Live Commerce Landscape in SEA ...

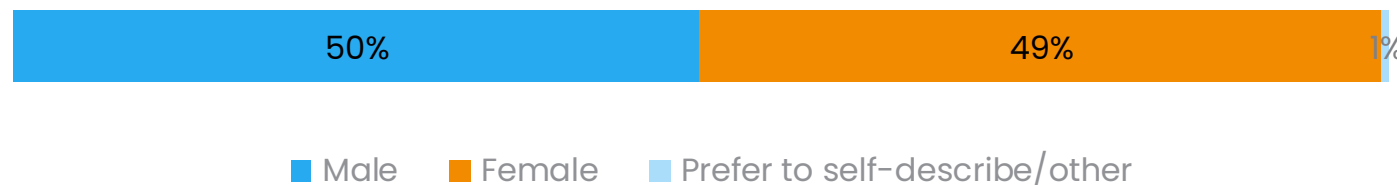REPORT PUBLISHED BY DECISION LAB | SEPTEMBER 2024

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:
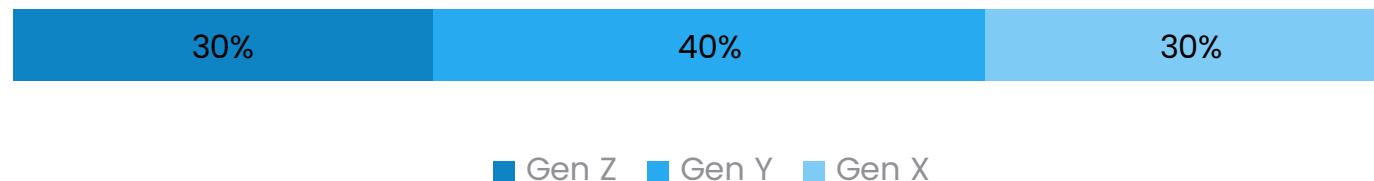
- Sample size: n = 2,808

- Sample size by countries: Indonesia (n=705), Philippines (n=701), Thailand (n=702), Vietnam (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=2,808)

Gender

50%	49%	1%

■ Male ■ Female ■ Prefer to self-describe/other

Generation

30%	40%	30%

■ Gen Z ■ Gen Y ■ Gen X

Executive summary

Watching livestream has become a habit and it is reshaping how we shop online with its high effectiveness in **attracting new prospects** and **converting them to customers**.

It surged into the **top 3 channels** for new brands to reach customers.

It is also an **effective channel to drive business growth** with 73% people have watched livestream to learn more about products and services and 66% of them having made a purchase decision for a livestreamed product. Customers continue to watch livestream for reference and once they decided to repurchase, the order tends to have a higher value.

Messaging is efficient in enhancing the likelihood for customers to decide to buy as it is a preferred way for livestream viewers to connect to brands throughout discovery, purchase and post purchase phases. Thus, livestreaming brands can leverage this communication channel **to build brand trust, accelerate business growth and gain loyalty**

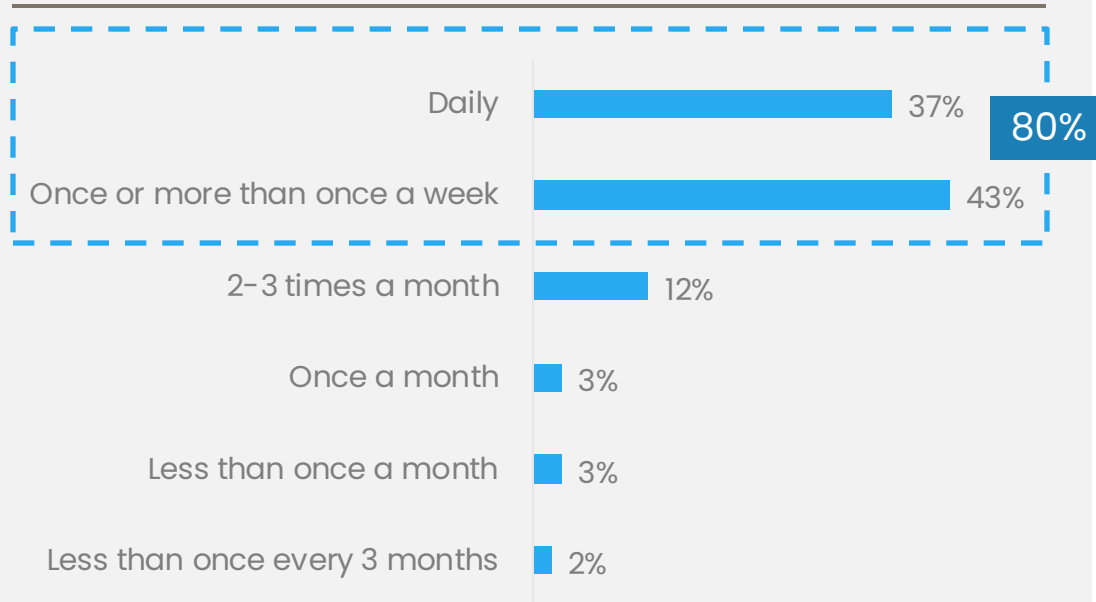# General information of Live Commerce in SEA …

General livestreaming behaviour ...

Watching livestream is becoming a habit with 80% people watching at least once a week. With its engaging and interactive content, 76% of people spend at least half an hour to watch livestream. Thus, brands can leverage this channel to build meaningful connection and loyalty with consumers

Frequency of watching livestream

Daily	37%
Once or more than once a week	43%
2-3 times a month	12%
Once a month	3%
Less than once a month	3%
Less than once every 3 months	2%

80%

How often do you watch livestream?   n=2808

Duration of watching livestream

Less than 30 minutes	24%
30 minutes - under 1 hour	43%
1 hour - under 1.5 hour	18%
1.5 - under 2 hours	6%
2 - under 3 hours	4%
3 hours and above	5%

76%
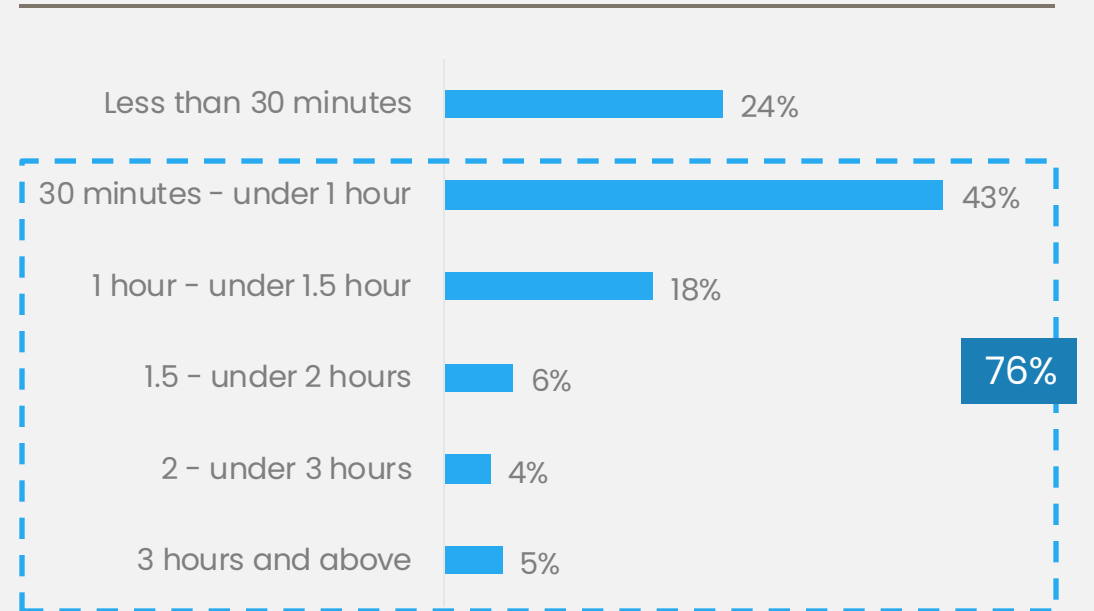
How long do you watch a livestream for?   n=2808

