

Live Commerce Landscape in Thailand



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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:

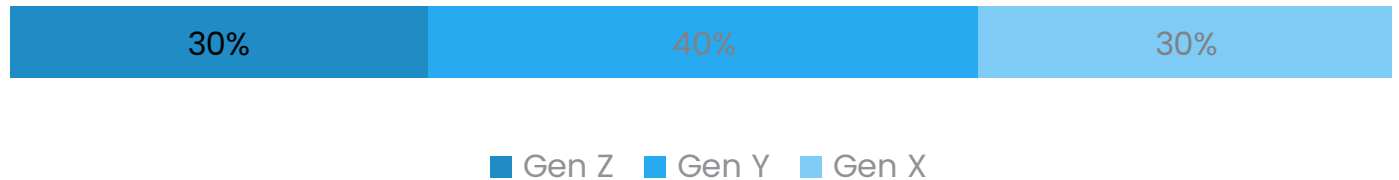
- Sample size: n = 702
- Data collection period: 14 – 29/12/2023
- Target audience: Have the habit of watching livestream on social media and do online shopping

Total sample achieved (n=702)

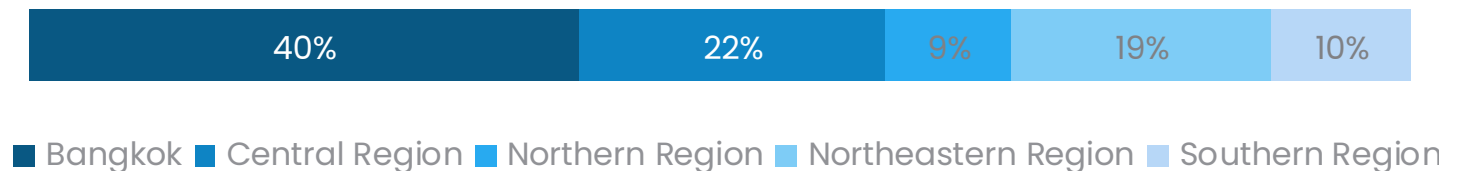
Gender



Generation



Region



Section summary

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

Watching livestream is becoming a habit with 79% people watching at least once a week. With its engaging and interactive content, 78% of audience spend at least half an hour to watch livestream. Brands can leverage this channel to generate meaningful connection and loyalty with consumers.

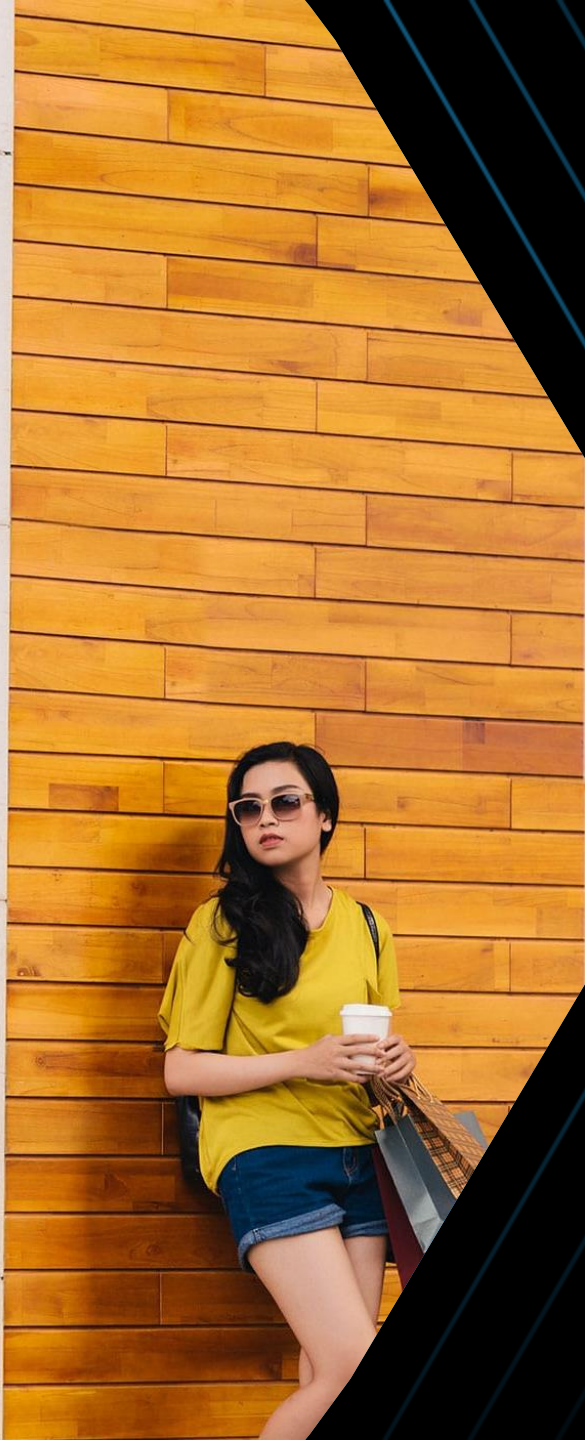
Livestream is an **effective channel to drive business growth** with 81% people have watched livestream for shopping and 70% of have made a purchase decision for a livestreamed product. People are **highly likely to repeat their purchase** for livestreamed products and once they repurchased, the next order tend to have higher value.

Facebook is the most popular platform to watch livestream for shopping in Thailand.

Messaging is a preferred way for Live shoppers to **connect to brands** throughout discovery, purchase and post purchase phases. Live selling brands can utilize this communication channel to build brand trust, accelerate sales and gain loyalty

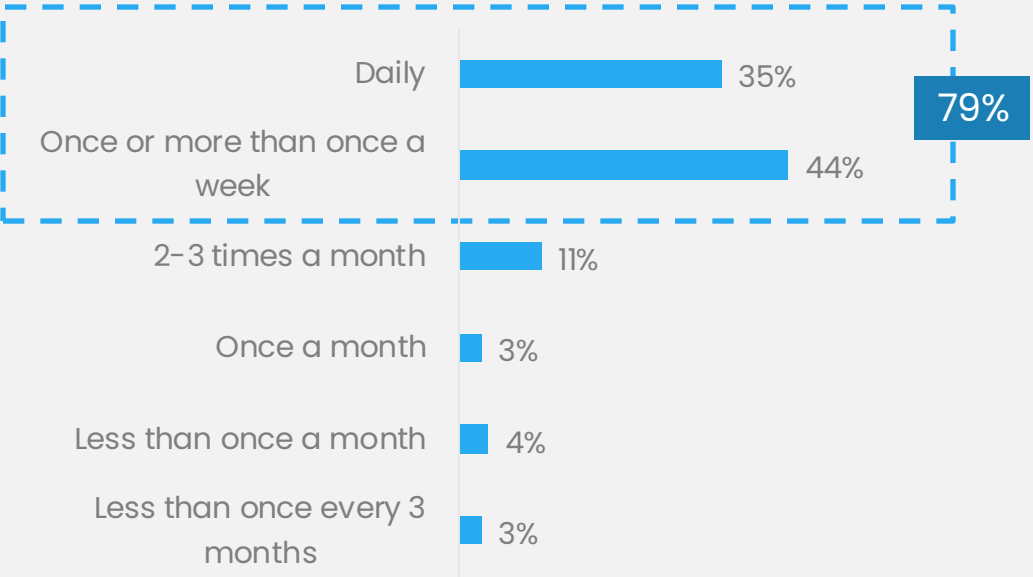
General livestreaming behaviour

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Watching livestream is becoming a routine, with 79% of individuals tuning in at least once per week. Due to its captivating and interactive content, 78% of viewers dedicate at least 30 minutes to each session. Brands can utilize this platform to establish significant connections and foster loyalty with consumers

