

# Live Commerce Landscape in Vietnam



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# Methodology

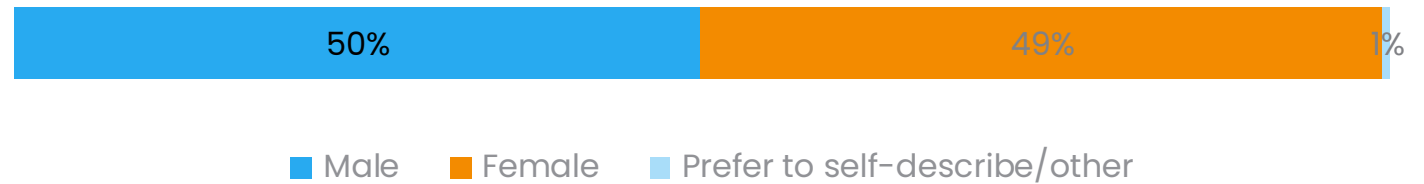
The purpose of this study is to understand the current state of livestreaming landscape, the consumers' behaviour and the role Business Messaging plays in driving sales

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

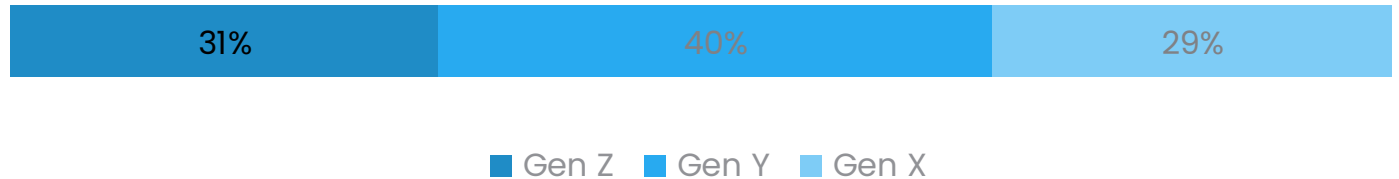
- Sample size: n = 700
- Data collection period: 14 – 29/12/2023
- Target audience: Have the habit of watching livestream on social media and do online shopping

## Total sample achieved (n=700)

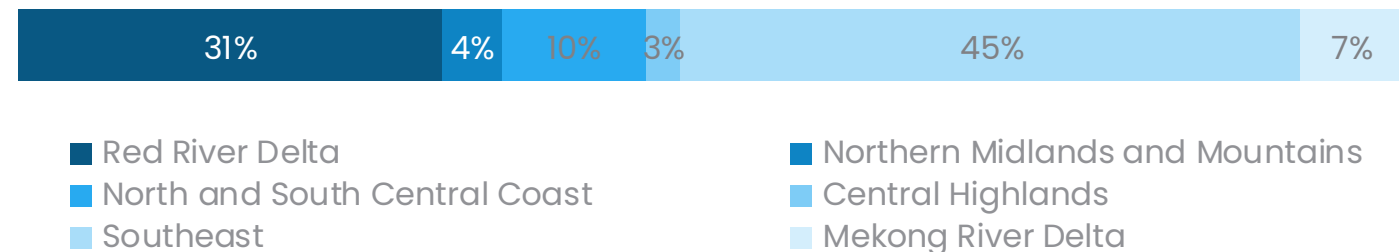
### Gender



### Generation



### Location





# VIETNAM



## Section summary

**Livestreaming** has surged into the **top 2 channels for new brands to reach consumers**.

Watching livestream is becoming a habit with 77% people watching at least once a week. With its engaging and interactive content, 68% of people spend at least half an hour to watch livestream. Brands can leverage this channel to build meaningful connection and loyalty with consumers.

Livestream is an **effective channel to drive business growth** with 87% people have watched livestream to learn more about products and services and 76% of these viewers have made a purchase decision for a livestreamed product. For the next purchase, people continue to watch livestream for reference and once they decided to repurchase, the order tends to have a higher value.

**Facebook is the most popular platform** to watch livestream for service and product introduction and demonstration in Vietnam. **Messaging** is a preferred way for livestream viewers to **connect with brands** throughout the discovery, purchase and post-purchase phases. Livestreaming brands can leverage this communication channel to build brand trust, drive business growth and gain loyalty.



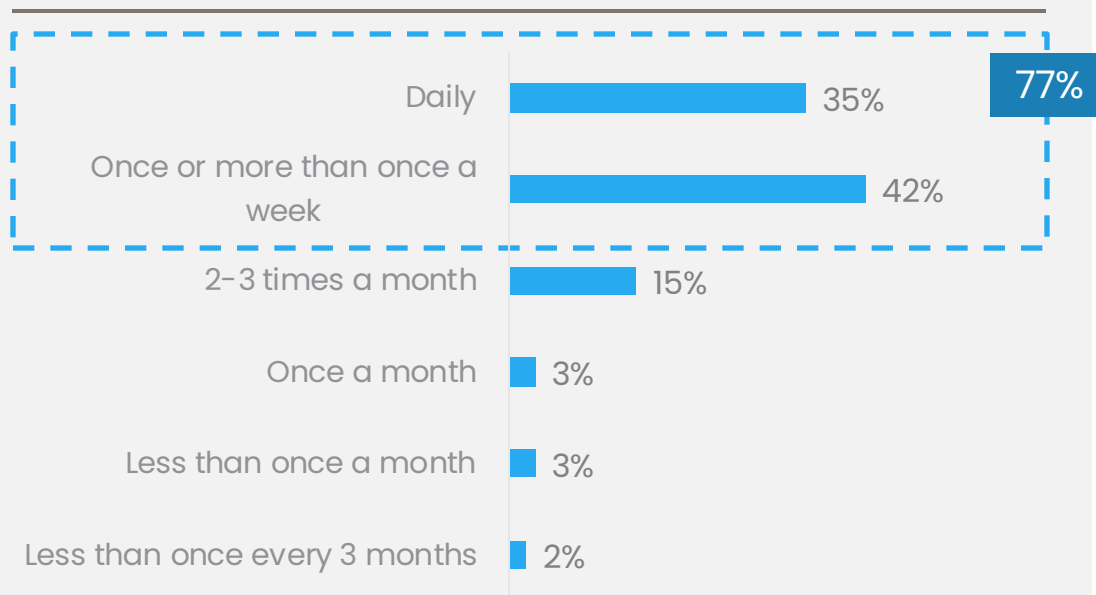
# General livestreaming behaviour

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**Watching livestream is becoming a habit with 77% people watching at least once a week. Its engaging and interactive nature keeps viewers interested with 68% spending over 30 minutes watching per session. Brands can leverage this channel to foster deeper connections and cultivate loyal customer relationships**