People watch it on various occasions during the day suggesting opportunities for brands to connect with consumers by diverse content and appropriate livestream schedule.
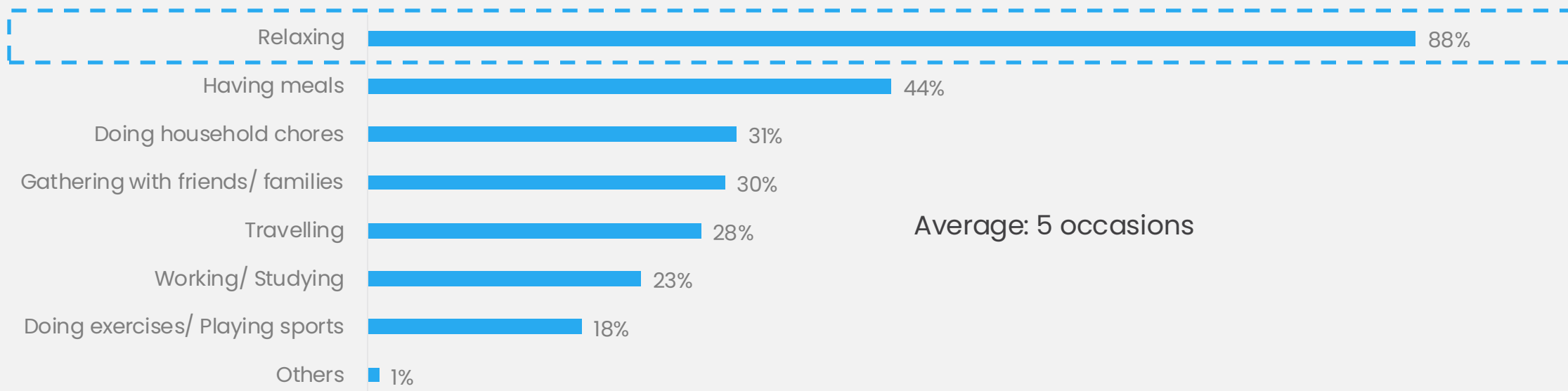# With 88% of people watch it while relaxing, brands can integrate entertainment content and deals to maximize impulsive purchases through brands' sales channels

Occasion to watch livestream

Occasion	Percentage
Relaxing	88%
Having meals	44%
Doing household chores	31%
Gathering with friends/ families	30%
Travelling	28%
Working/ Studying	23%
Doing exercises/ Playing sports	18%
Others	1%

Average: 5 occasions

On which occasions do you watch livestream?   n=2808

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

Brand discovery from livestreaming ...

Livestreaming ranks 2nd among the organic methods to discover new brands. Around half of people perceive brands introduced through livestreaming as more trustworthy. Thus, brands can leverage this channel to increase brand's awareness and trust

Discovery of new brands

Review and recommendation — 64%

Livestream — 59%

Word-of-mouth — 47%

News — 40%
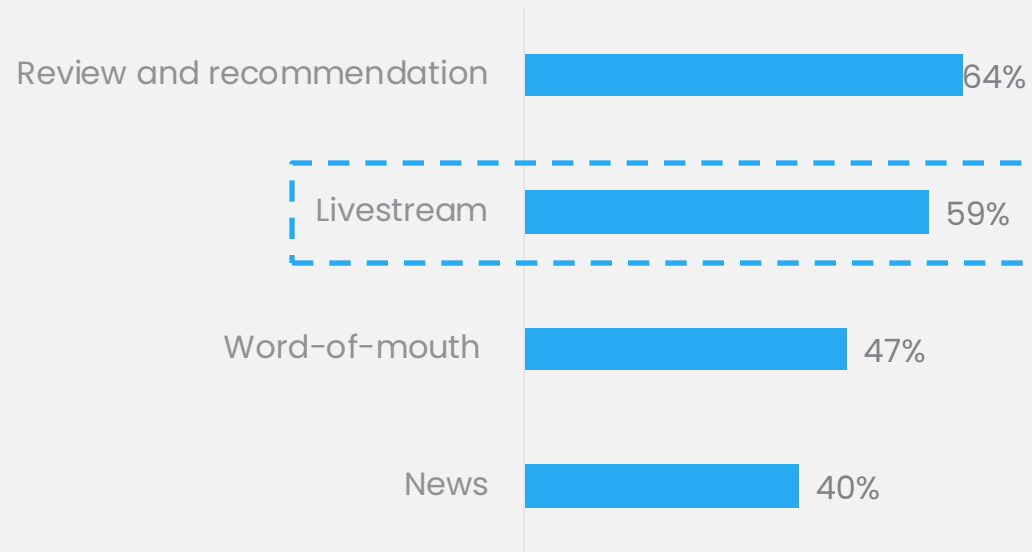
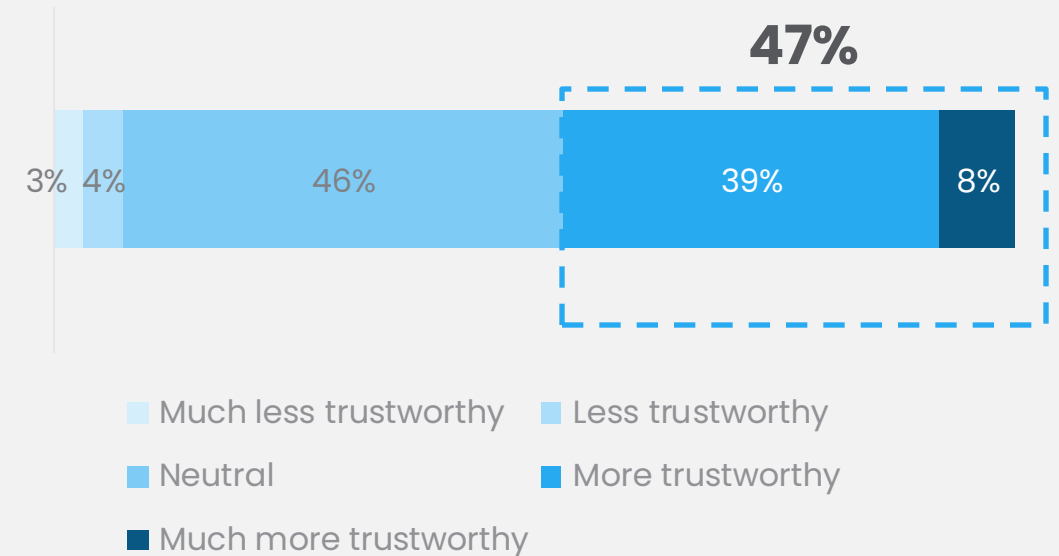How do you usually discover new brands on online platforms?   n=2808