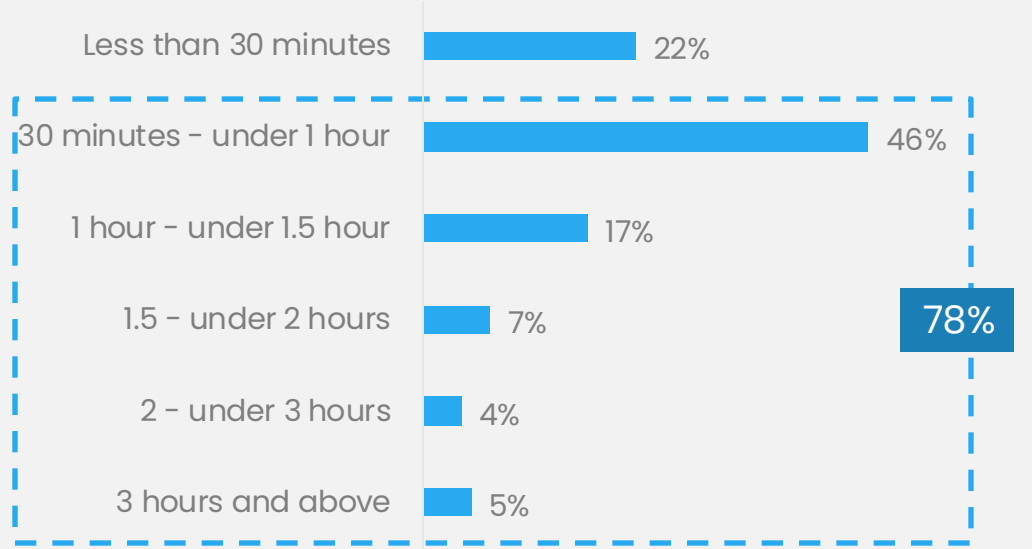
Frequency of watching livestream



How often do you watch livestream?

n=702

Duration of watching livestream

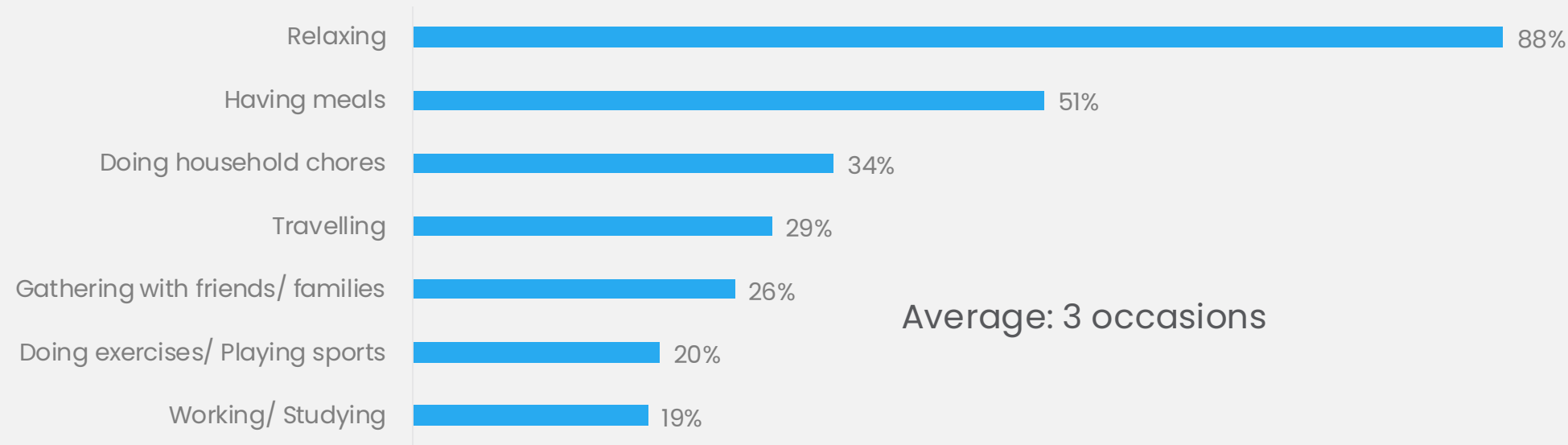


How long do you watch a livestream for?

n=702

Livestream has become an integrated part of life as people watch it on various. This creates opportunities for brands to connect with consumers where they are with diverse content and livestream schedules to capture consumers’ interests. With 88% of people watch it while relaxing, brands can integrate entertainment and deals to maximize impulsive purchases on brand’s sales channels

Occasion to watch livestream



Average: 3 occasions

On which occasions do you watch livestream?

n=702



Deep-dive into livestream for shopping

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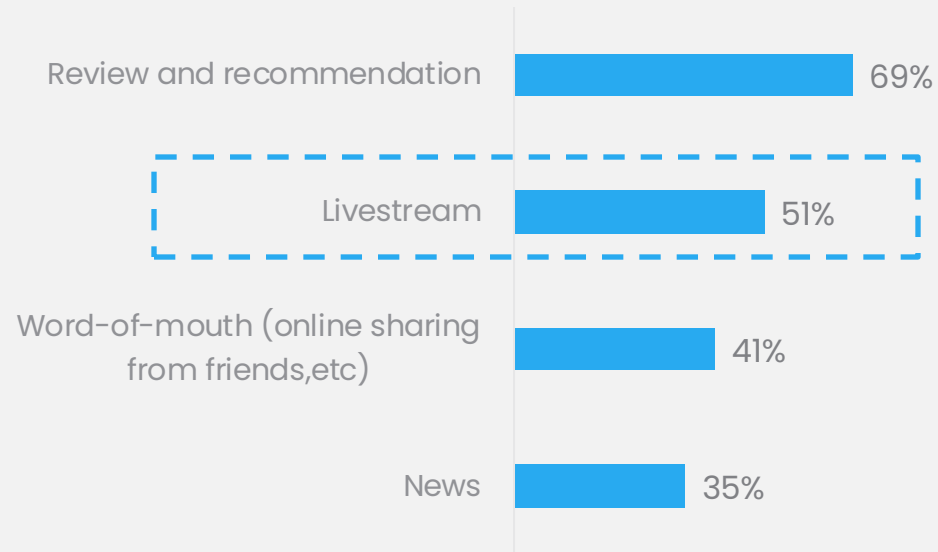


Purchase from livestreaming

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Livestreaming is in the top 2 organic method to discover new brands. Around 42% people find new brands introduced by Livestream to be more or much more trustworthy. Brands can leverage this channel for new user acquisition and brand trust

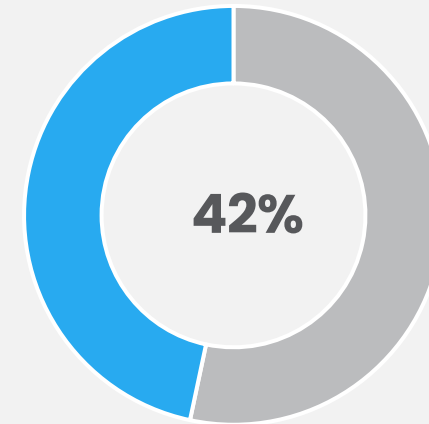
Discovery of new brands via organic methods