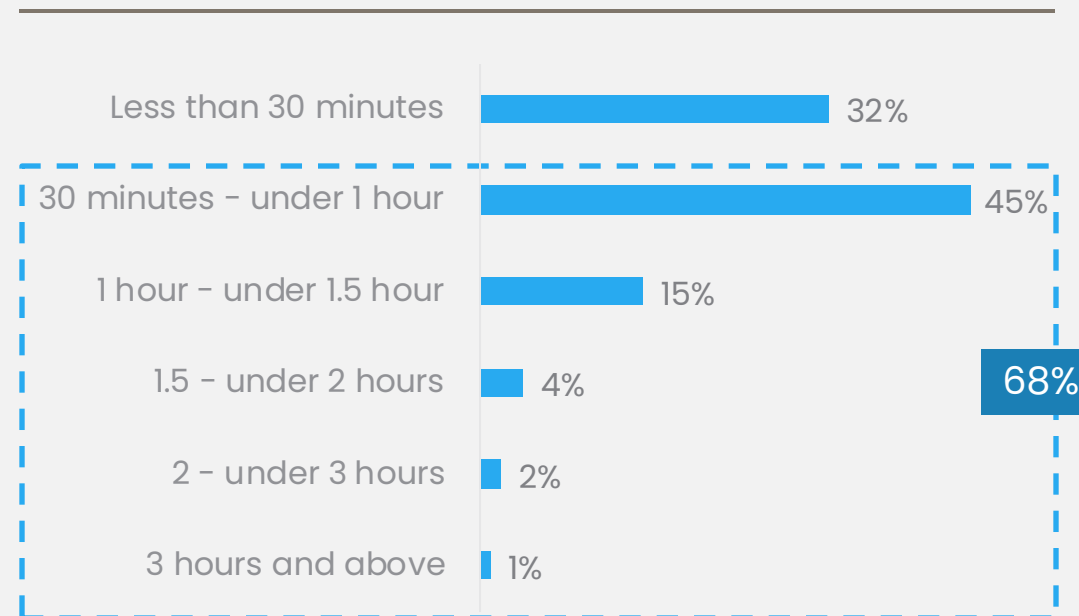
### Frequency of watching livestream



How often do you watch livestream?

n=700

### Duration of watching livestream

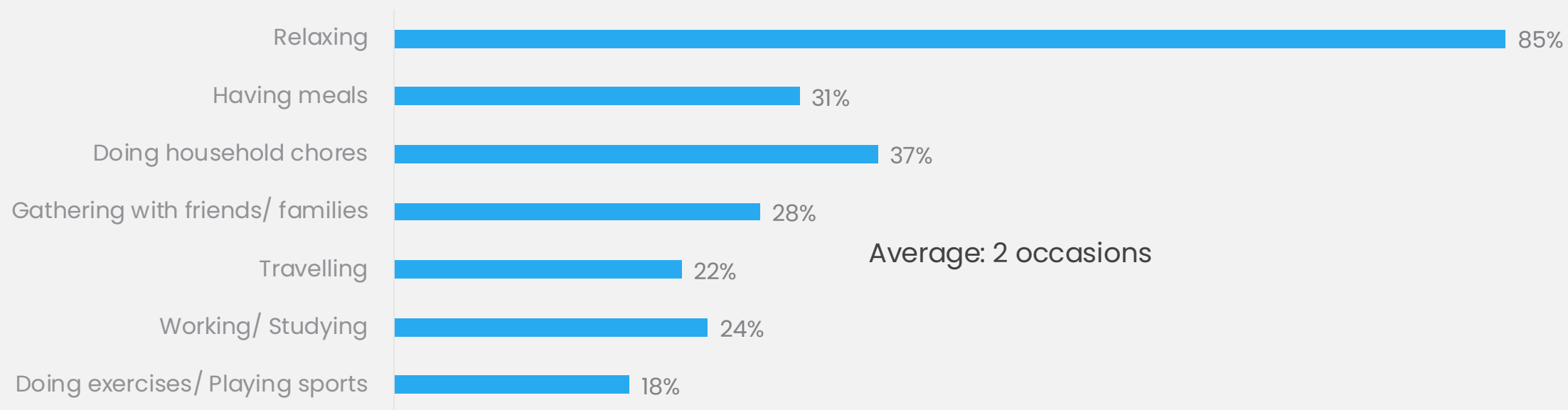


How long do you watch a livestream for?

n=700

**Livestream appears in life routine on various occasions, from doing household chores to travelling. This creates opportunities for brands to connect with consumers where they are with diverse content and suitable livestreaming time. With 85% of people watching it while relaxing, brands can leverage entertainment and deals to spark impulsive purchases on brand's sales channels**

### Occasion to watch livestream



On which occasions do you watch livestream?

n=700



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

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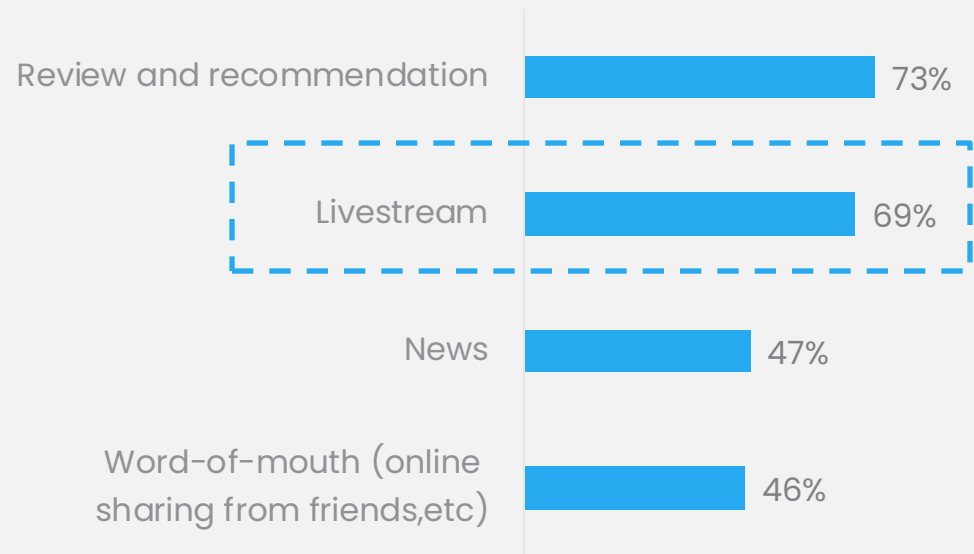


# Brand discovery from livestreaming

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**Livestreaming is the top 2 organic channel for new brand discovery in Vietnam. It fosters trust, with half of viewers perceiving brands introduced through livestreaming as more trustworthy. Brands can leverage this channel to acquire customers and establish lasting trust**

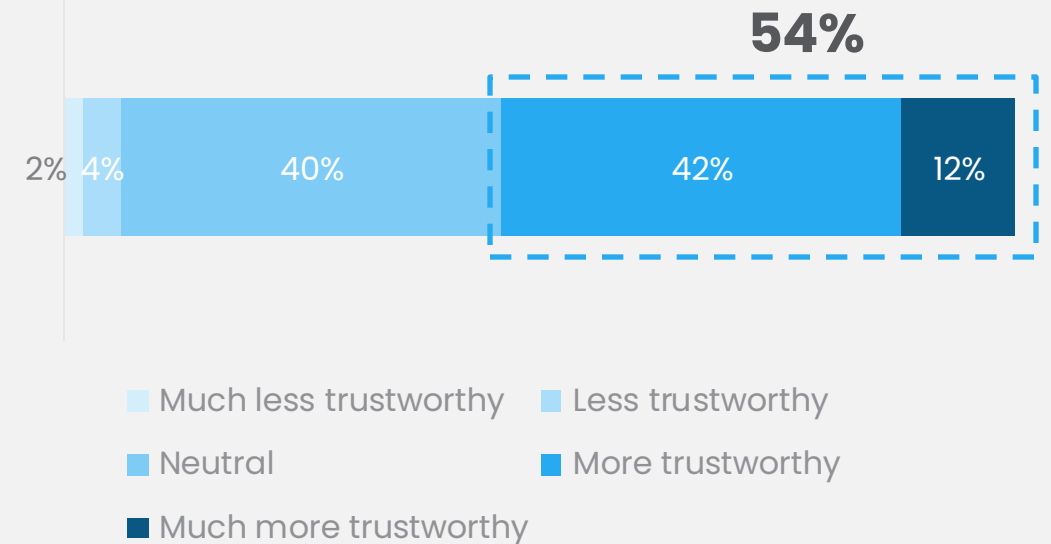
### Discovery of new brands



How do you usually discover new brands on online platforms?