Trustworthiness level of brands discovered by livestream

47%

3%   4%   46%   39%   8%

■ Much less trustworthy   ■ Less trustworthy

■ Neutral   ■ More trustworthy

■ Much more trustworthy

On a scale of 1-5, please rate the level of trustworthiness of new brands after watching their livestream   n=2808

10

Product authenticity, transparency of information and real-time interaction are key drivers for brand trustworthiness. Crafting a plot including product details, T&Cs & return policies and integrating interactive games & limited-time deals can further boost engagement and enhance the consideration rate to buy livestreamed products

Drivers to trust new brands in livestream

63%

62%

58%
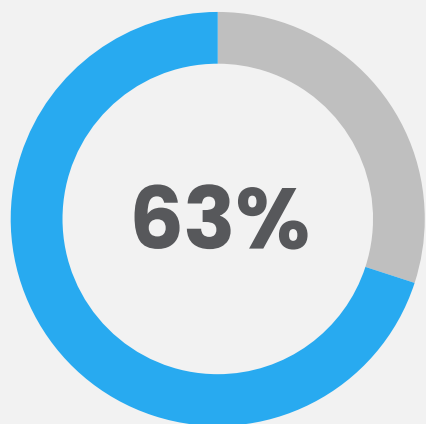
Product authenticity
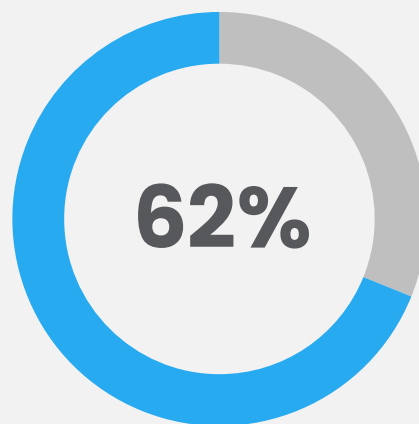
Information transparency
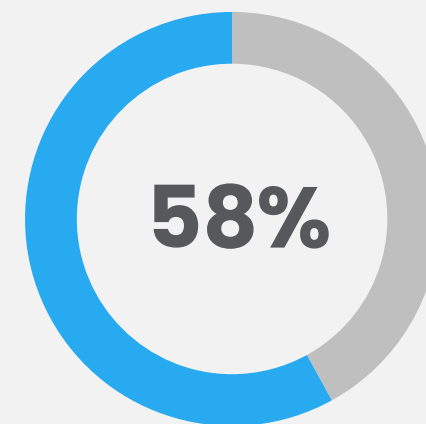
Real-time interaction

What factors do you think that contribute to the TRUSTWORTHINESS of the new brands being livestreamed? (Select up to 5 options)   n=1321

For real-time interactions, consumers expect trustworthy brands to provide one-on-one engagement via private messaging while watching a livestream. This fosters a safe space for deeper connections and conversions

Drivers to trust new brands in livestream

39%
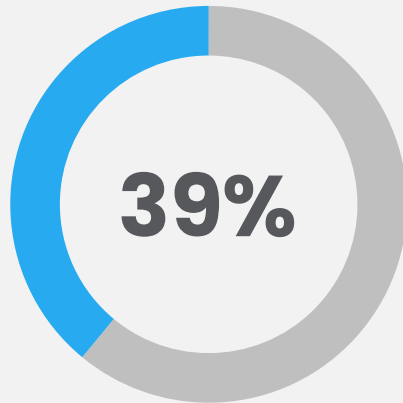
Message for one-on-one consultation

What factors do you think that contribute to the TRUSTWORTHINESS of the new brands being live streamed? (Select up to 5 options)   n=1321

Barriers to trust new brands in livestream

27%
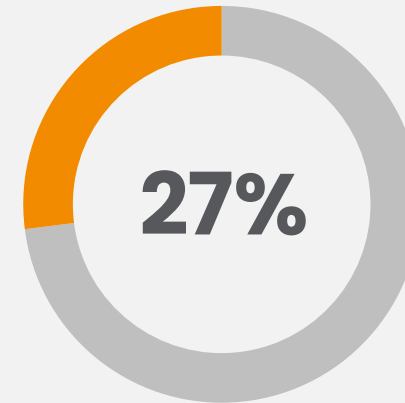
Inability to message for one-on-one consultation

Why do you consider new brands you find on a livestream LESS TRUSTWORTHY? (Select up to 5 options)   n=196

Livestreaming watching preference ...

Methods to contact in livestreams

Mean score

|	Very unlikely	Unlikely	Neutral	Likely	Very likely	Mean score
Message privately on the livestreaming platform	5%	11%	29%	37%	18%	3.52
Leave a comment	7%	10%	31%	37%	16%	3.46
Send text message/ Call via phone number	15%	16%	29%	26%	13%	3.05
Message on other platforms (other than the livestreaming platform)	7%	13%	37%	32%	11%	3.27

■ Very unlikely   ■ Unlikely   ■ Neutral   ■ Likely   ■ Very likely
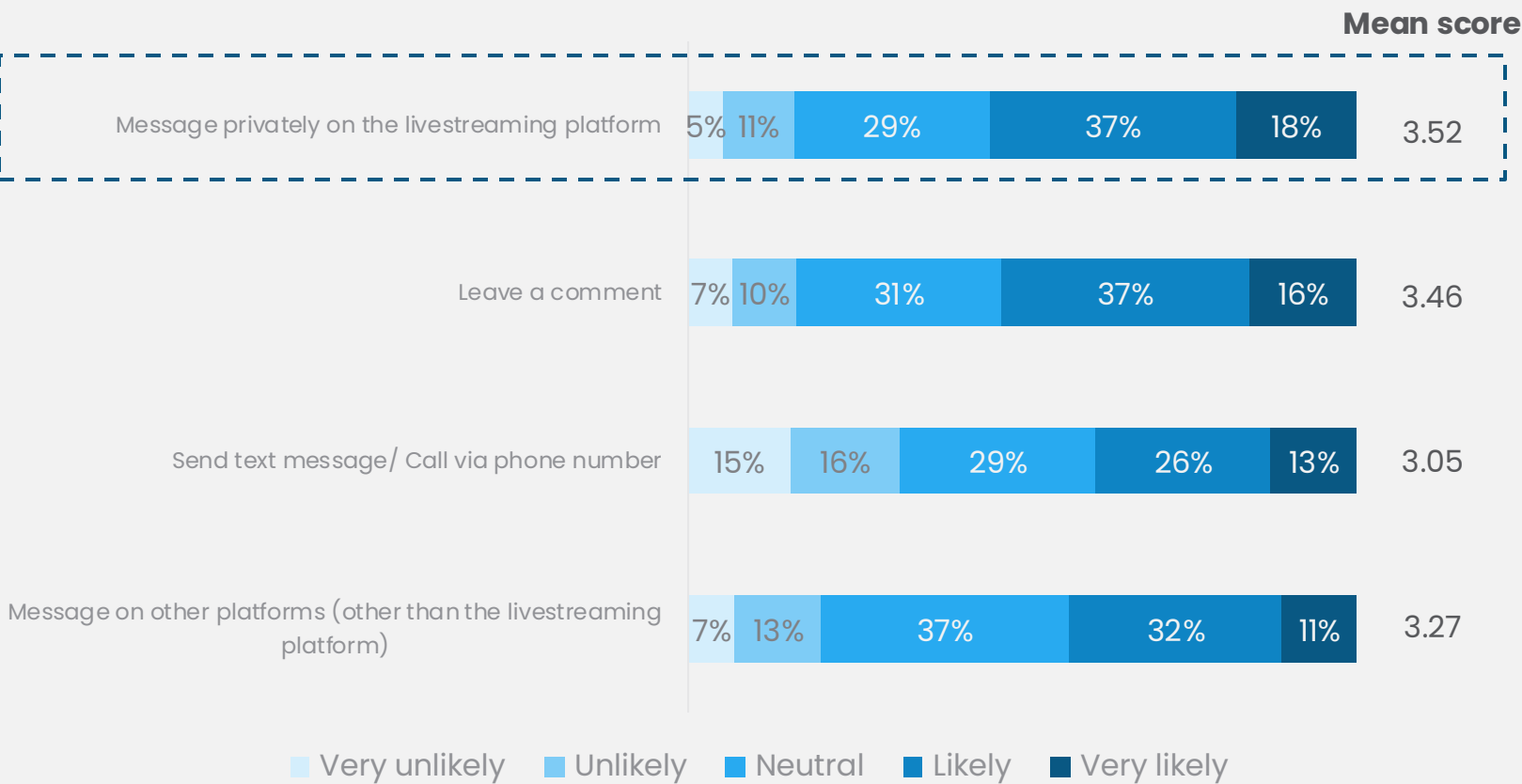
Please rank the likelihood you would use the following methods to get in touch with brand DURING the livestream   n=2808

