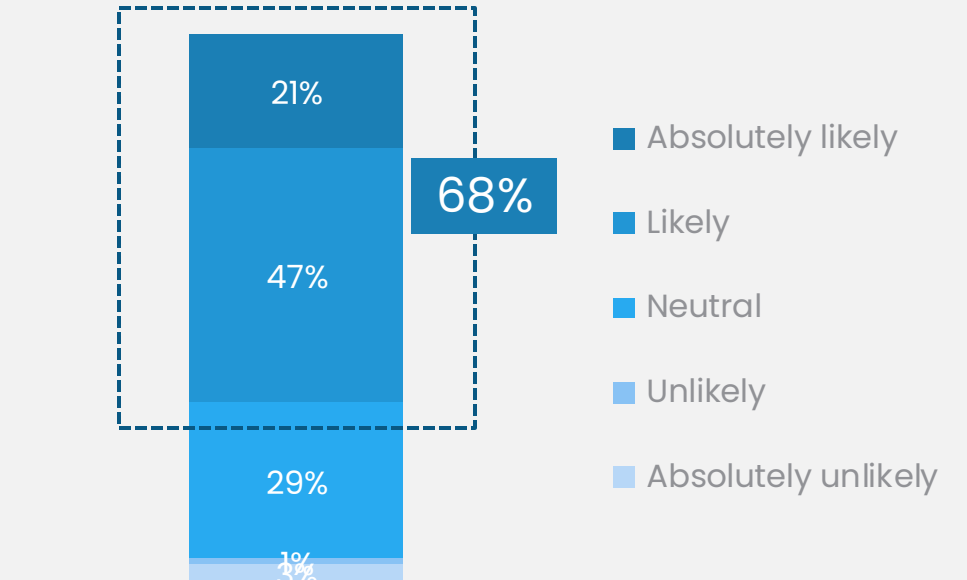
Frequency of repurchase (Base: People who made a purchase decision after watching livestream)



How often do you repeat purchases from the same livestreaming brand?

n=239

Value of repurchase (Base: People who made a purchase decision after watching livestream)

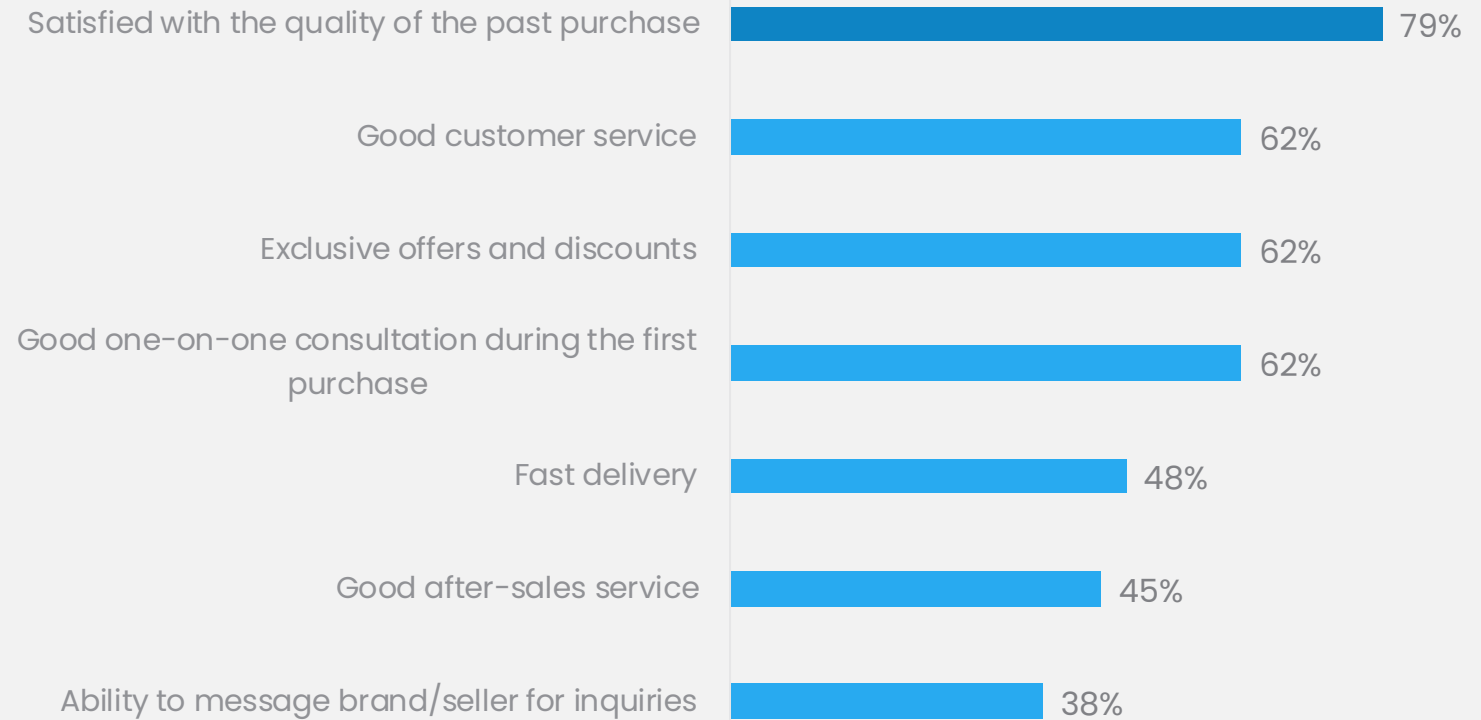


Compare the value of your 2nd purchase with the first purchase from that livestreaming brand?

n=230

Ensuring high satisfaction is key to increase higher repurchasing order value

Drivers for higher value repurchase*



What are the deciding factors for you to repeat purchase with higher value from the same livestreaming brand?

*Small sample size

n=29*

Reach out to us



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