n=700

### Trustworthiness level of brands discovered by livestream

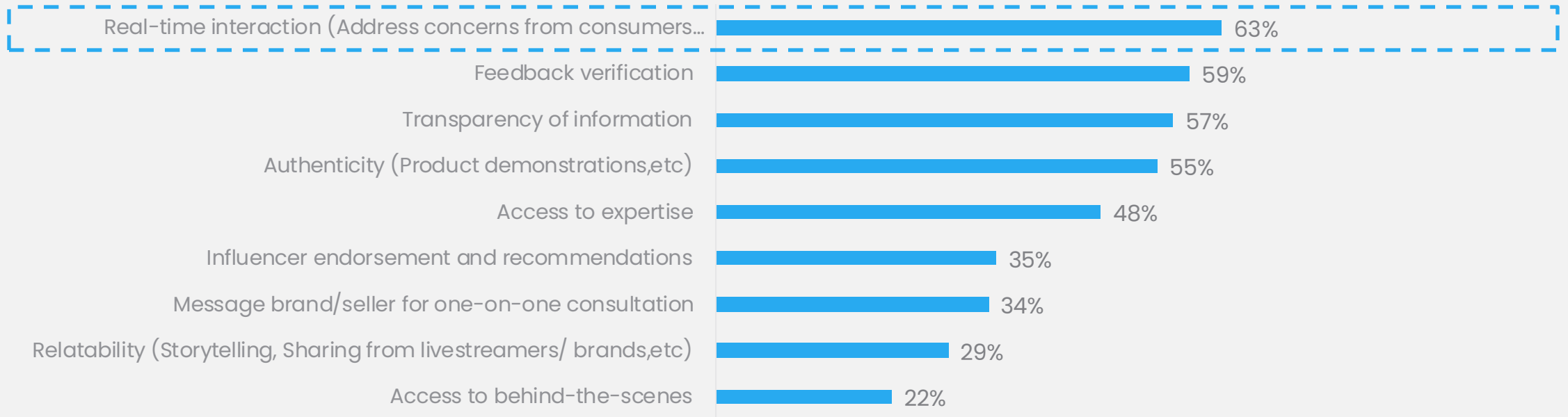


On a scale of 1-5, please rate the level of trustworthiness of new brands after watching their livestream

n=700

**Vietnamese consumers have more trust for brands that provide responses to their concerns during livestream. An efficient and scalable communication method is essential to manage these inquiries effectively and timely**

### Drivers to trust new brands in livestream



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

n=372

# Livestreaming watching preference

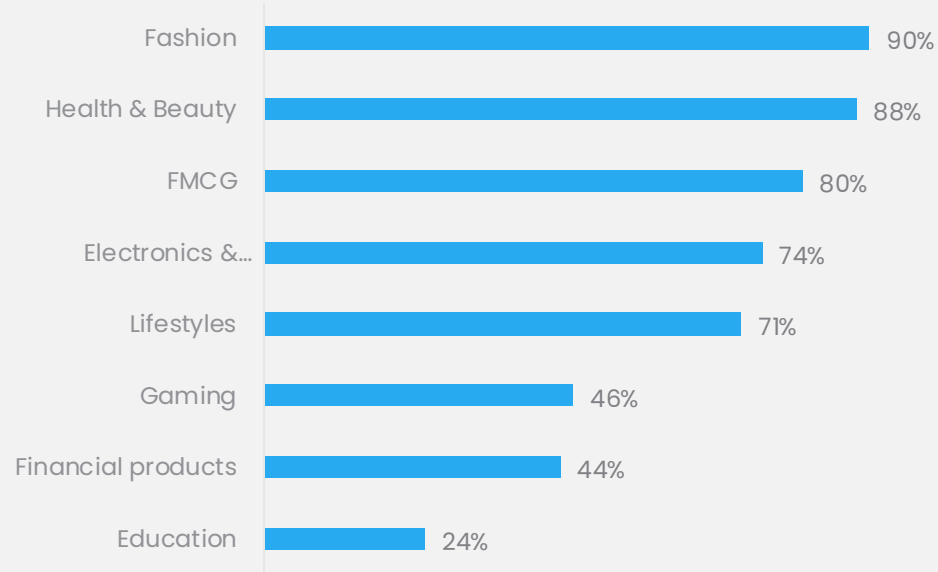
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## Top-watched verticals on livestreaming platforms are Fashion, Health & Beauty, FMCG, Electronics and Lifestyles

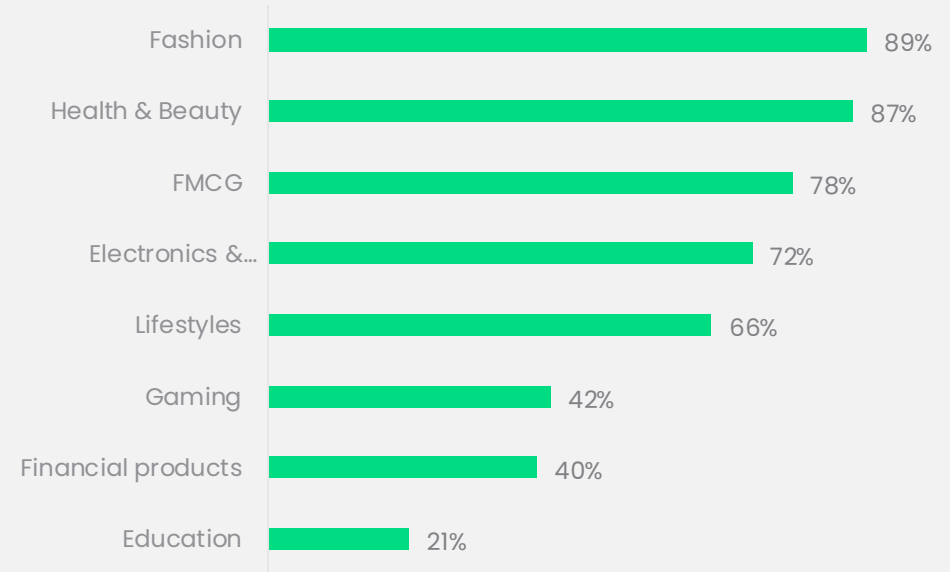
### Ever-watched categories in livestream



Which of the following categories have you ever WATCHED in a livestream for product/service introduction and demonstration?