Audiences are most likely to contact brands on the live-streaming platform by private messaging

Across verticals, people use one-to-one messaging to connect to brands for various inquiries ranging from product specification, availability to personalized consultation requests

Reasons to message in each category (Products)

Categories (x-axis): FMCG (n=1637), Electronics & Household appliances (n=1589), Health & Beauty (n=1829), Fashion (n=1876), Lifestyles (n=1481), Gaming (n=1068), Financial services (n=1031), Education (n=630)

Legend:
- ■ Seek personalized consultation
- ■ Clarify specifications and details
- ■ Inquire about availability and stock
- ■ Seek assistance with order placement
- ■ Inquire about shipping and delivery options

FMCG: 33%, 43%, 48%, 37%, 45%
Electronics & Household appliances: 39%, 53%, 47%, 41%, 50%
Health & Beauty: 47%, 50%, 47%, 40%, 44%
Fashion: 37%, 47%, 47%, 39%, 45%
Lifestyles: 35%, 38%, 37%, 32%, 38%
Gaming: 30%, 39%, 35%, 34%, 34%
Financial services: 43%, 44%, 33%, 34%, 33%
Education: 46%, 42%, 29%, 34%, 30%

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

Experts in the product/service category are popular as livestream hosts among Health & Beauty, Education, Financial services and Electronics

Preferred host for livestream in each category

Category	Experts in the product category	Influencers/ Reviewers	Celebrities	Employees from brands
Health & Beauty (n=1829)	78%	43%	42%	41%
Education (n=630)	56%	43%	38%	44%
Financial services (n=1031)	51%	43%	41%	40%
Electronics & Household appliances (n=1589)	51%	46%	42%	53%
Fashion (n=1876)	44%	54%	55%	44%
Lifestyles (n=1481)	43%	49%	51%	43%
Gaming (n=1068)	42%	49%	44%	39%
FMCG (n=1637)	39%	60%	37%	46%

■ Experts in the product category   ■ Influencers/ Reviewers   ■ Celebrities   ■ Employees from brands
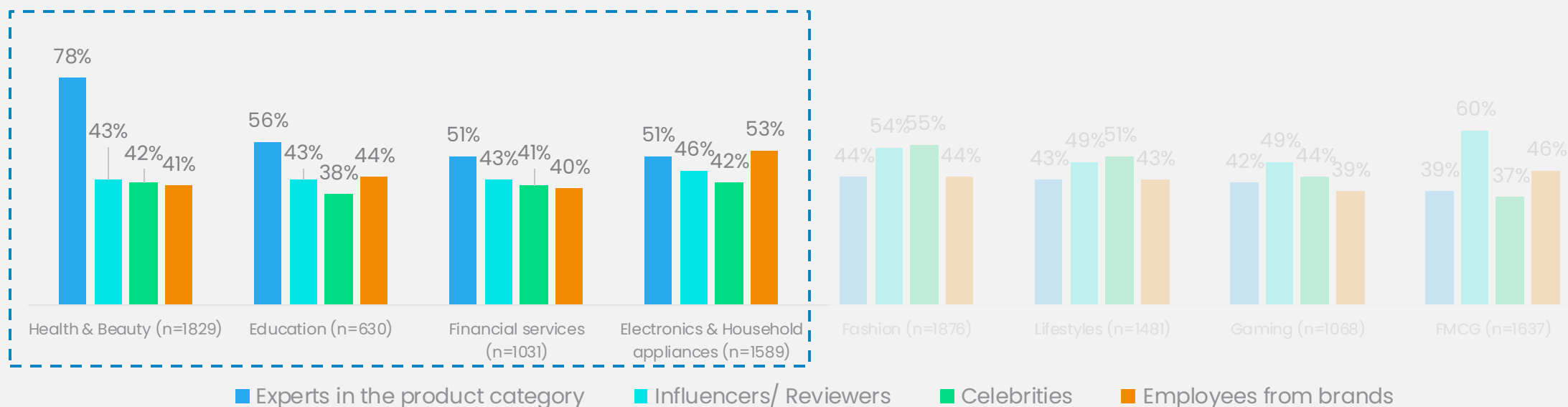
Who do you prefer to be the HOST of the livestream for each product category?

Influencer hosts are especially popular among FMCG livestream audience while celebrity hosts are slightly more preferred in fashion and lifestyles categories

Preferred host for live-stream in each category

Legend: ■ Experts in the product category ■ Influencers/ Reviewers ■ Celebrities ■ Employees from brands