How do you usually discover new brands on online platforms?

n=702

Trustworthiness level of brands discovered by livestream



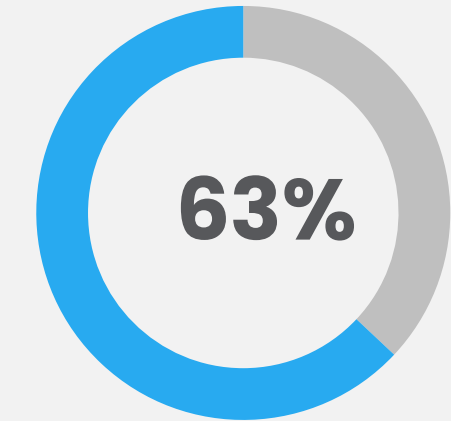
Respondents find new brands **more or much more trustworthy after watching** their livestream

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

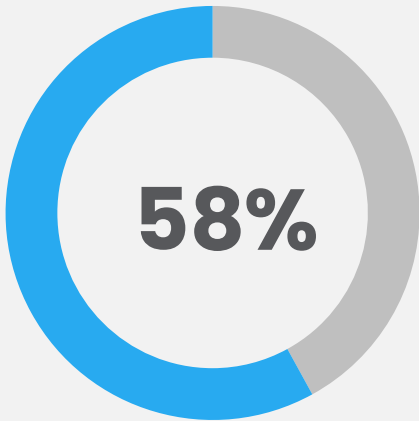
n=702

Information transparency, product authenticity, and real time interaction are regarded as the key for brand trustworthiness. Therefore, crafting a livestream plot including product details, purchase T&C and return policies are crucial in gaining trust from the viewers. Brands can consider interactive games and time-bound deals for more real-time engagement and purchase conversions

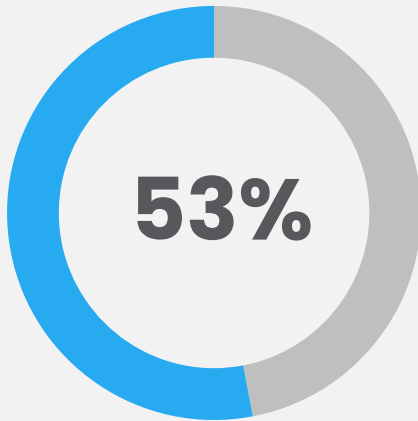
Drivers to trust new brands in livestream



Information transparency



Product authenticity



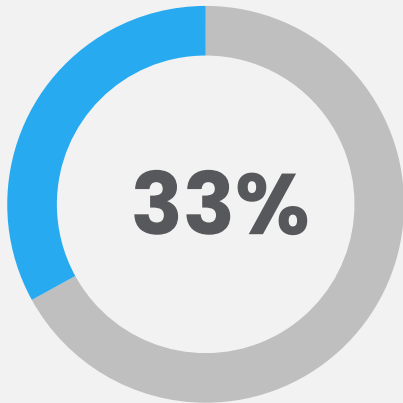
Real-time interaction

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

n=299

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 to build a safe space for meaningful connection with consumers

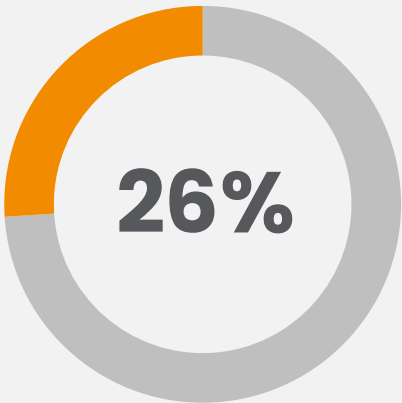
Drivers to trust new brands in livestream



Message for one-on-one consultation

What factors do you think that contribute to the TRUSTWORTHINESS of the new brands being live streamed? (Select up to 5 options) n=299

Barriers to trust new brands in livestream



Inability to message for one-on-one consultation

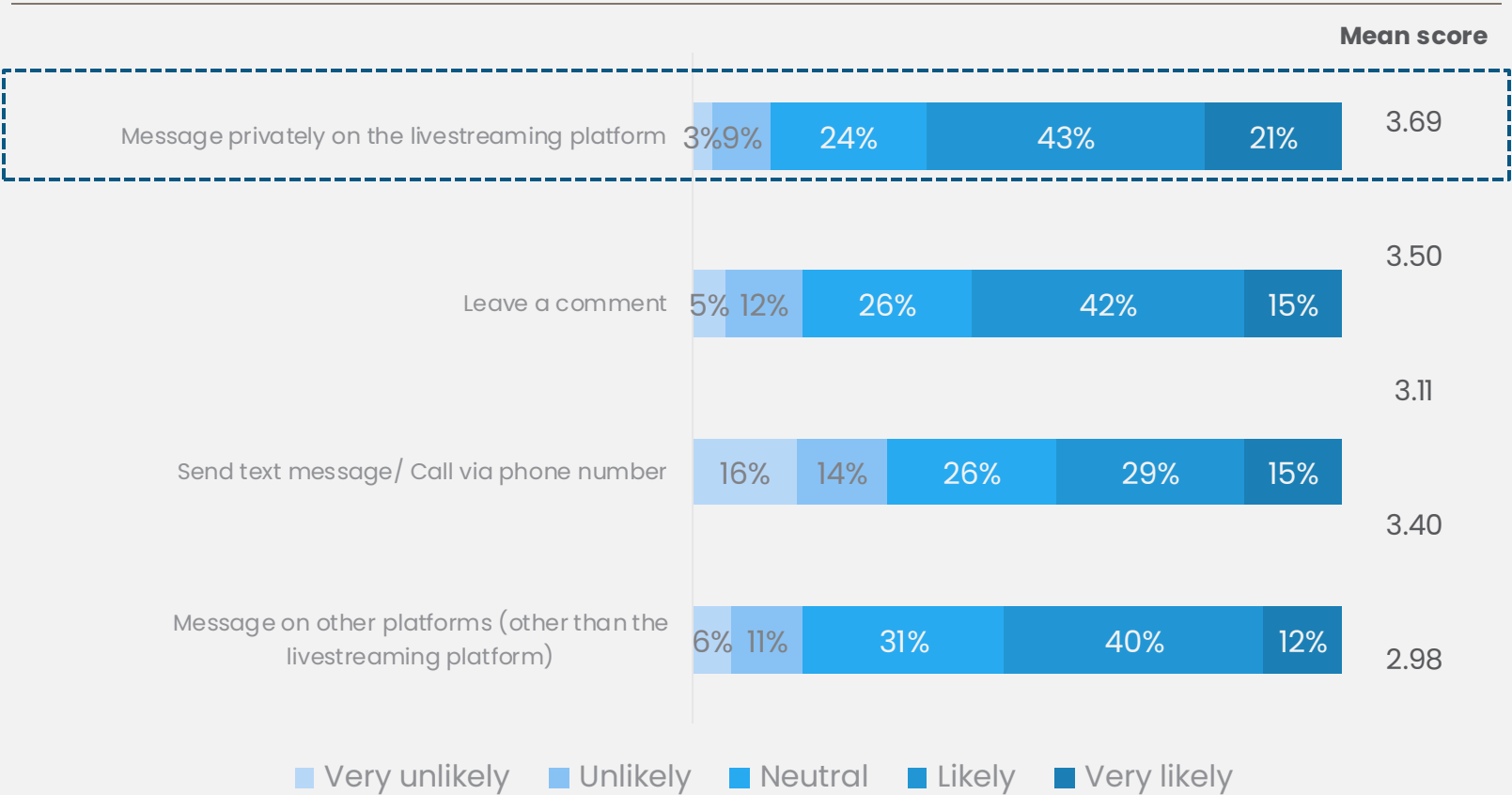
Why do you consider new brands you find on a livestream LESS TRUSTWORTHY? (Select up to 5 options) n=74