n=612

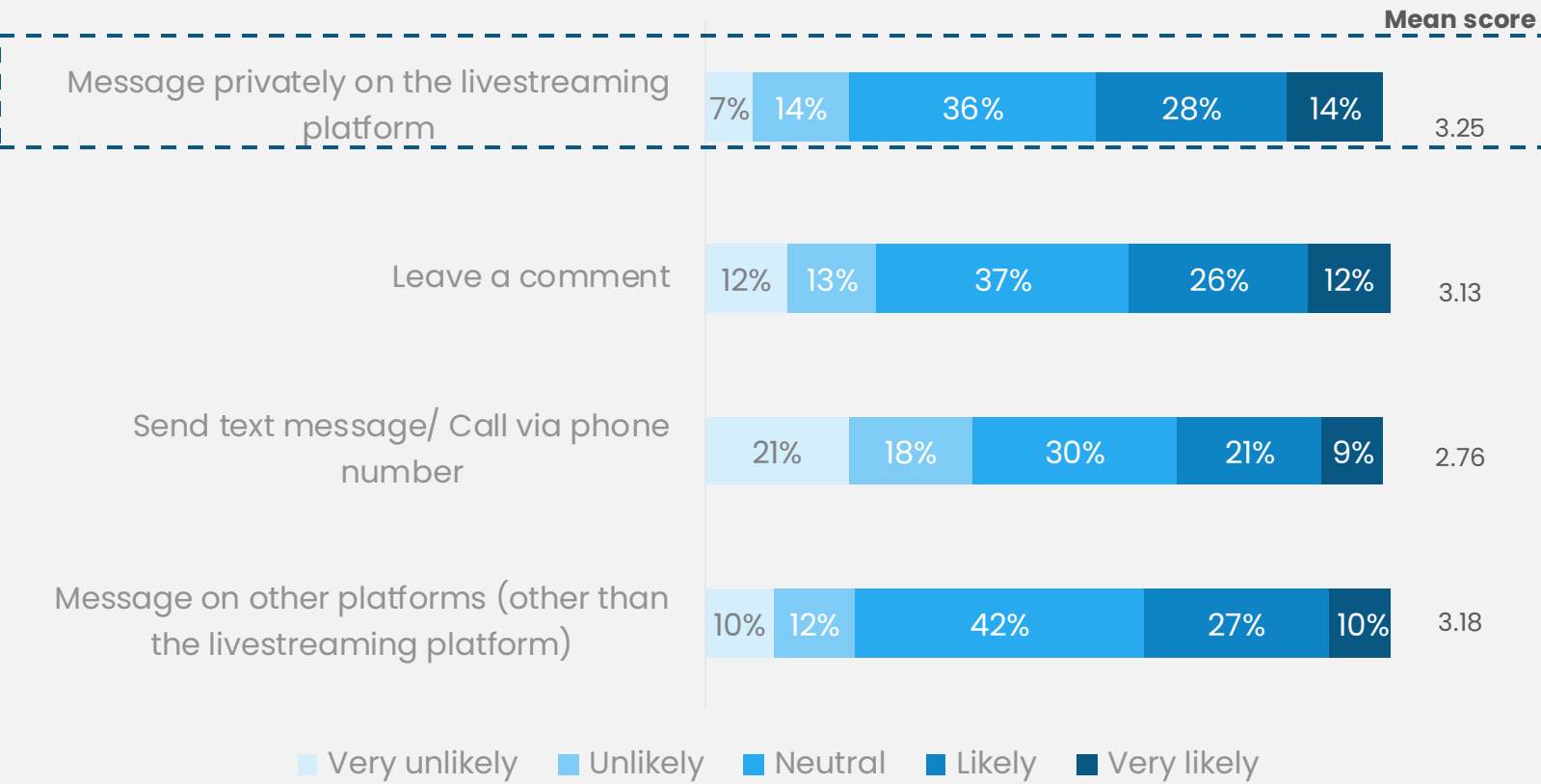
### L3M watched categories in livestream



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

n=609

# Methods to contact in livestreams

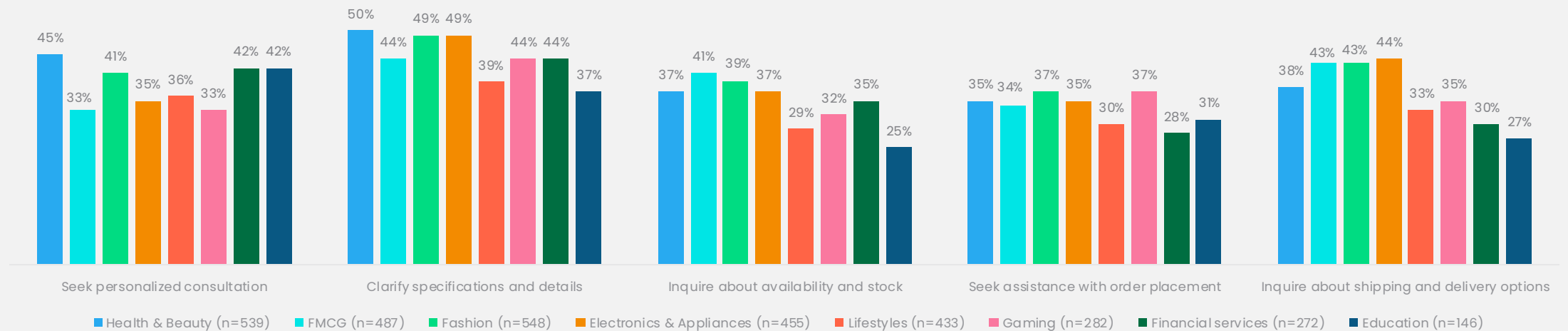


Please rank the likelihood you would use the following methods to get in touch with the brand DURING the livestream n=700

**Private messaging on the livestream platform is the most preferred channel to get in touch with brands during a livestream**

## One-on-one messaging serves as a versatile communication channel across verticals, allowing customers to inquire about product details, availability, and even seek personalized consultations from brands

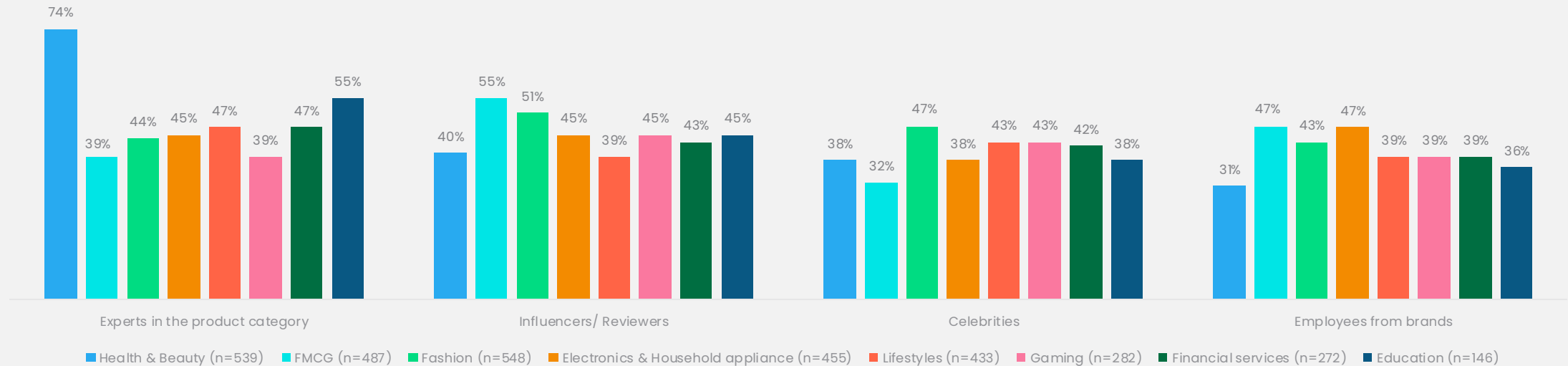
### Reasons to message in each category



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

**Consumers have different preference for each vertical's livestream host, suggesting brands to use diverse hosts for different topics and business goals. Experts are well preferred by consumers of Health & Beauty and Lifestyles while consumers of FMCG and Fashion favor influencers/reviewers**