FMCG (n=1637): 39%, 60%, 37%, 46%
Fashion (n=1876): 44%, 54%, 55%, 44%
Gaming (n=1068): 42%, 49%, 44%, 39%
Lifestyles (n=1481): 43%, 49%, 51%, 43%
Electronics & Household appliances (n=1589): 51%, 46%, 42%, 53%
Health & beauty (n=1829): 78%, 43%, 42%, 41%
Education (n=630): 56%, 43%, 38%, 44%
Financial services (n=1031): 51%, 43%, 41%, 40%
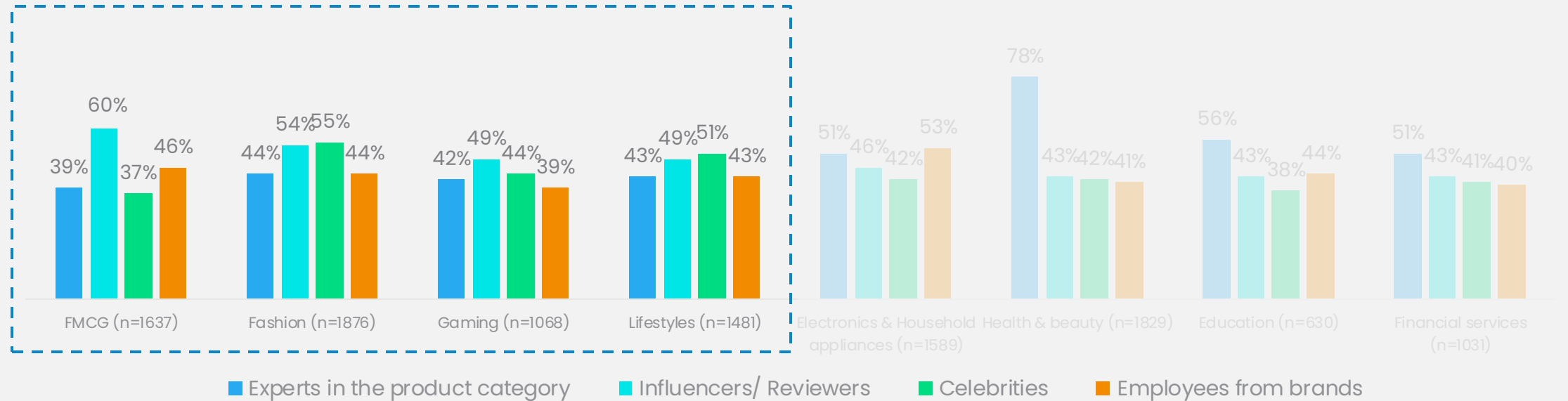
Who do you prefer to be the HOST of the livestream for each product category?

Audience prioritizes the host's ability to provide sufficient information, professionalism and expertise when deciding to watch a livestream

68%

Value the host being informative

65%

Value the host's professionalism

58%

Value the host's expertise in product categories

Purchase from livestream: Total and By categories ...

Livestream is an effective channel to foster business growth with 73% people have watched livestream for product demonstration and 66% of them having made a purchase decision for a livestreamed product

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

Ever watched livestream for product/service introduction and demonstration — 73%

Watched in L3M — 72%

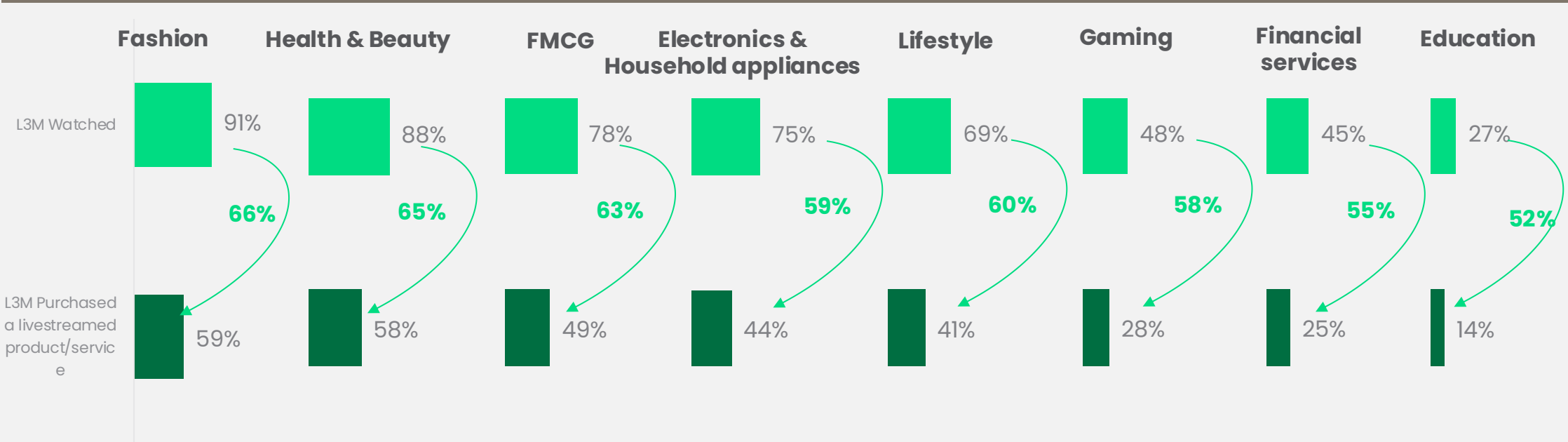Purchased a livestreamed product/service — 48%

66%
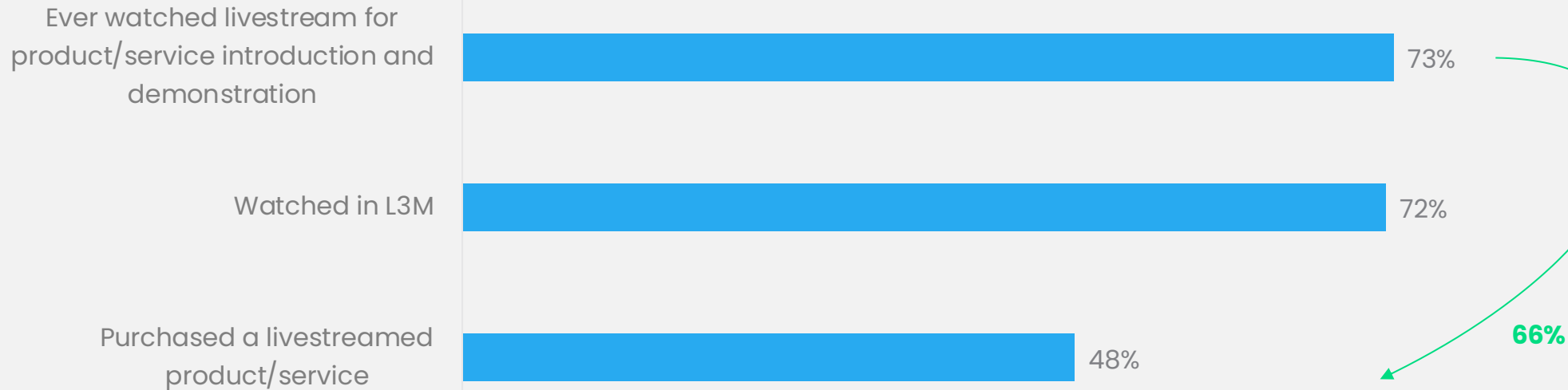
What types of livestream content do you often watch? Which categories of product/service have you WATCHED in the livestream in the LAST 3 MONTHS? Have you PURCHASED the livestreamed product/service from each of the below categories in the LAST 3 MONTHS?

n=2808

Livestreaming offers consistently strong conversion rates, regardless of verticals