Experience from purchasing from livestreaming

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Methods to contact in livestreams



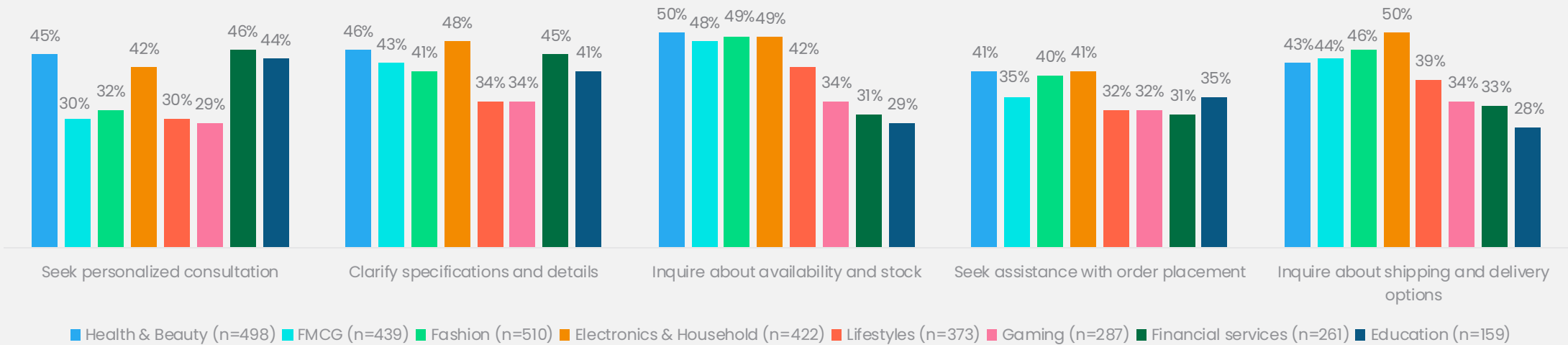
Please rank the likelihood you would use the following methods to get in touch with the seller/ brand DURING the livestream

n=702

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

Across verticals, people contact brands via one-to-one messaging for different inquiries. Consumers of Financial services tend to message to access personalized consultation while those of Health & Beauty and Electronics inquire more about availability and stock

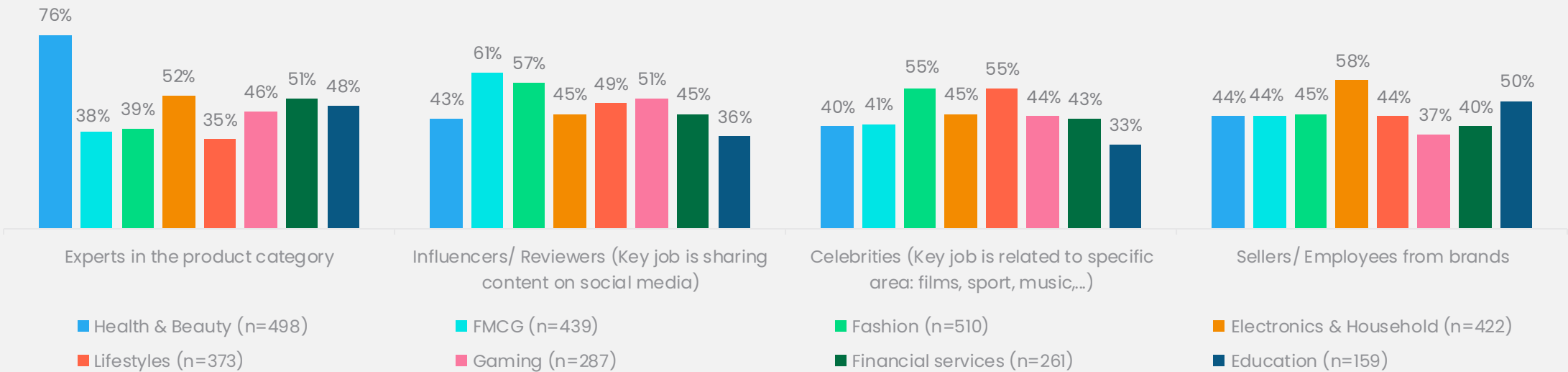
Reasons to message in each category



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

Consumers cross verticals prefer a variety of Livestream hosts, suggesting brands to use diverse hosts for different Livestream topics and business goals. Experts are well preferred by consumers of Health & Beauty vertical while FMCG viewers favour influencers/reviewers

Preferred host for livestream in each category



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

Thai viewers appreciate the host's providing sufficient information, professionalism and having good reputation

68%

Value the host being informative

67%

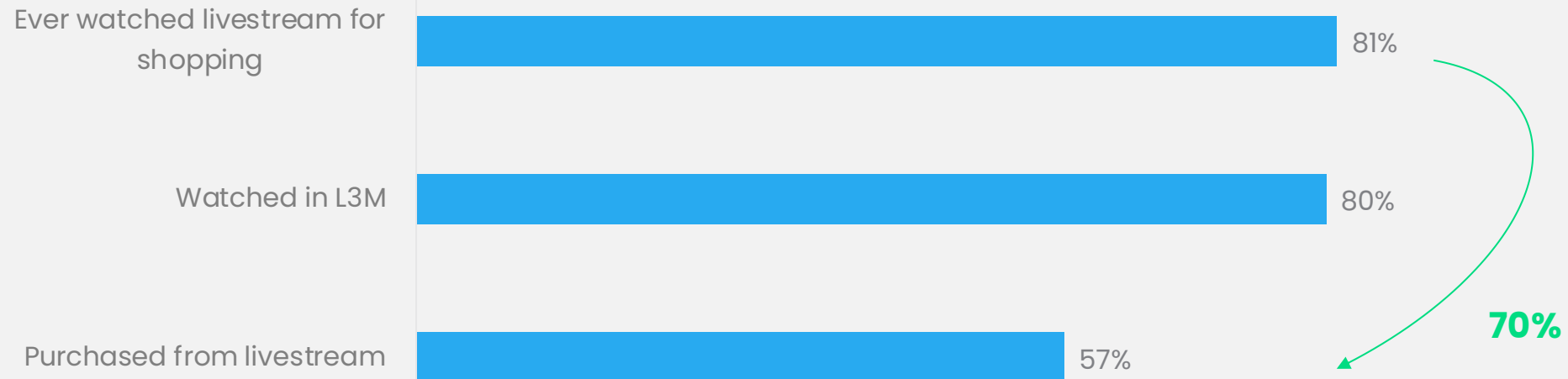
Value the host's professionalism

61%

Value the host's authenticity

Livestream is an effective sales channel with 81% people have watched livestream for shopping and 70% of them having made a purchase via live shopping