### Preferred host for livestream in each category



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



**While being informative and professional is still the top priority factors that audience look for in livestream hosts, authenticity thrives as the key to keep the viewers engaged**

**60%**

Value the host being informative

**59%**

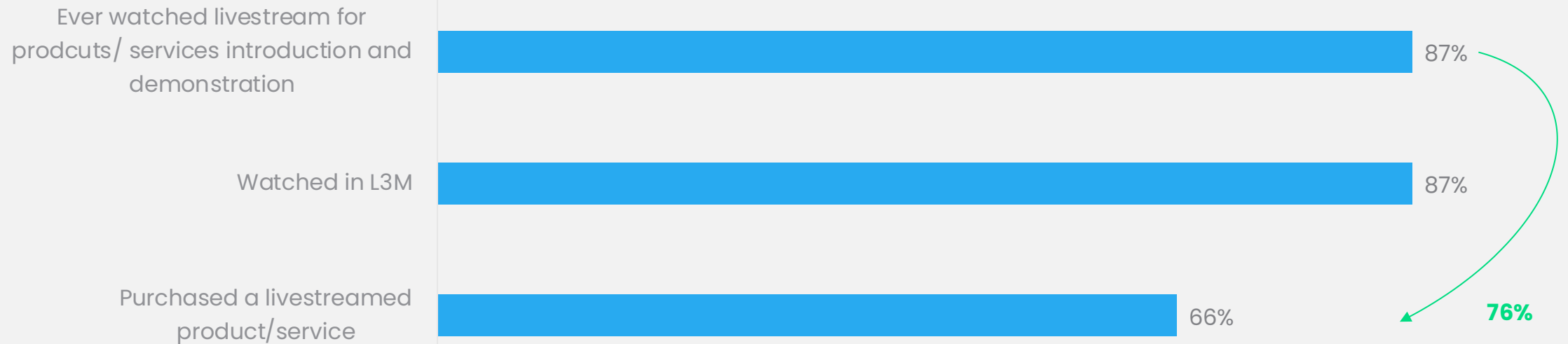
Value the host's professionalism

**57%**

Value the host's authenticity

**Livestream has emerged as an effective channel to foster business growth with 87% people having watched livestream for product demonstration and 76% of them having made a purchase decision for a livestreamed product**

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

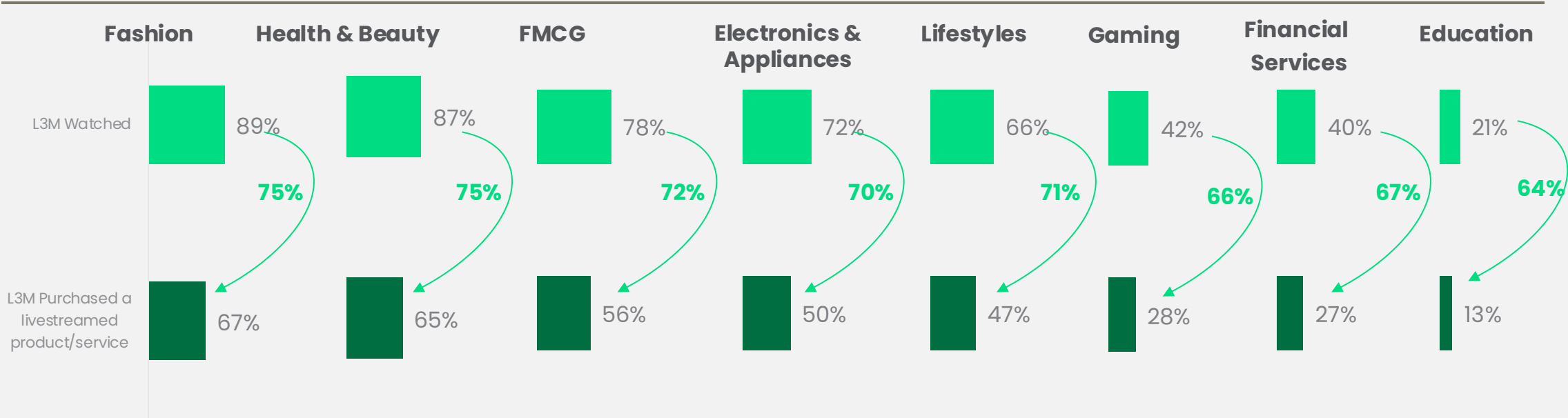


What types of livestream content do you often watch? Which categories of product/service have you WATCHED in the livestream in the LAST 3 MONTHS? Have you PURCHASED the livestreamed product/service from each of the below categories in the LAST 3 MONTHS?

n=700

Livestreaming offers consistently strong conversion rates, regardless of 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=609

**Apart from promotion and pre-purchase confirmation of the products, the host should be able to showcase their expertise and engagement with the audience to convert them from viewer to customer**