Decision Lab

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

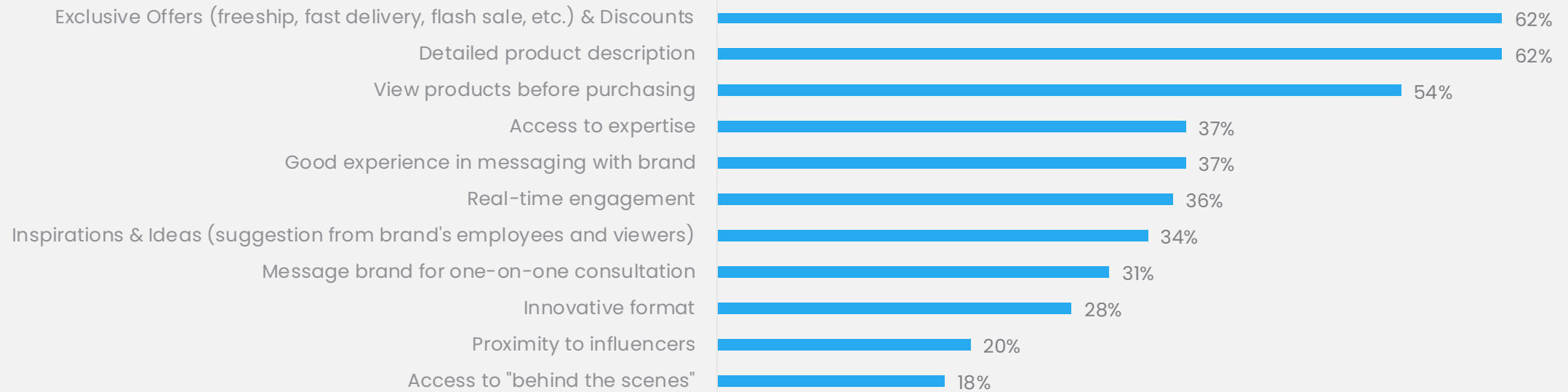|	Fashion	Health & Beauty	FMCG	Electronics & Household appliances	Lifestyle	Gaming	Financial services	Education
L3M Watched	91%	88%	78%	75%	69%	48%	45%	27%
Conversion	66%	65%	63%	59%	60%	58%	55%	52%
L3M Purchased a livestreamed product/service	59%	58%	49%	44%	41%	28%	25%	14%

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=2032

Key motivations for purchasing livestreamed products come from exclusive promotions, in-depth product demonstrations. Meanwhile, livestreaming brands should provide expertise, good messaging and engagement with the audience to convert them from viewers to customers

Drivers to decide to purchase a livestreamed product/service

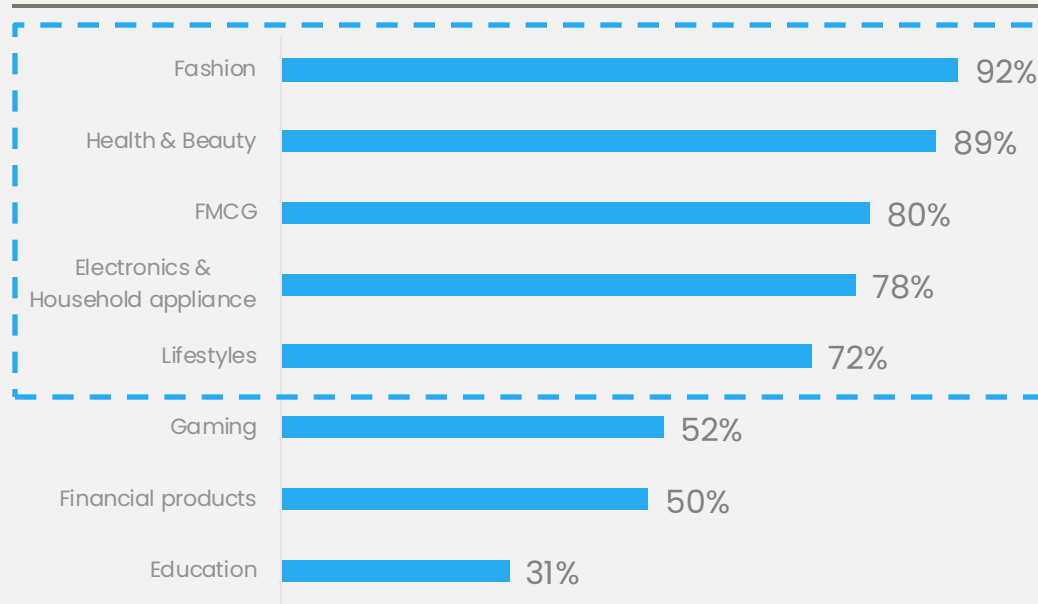| Driver	%
Exclusive Offers (freeship, fast delivery, flash sale, etc.) & Discounts	62%
Detailed product description	62%
View products before purchasing	54%
Access to expertise	37%
Good experience in messaging with brand	37%
Real-time engagement	36%
Inspirations & Ideas (suggestion from brand's employees and viewers)	34%
Message brand for one-on-one consultation	31%
Innovative format	28%
Proximity to influencers	20%
Access to "behind the scenes"	18%

What are the drivers for you to decide to purchase a livestreamed product/service? (Select up to 5 options)   n=1338

Livestream-watching behaviour is relatively habitual given the high overlapping rate of ever-watched and L3M-watched categories
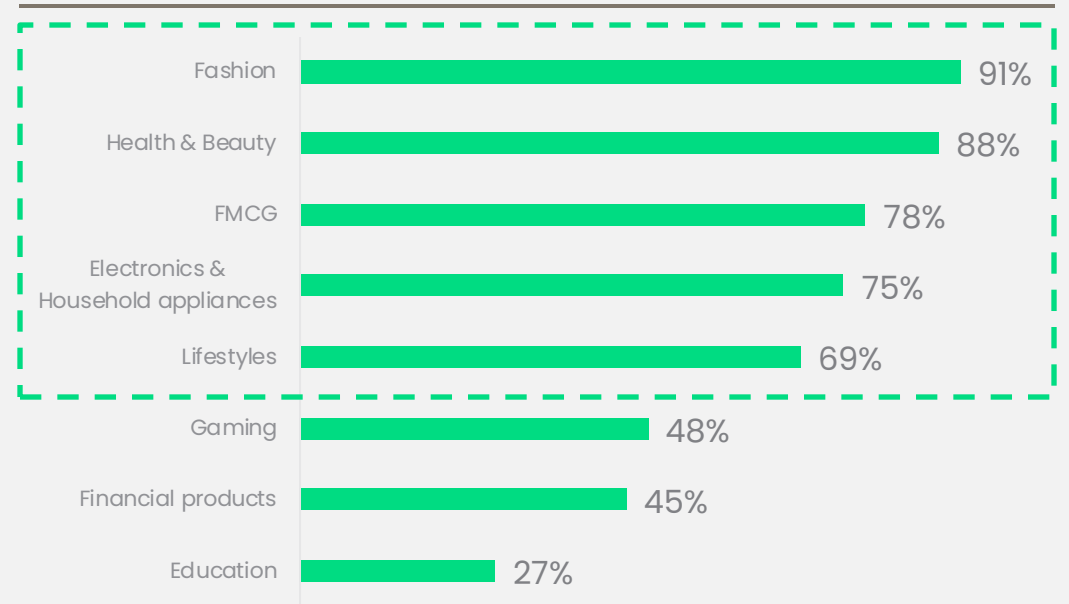
Ever-watched categories in livestream

Category	Value
Fashion	92%
Health & Beauty	89%
FMCG	80%
Electronics & Household appliance	78%
Lifestyles	72%
Gaming	52%
Financial products	50%
Education	31%

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

n=2049

L3M watched categories in livestream

| Category	Value
Fashion	91%
Health & Beauty	88%
FMCG	78%
Electronics & Household appliances	75%
Lifestyles	69%
Gaming	48%
Financial products	45%
Education	27%

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

n=2032

23

Livestream viewers' budgets can vary significantly for each vertical. Brands can include products from different price ranges in their livestreams to capture purchases from customers of various budget