Viewership and Conversion from viewership to purchase from livestream

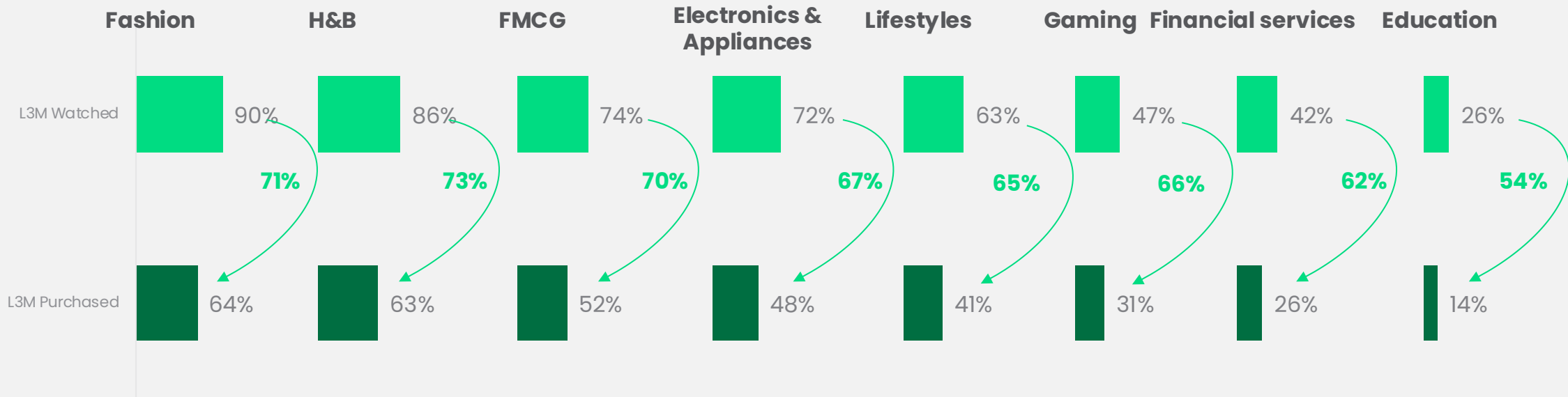


What types of livestream content do you often watch? Which platform have you WATCHED in a livestream for shopping from for each of the below categories in the LAST 3 MONTHS? Which shopping mode have you used when shopping online?

n=702

Livestreaming consistently brings strong conversion rate across verticals with the highest being Fashion, Health & Beauty and FMCG

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=563

Good experience in messaging with brands is among top 4 key drivers to purchase via Livestream, suggesting opportunities for brands to build seamless messaging experience to capture purchase intents

Drivers to purchase via livestream

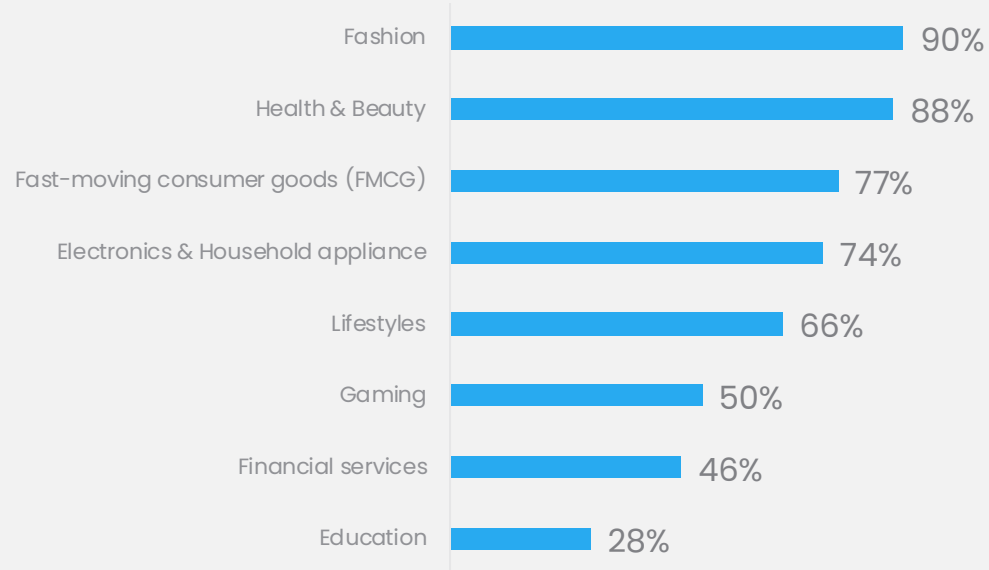


What are the drivers for you to make a purchase in a livestream? (Select up to 5 options)

n=405

Fashion, H&B, and FMCG are the top 3 most-watched categories, followed by Electronics and Lifestyles

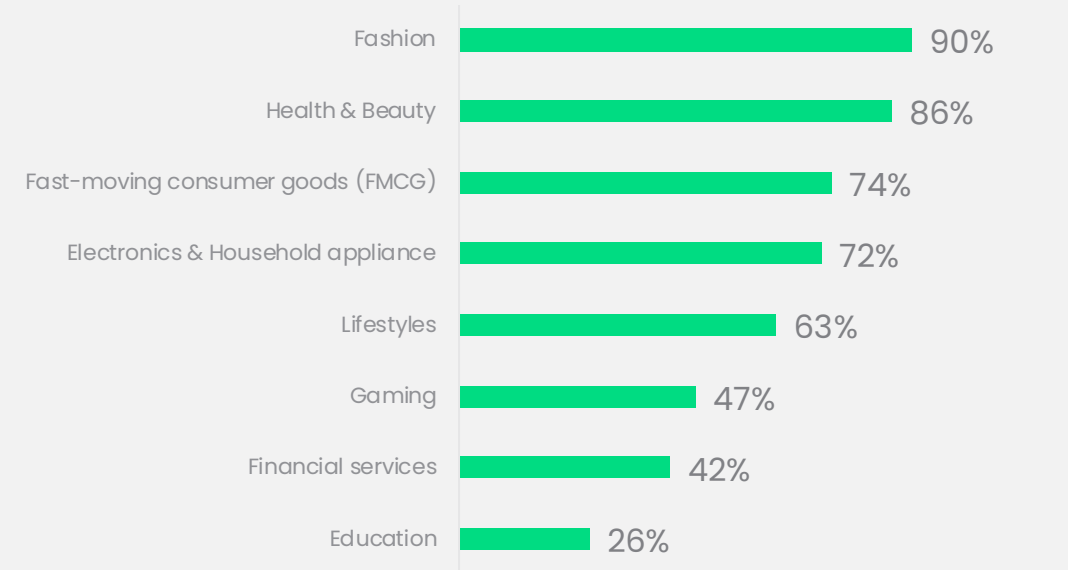
Ever-watched categories in livestream



Which of the following categories have you ever WATCHED in a livestream for shopping?