### Drivers to decide to purchase a livestreamed product/service

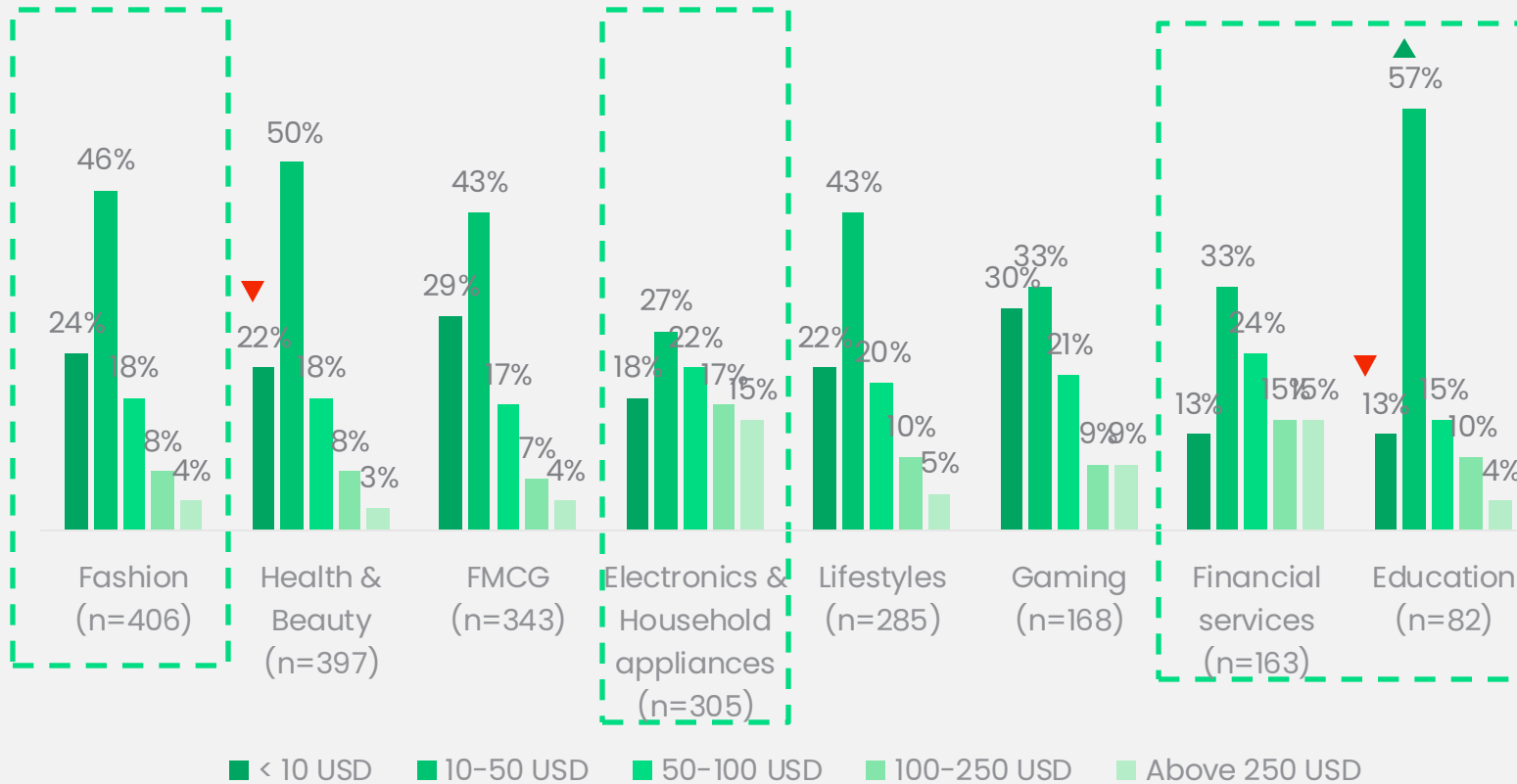


What are the drivers for you to decide to purchase a livestreamed product/service? (Select up to 5 options)

n=461



## 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?

**Livestream viewers have different budget allocation for each category so brands should offer products across price ranges to cater to all. Notably, Education joins Fashion, Electronics, and Finance as categories with high spending potential**

# Livestreaming platforms

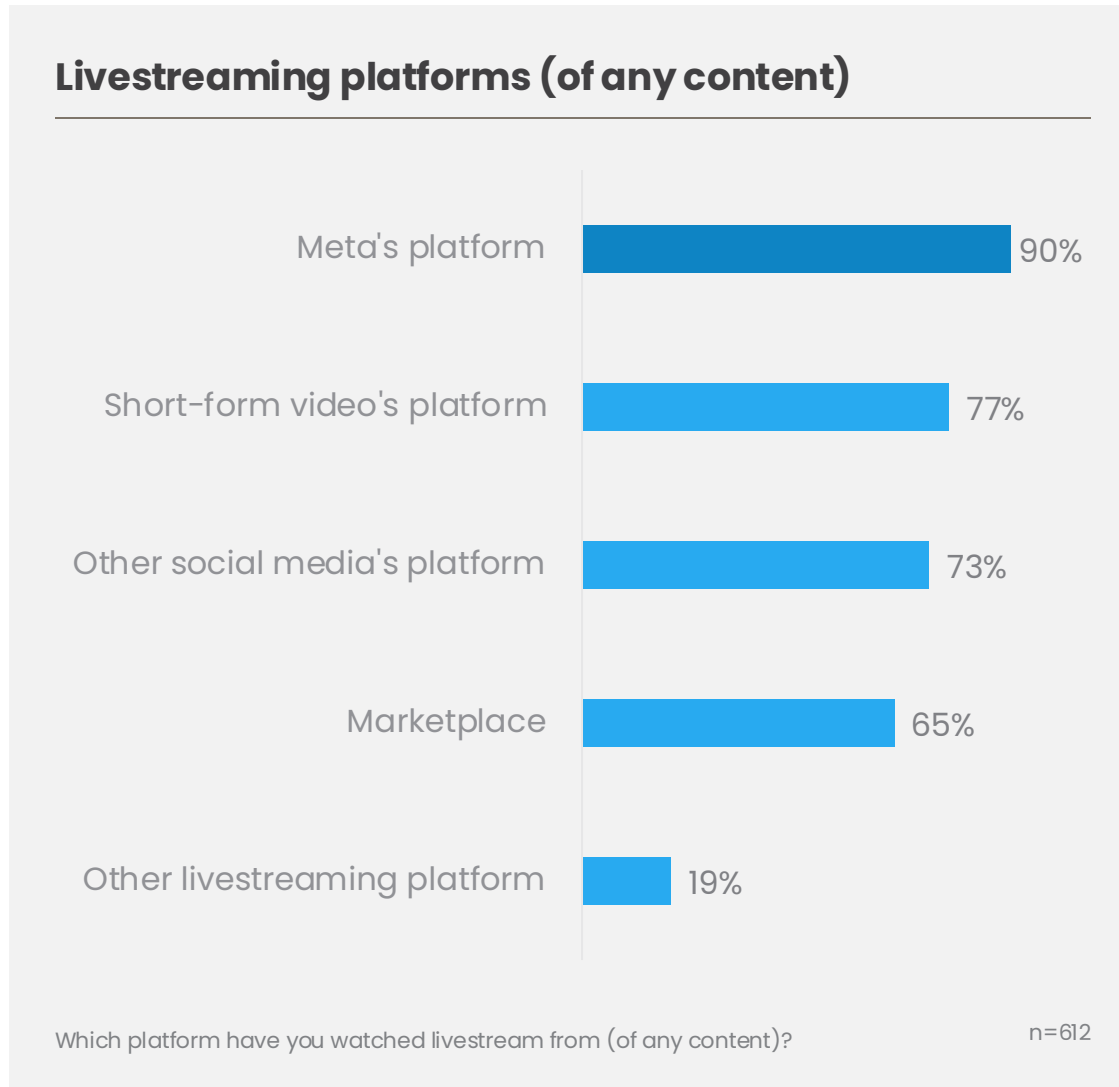
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**Meta's platforms hold the top spots in livestream viewership in Vietnam with Facebook being the most popular platform**