Value ordered by category

Legend: ■ < 10 USD ■ 10-50 USD ■ 50-100 USD ■ 100-250 USD ■ Above 250 USD
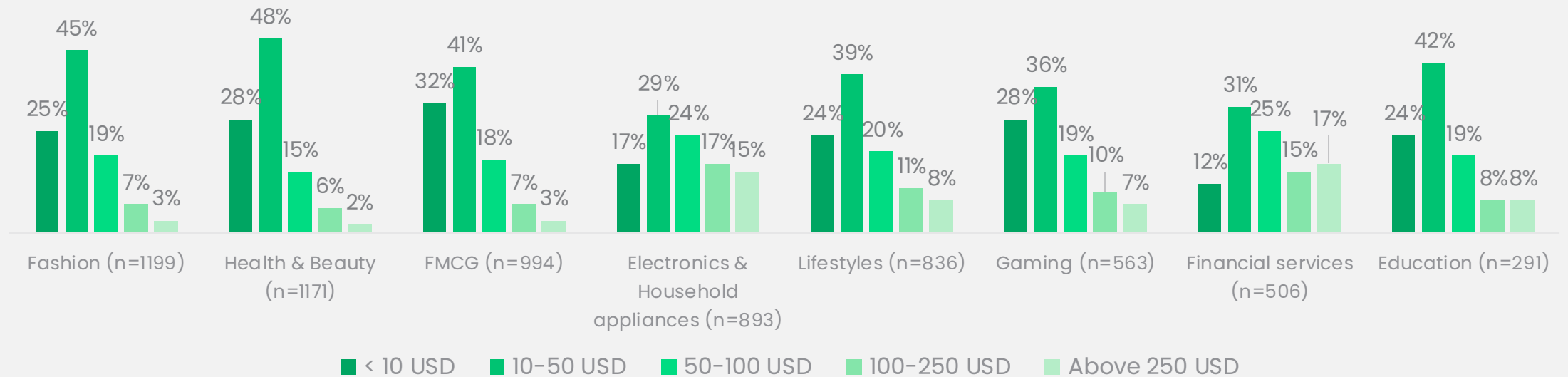
*Note: Categories are in order of L3M purchasing rate (from highest to lowest)
How much on average did you PAY FOR AN ORDER of the livestreamed product/service from the LAST 3 MONTHS?
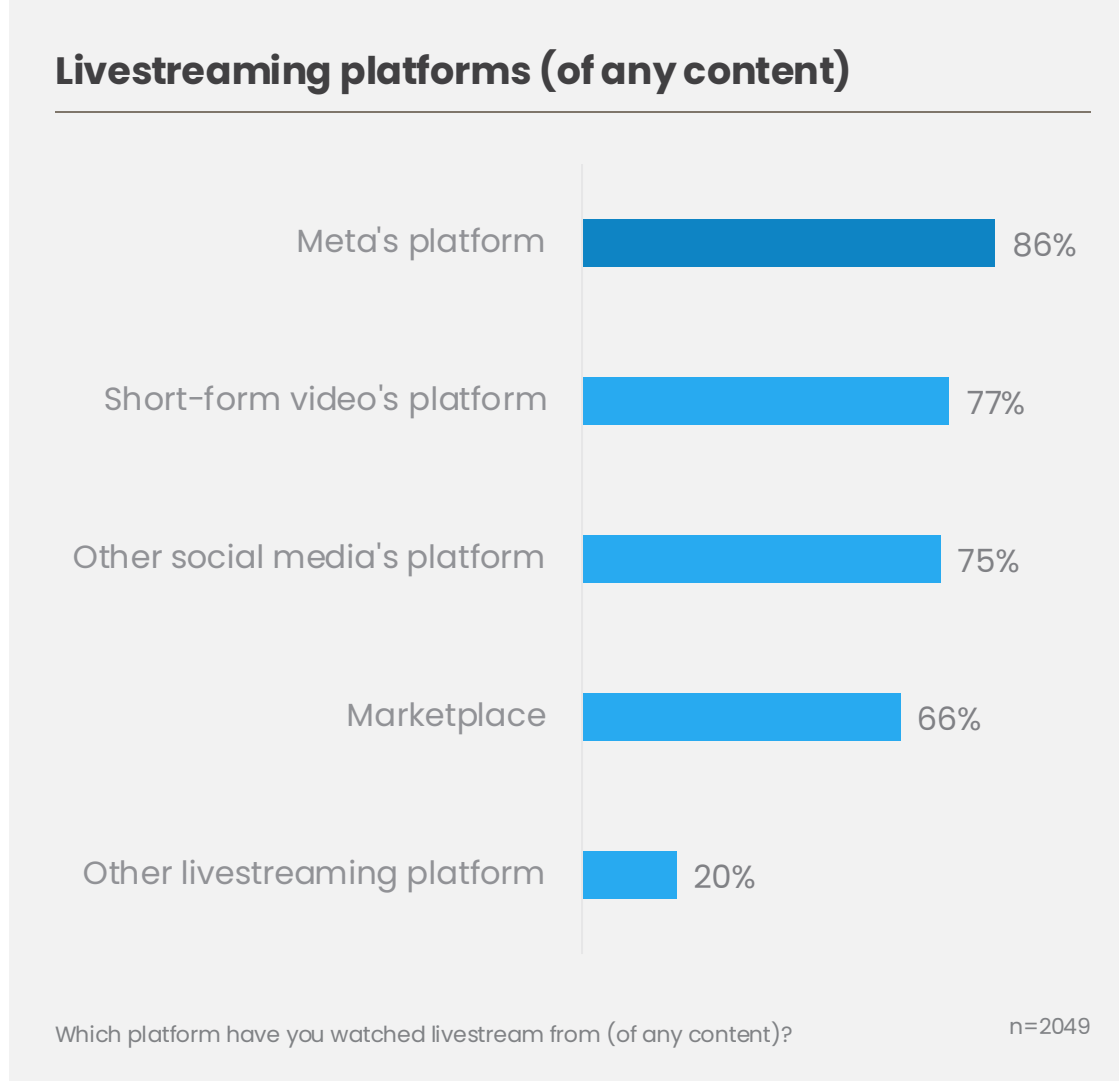
Livestreaming platforms

...

Livestreaming platforms (of any content)

Platform	%
Meta's platform	86%
Short-form video's platform	77%
Other social media's platform	75%
Marketplace	66%
Other livestreaming platform	20%

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

n=2049

Meta's platforms hold the top spots in livestream viewership with Facebook being the most popular platform
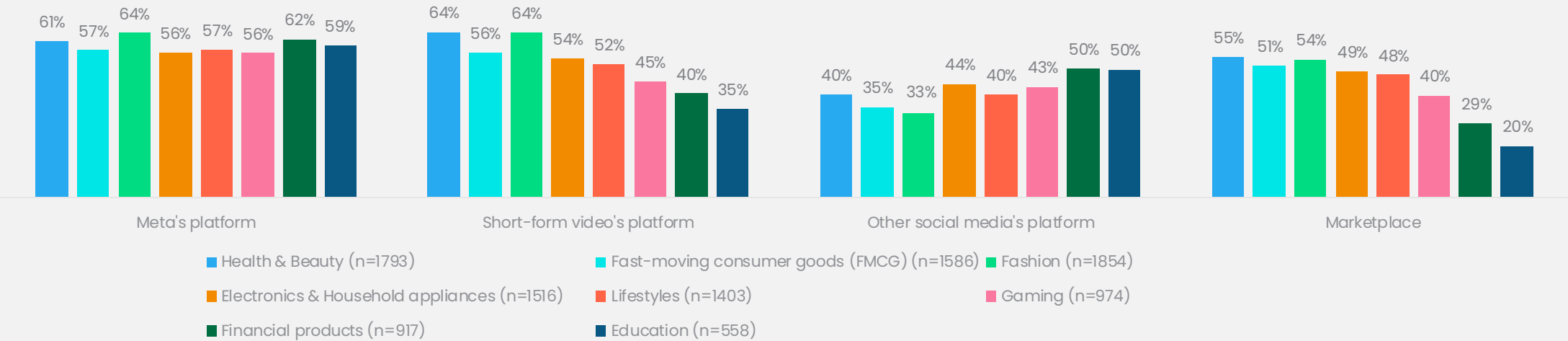
78%