n=569

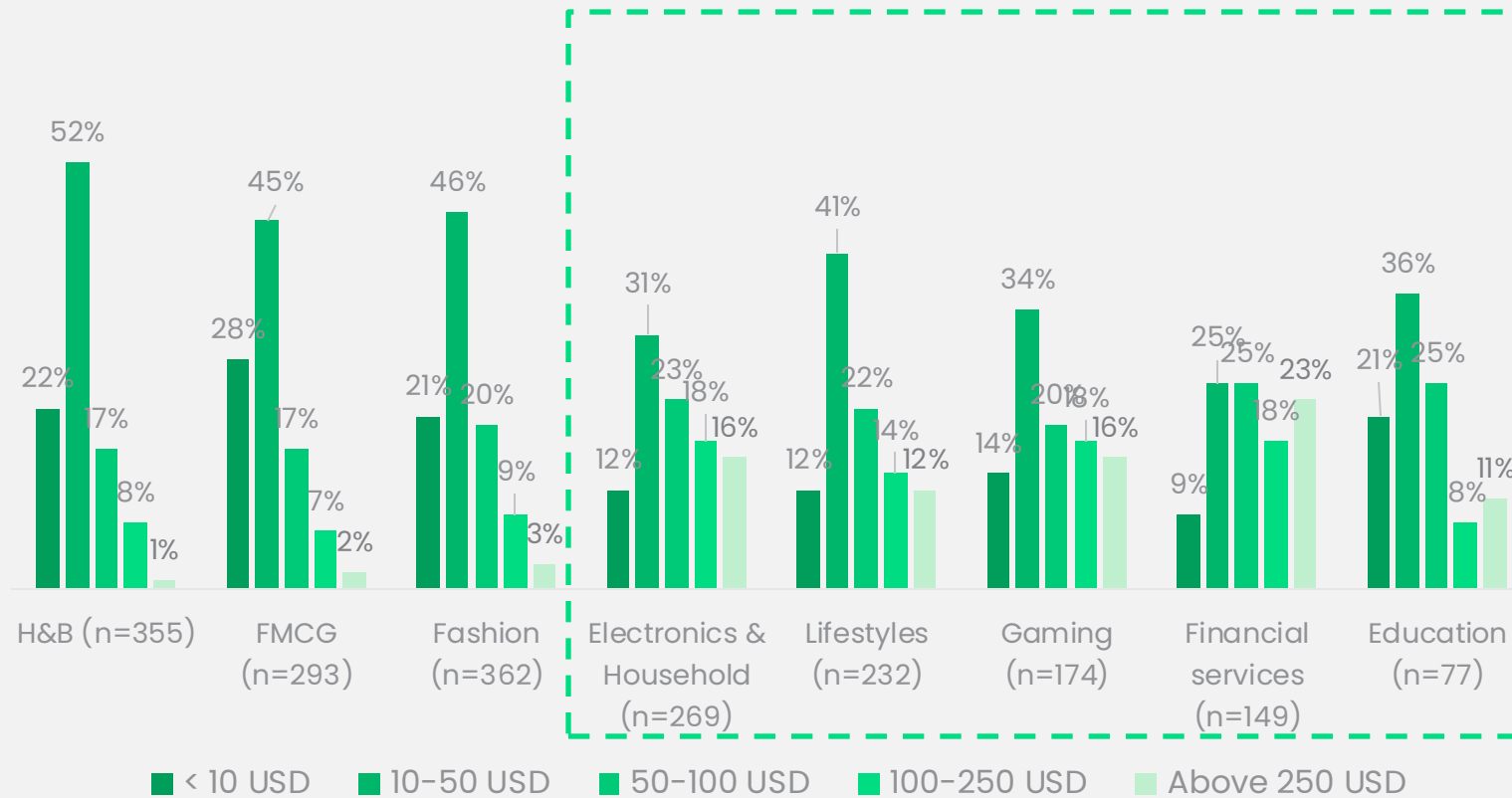
L3M watched categories in livestream



Which of the following categories have you ever WATCHED in a livestream for shopping in the LAST 3 MONTHS?

n=563

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 from a livestream in the LAST 3 MONTHS?

Live shoppers' spending can vary for each verticals. Electronics, Lifestyles, Gaming, Financial and Education services are purchased in much higher value. Brands can include products from different price ranges in their livestreams to capture purchases from shoppers of various budget

Livestreaming platforms

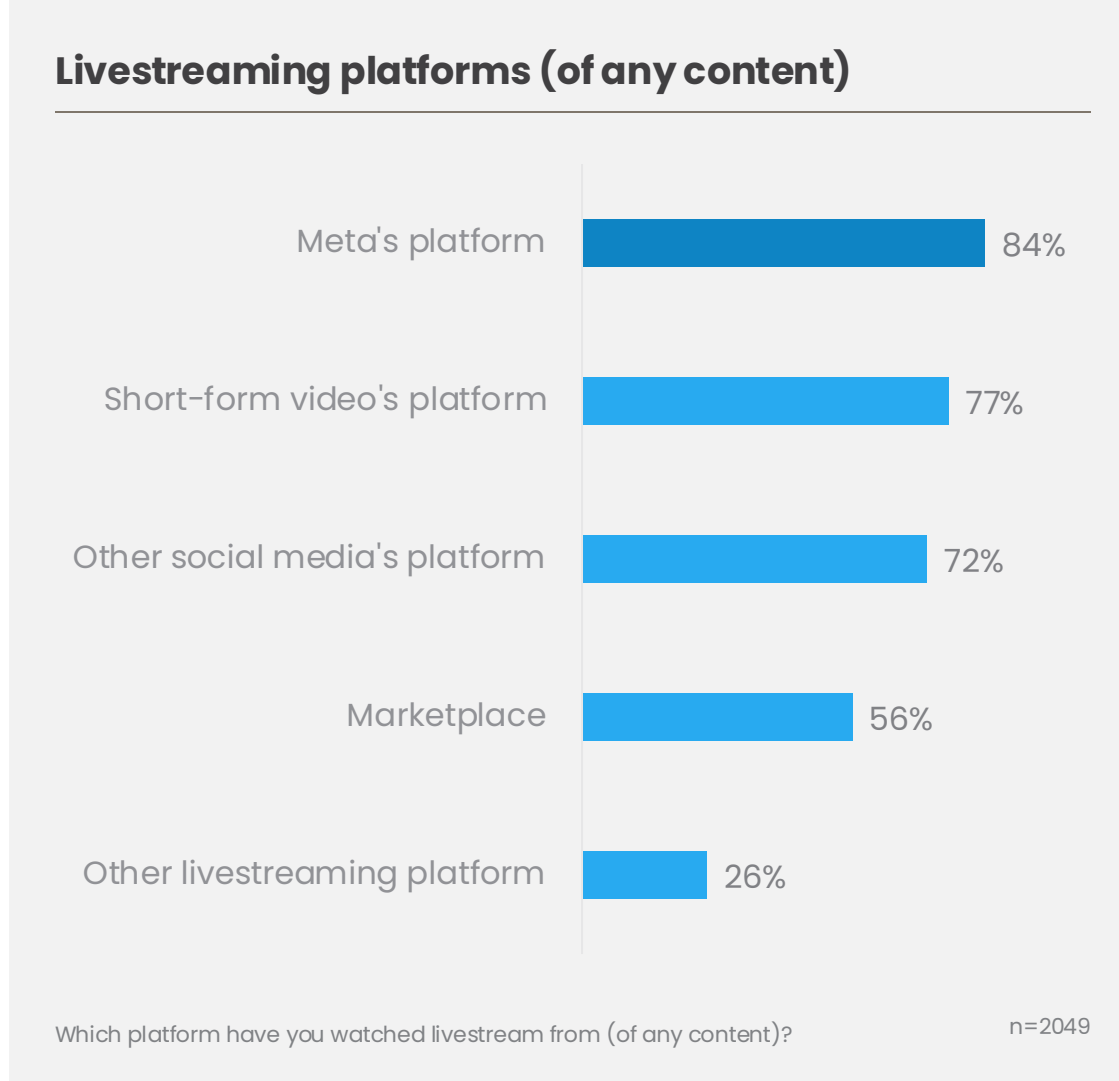
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Meta's platforms hold the top spots in livestream viewership in Thailand with Facebook being the most popular platform