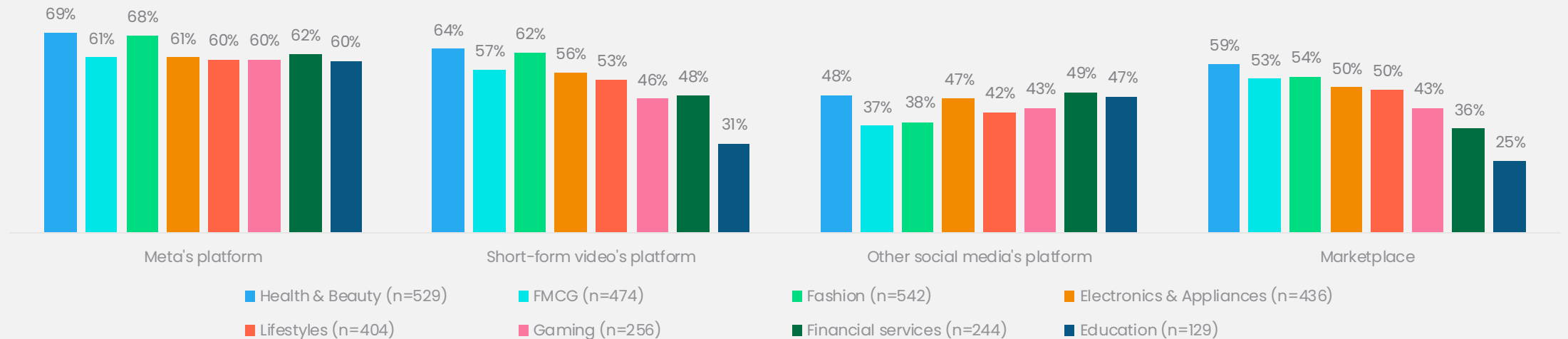
**88%**

Watched livestream from  
Facebook



## It also has the highest rate of viewership for livestreaming across all categories

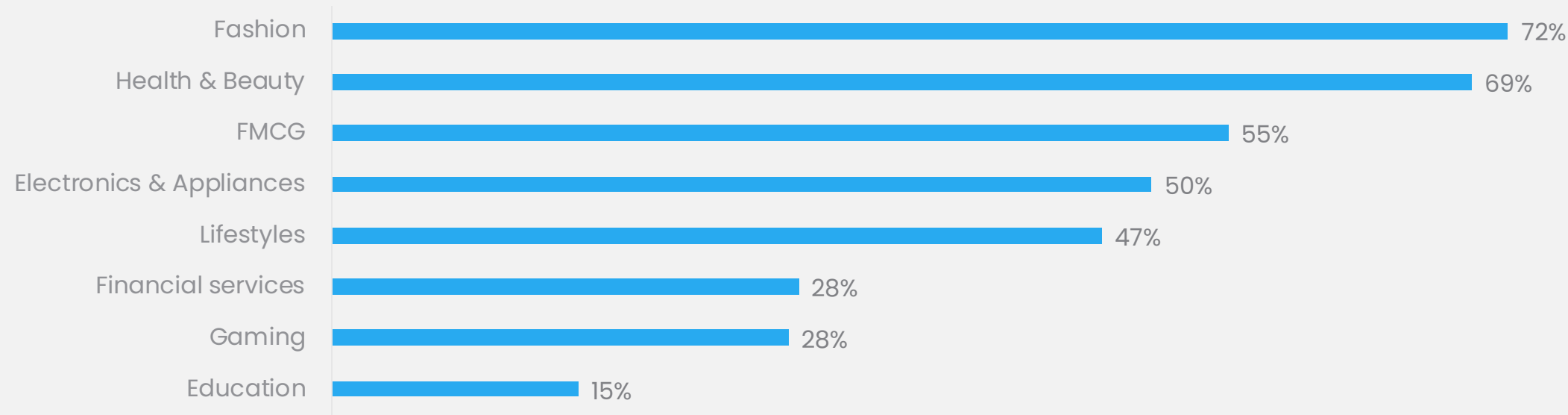
### L3M watched platforms for livestreaming by categories



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

Health & Beauty, Fashion and FMCG are the top categories with highest viewership on Facebook

L3M watched categories on Facebook

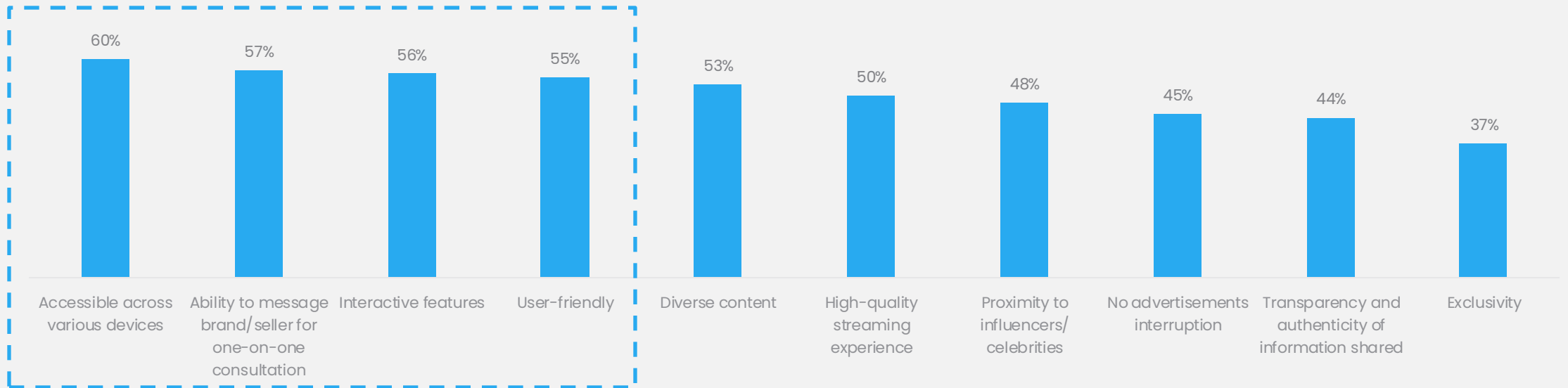


Which platform have you WATCHED for a livestream for product/service introduction and demonstration from for each of the below categories in the LAST 3 MONTHS?

n=493

## Accessibility, ability to message brands for one-on-one consultation, interactive features and user-friendliness are the key factors for consumers to prefer Facebook livestream

### Preference factors of Facebook

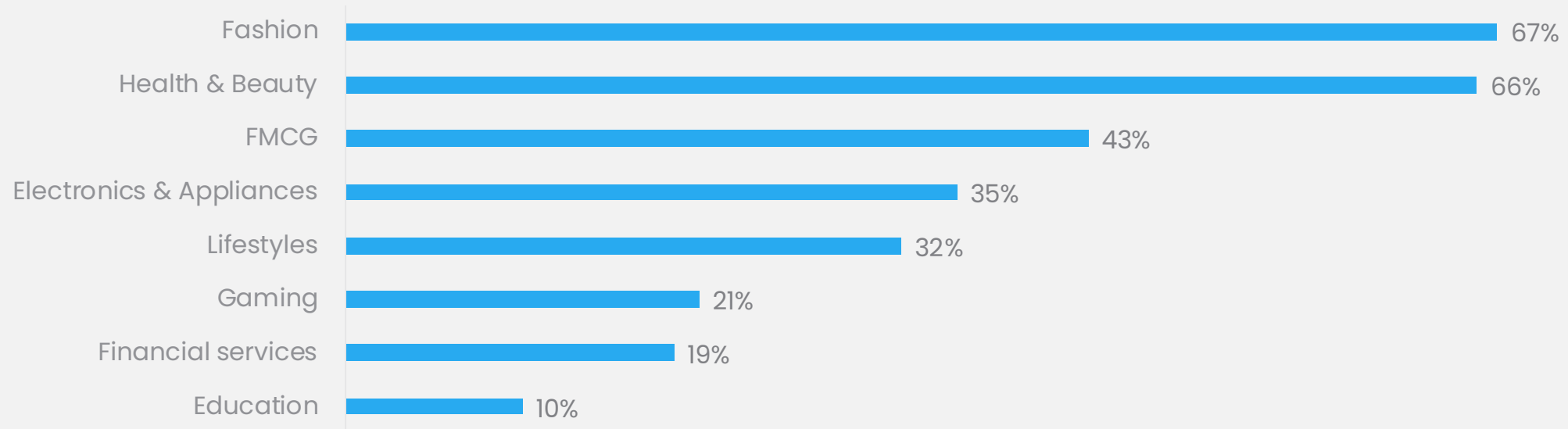


What factors of the below livestreaming platforms that you like? – [Platform]

n=540

## Facebook livestream has proven to be useful source of reference with viewers deciding to make purchases in diverse categories they saw from the livestream

### L3M purchased categories regarding products/ services watched from livestream on Facebook



Did you PLACE THE ORDER for the products/ services you watched from a Facebook Livestream in the LAST 3 MONTHS?

n=341

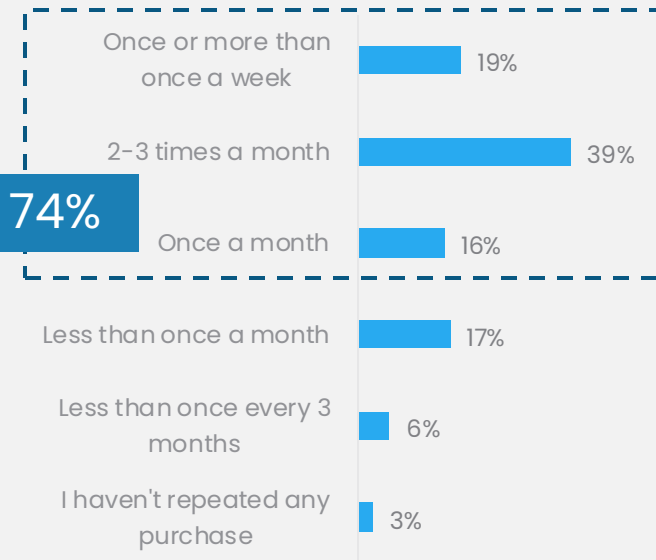


# Post Purchase



## Livestreaming evolves as a new online habit. 74% buy again from the livestreaming brand at least once a month, with 46% increasing their spending on subsequent orders. Loyalty programs and product diversification are essential to capture lifetime values of the habit of watching livestream

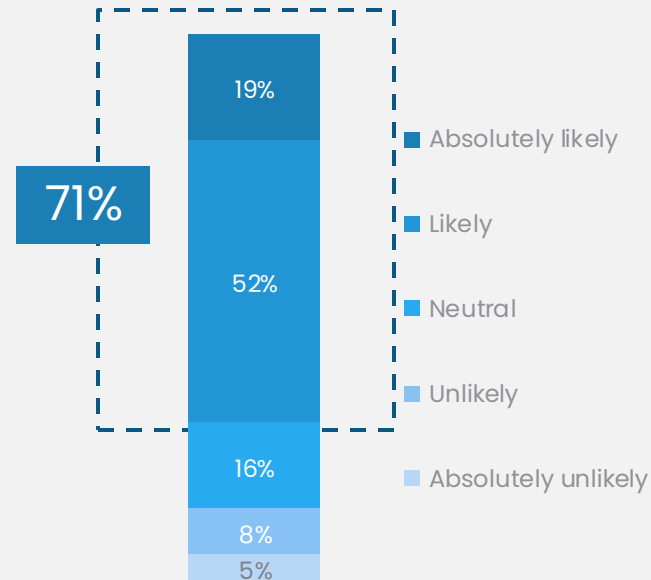
**Frequency of repurchase** (Base: People who made a purchase decision after watching livestream)



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

n=461

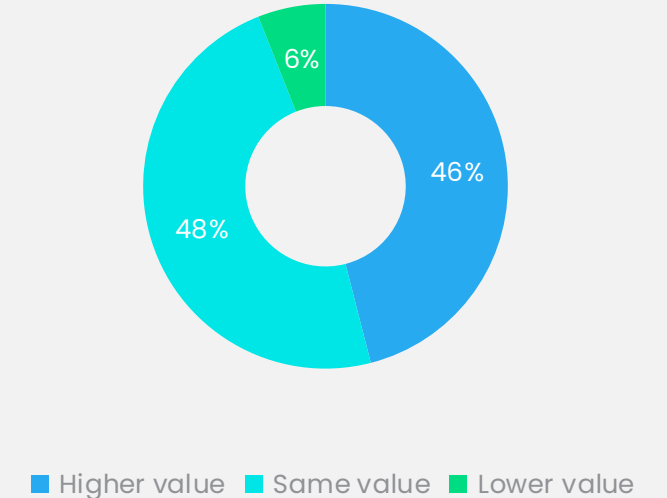
**Intention to repurchase** (Base: People who made a purchase decision after watching livestream)



How likely do you intend to repurchase from the same livestreaming brand in the future?

n=448

**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?

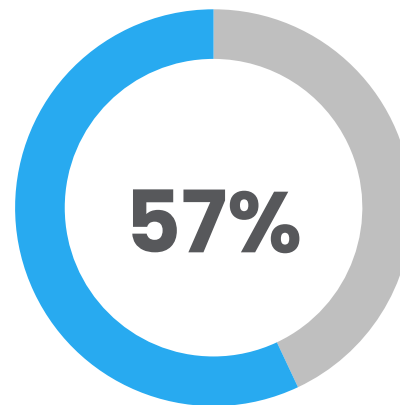
n=448

**Messaging plays a critical role in driving connection, inquiries and post-purchase for Live Commerce. It is the most preferred way to connect with brands and leveraging the one-to-one messaging can increase repurchase intent**



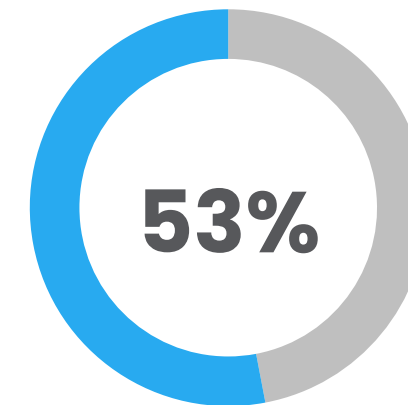
**Preferred inquiry method**

When viewers want to get in touch with brands during livestream



**Preferred Facebook Live over other Livestream platforms**

because of the ability to message brands for one-on-one consultation



**Will repurchase at higher value if they had good one-on-one consultation**

# Recommendation

**Livestreaming has emerged as a powerful tool for businesses to connect with their audience and drive sales.** Given the increasing popularity of livestreaming and its effectiveness in reaching consumers, it is strongly recommended that businesses include livestreaming as a key component of their marketing strategy.

## Key considerations for successful livestreaming:

- **Frequency and Timing:** Align livestream schedules with your target audience's daily routines and preferences.
- **Duration:** Optimize livestream duration based on your audience's attention span and the complexity of your content.
- **Content Diversity:** Offer a variety of engaging content, including product demonstrations, tutorials, Q&A sessions, and behind-the-scenes glimpses.
- **Customer Engagement:** Prioritize building relationships through real-time interaction, timely responses, and personalized recommendations.
- **One-on-one messaging:** Combining the host's guidance with the brands' communication channels (one-on-one messaging, etc) is important to ensure that customers have their concerns solved quickly.
- **Drivers for viewers to consider to buy:** Offer promotions and discounts that resonate with your audience.
- **Retargeting the past customers:** Conduct loyalty programs, diversify products and keep customers engaged through private messaging.

# Reach out to us



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