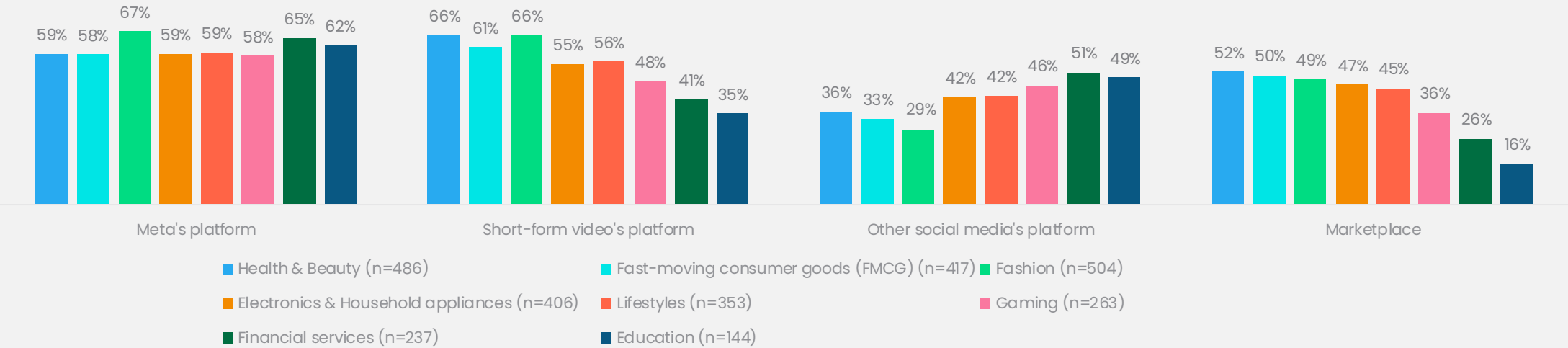
80%

Watched livestream from
Facebook



Meta’s platforms remain high viewership across all categories

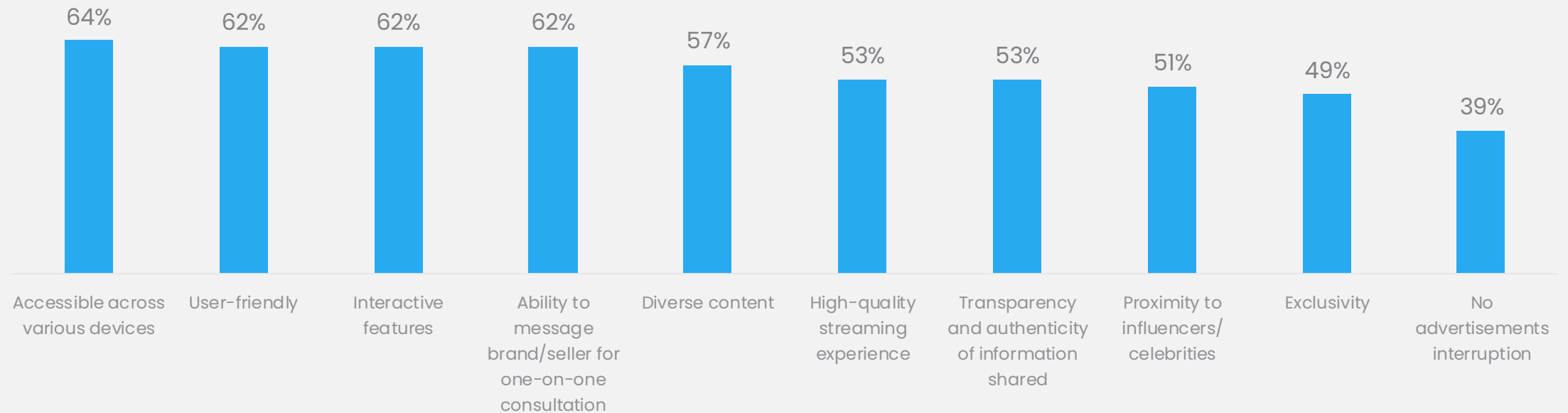
L3M watched platforms for livestreaming by categories



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?

Consumer' preference for Facebook livestream comes from its ability to message brands for one-on-one consultation, interactive features, user-friendliness and cross-device accessibility

Preference factors of Facebook

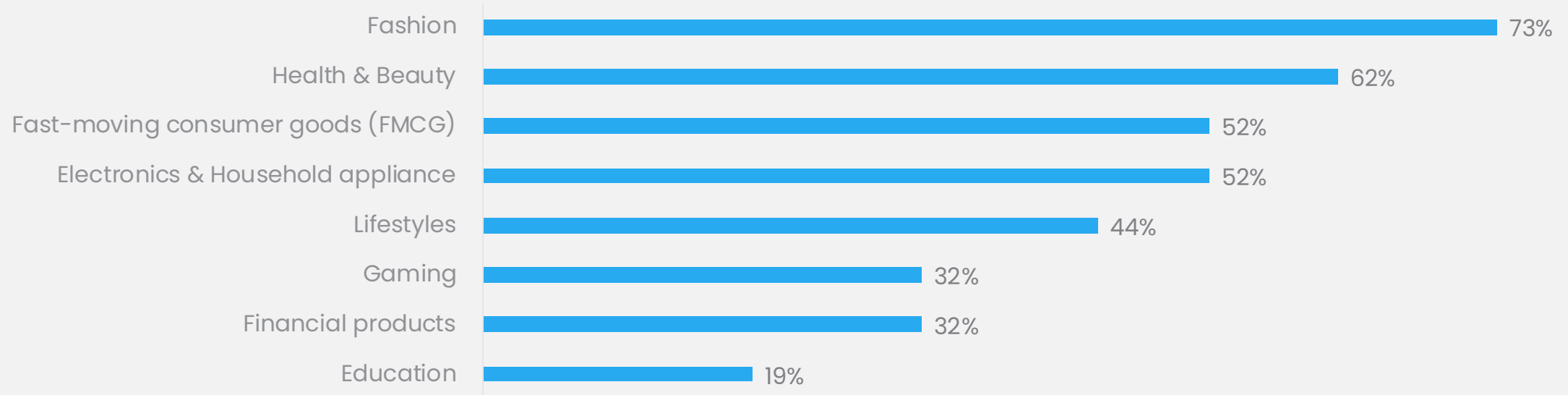


What factors of the below livestreaming platforms that you like? – [Platform]

n=453

Consumers watch Facebook livestreams to shop for products and services of various verticals

L3M watched categories on Facebook

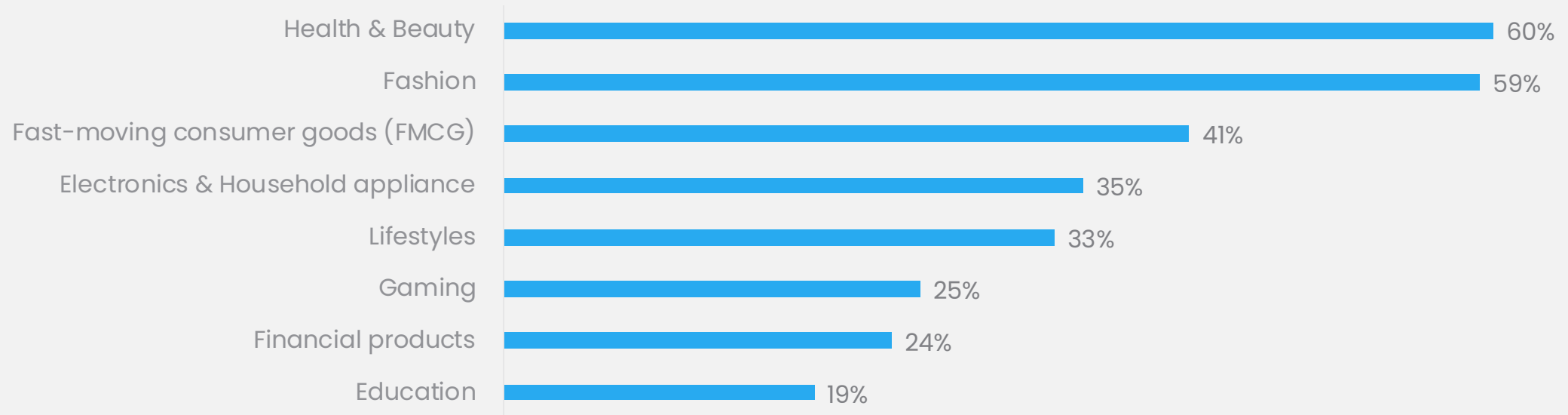


Which platform have you WATCHED in a livestream for shopping from for each of the below categories in the LAST 3 MONTHS?

n=411

The majority of live shoppers purchased Health & Beauty products on Facebook live, followed by the Fashion category

L3M purchased categories on Facebook



Which platforms did you PLACE THE ORDER for the products/ services you watched in a livestream in the LAST 3 MONTHS?

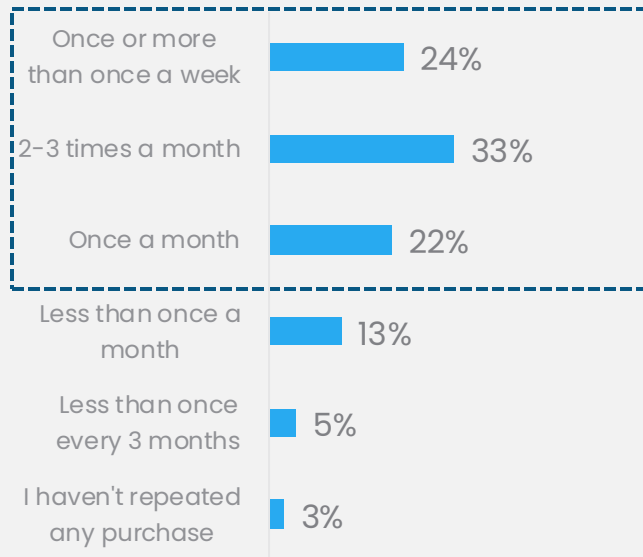
n=234

Post Purchase



Live shopping is here to stay. Most Thai shoppers have a habit of repurchasing from the same livestream business at least once a month. As they gain trusts from watching more livestreams, 44% of them repurchase with higher order value. Loyalty programs and product diversification are essential to capture lifetime values of liveshopping habit

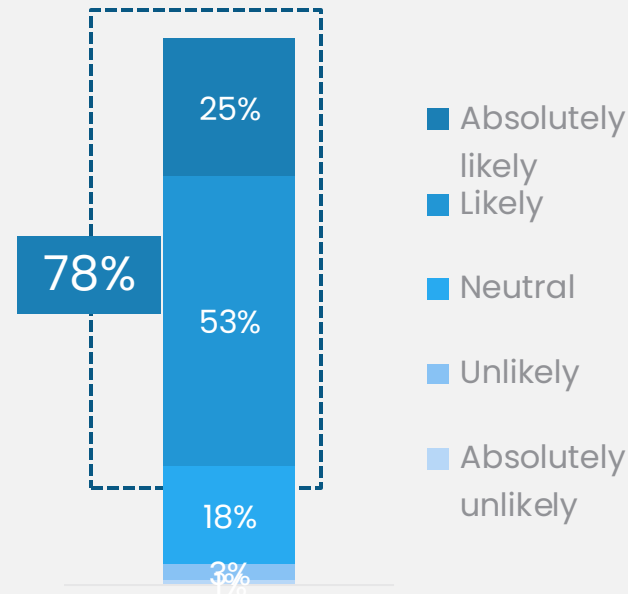
Frequency of repurchase (Base: People who made purchase from livestream)



How often do you repeat purchases from the same livestream business?

n=405

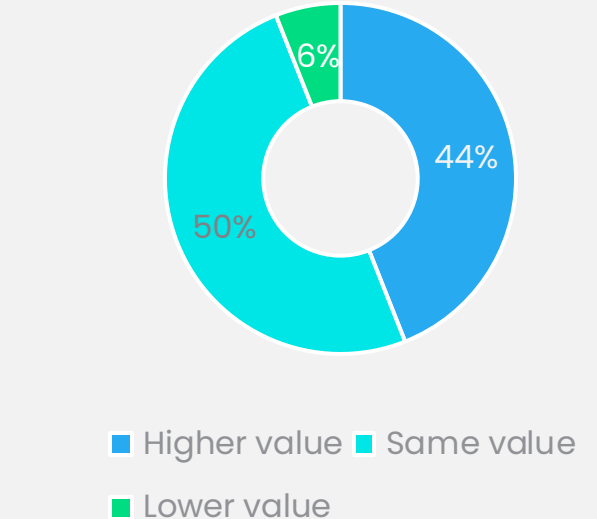
Intention to repurchase (Base: People who repurchased from livestream)



How likely do you intend to repurchase from the same livestream business in the future?

n=405

Value of repurchase (Base: People who repurchased from livestream)

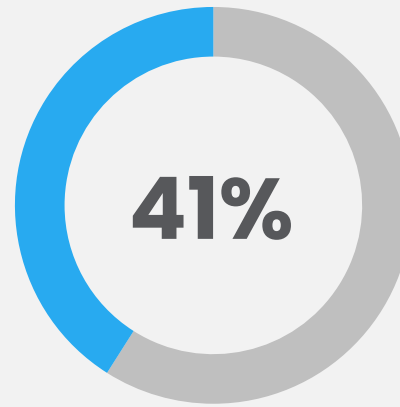


Compare the value of your 2nd purchase with the first purchase from that livestream business?

n=393

Making brands accessible for direct inquiries, personalized consultation is among the key factors to drive repeated purchases with higher order values

Drivers for higher value repurchase



Good one-to-one consultation during first purchase

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

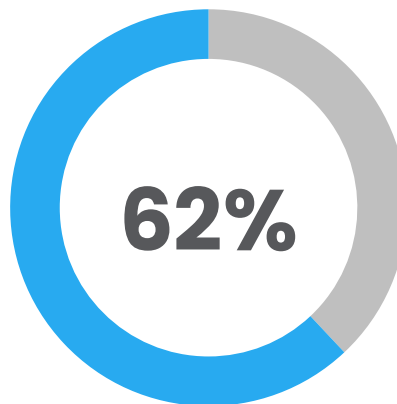
n=217

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



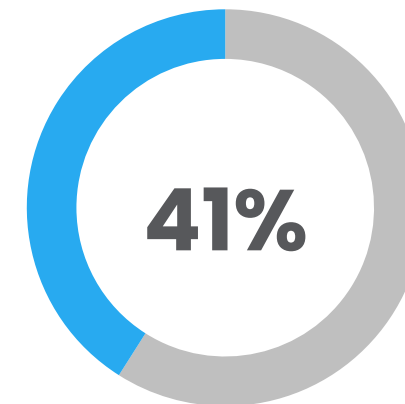
Preferred inquiry method

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

Reach out to us



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