Watched livestream from Facebook

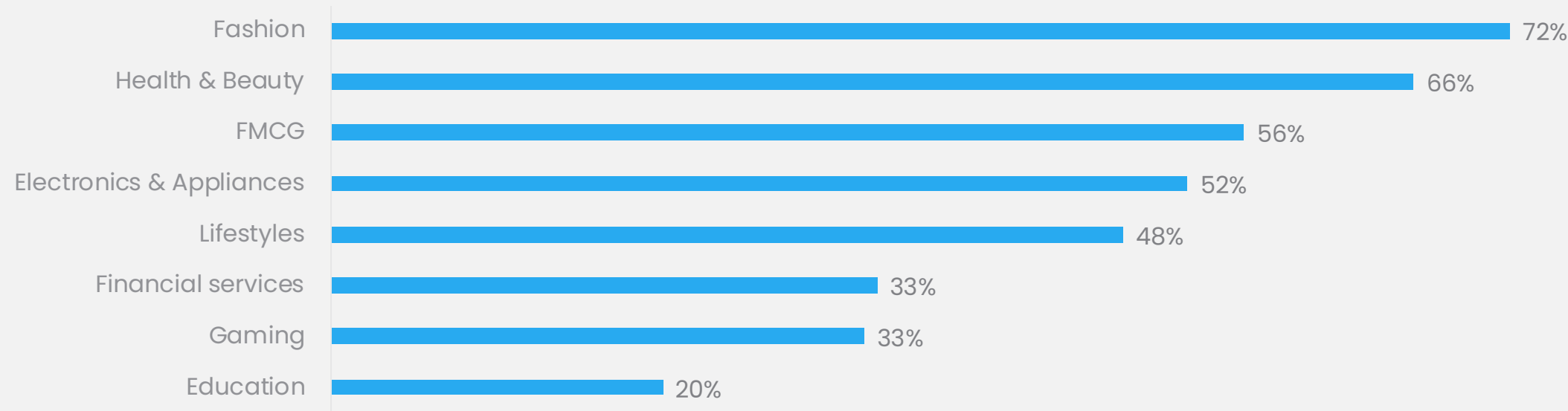# Meta's platform maintained high viewership across all categories

L3M watched platforms for livestreaming by categories

Meta's platform:
- Health & Beauty: 61%
- Fast-moving consumer goods (FMCG): 57%
- Fashion: 64%
- Electronics & Household appliances: 56%
- Lifestyles: 57%
- Gaming: 56%
- Financial products: 62%
- Education: 59%

Short-form video's platform:
- Health & Beauty: 64%
- Fast-moving consumer goods (FMCG): 56%
- Fashion: 64%
- Electronics & Household appliances: 54%
- Lifestyles: 52%
- Gaming: 45%
- Financial products: 40%
- Education: 35%

Other social media's platform:
- Health & Beauty: 40%
- Fast-moving consumer goods (FMCG): 35%
- Fashion: 33%
- Electronics & Household appliances: 44%
- Lifestyles: 40%
- Gaming: 43%
- Financial products: 50%
- Education: 50%

Marketplace:
- Health & Beauty: 55%
- Fast-moving consumer goods (FMCG): 51%
- Fashion: 54%
- Electronics & Household appliances: 49%
- Lifestyles: 48%
- Gaming: 40%
- Financial products: 29%
- Education: 20%

Legend:
- Health & Beauty (n=1793)
- Fast-moving consumer goods (FMCG) (n=1586)
- Fashion (n=1854)
- Electronics & Household appliances (n=1516)
- Lifestyles (n=1403)
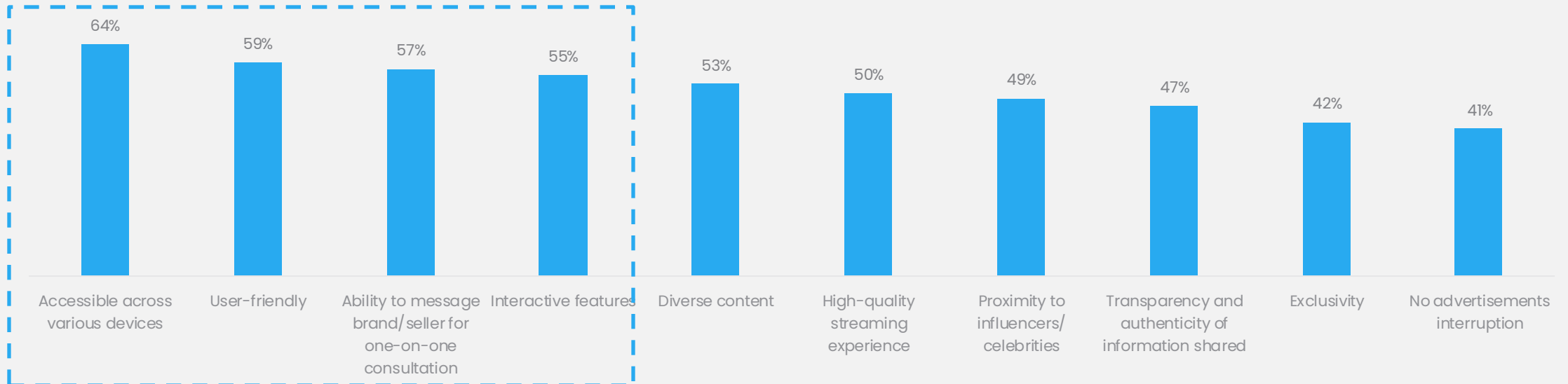- Gaming (n=974)
- Financial products (n=917)
- Education (n=558)

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?

Fashion, Health & Beauty and FMCG are the most watched categories with on Facebook

L3M watched categories on Facebook

Category	%
Fashion	72%
Health & Beauty	66%
FMCG	56%
Electronics & Appliances	52%
Lifestyles	48%
Financial services	33%
Gaming	33%
Education	20%

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=1420

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

Preference factors of Facebook

64%	59%	57%	55%	53%	50%	49%	47%	42%	41%
Accessible across various devices	User-friendly	Ability to message brand/seller for one-on-one consultation	Interactive features	Diverse content	High-quality streaming experience	Proximity to influencers/ celebrities	Transparency and authenticity of information shared	Exclusivity	No advertisements interruption

What factors of the below livestreaming platforms that you like? – [Platform]   n=1603

Post Purchase

...

Watching livestreaming is here to stay with viewers repurchasing from the livestreaming brand at least once a month. As the audience gain trust from watching livestream, 37% of their next purchase with the brand is of higher value. Loyalty programs and product diversification are essential to capture lifetime value of habit of watching livestream
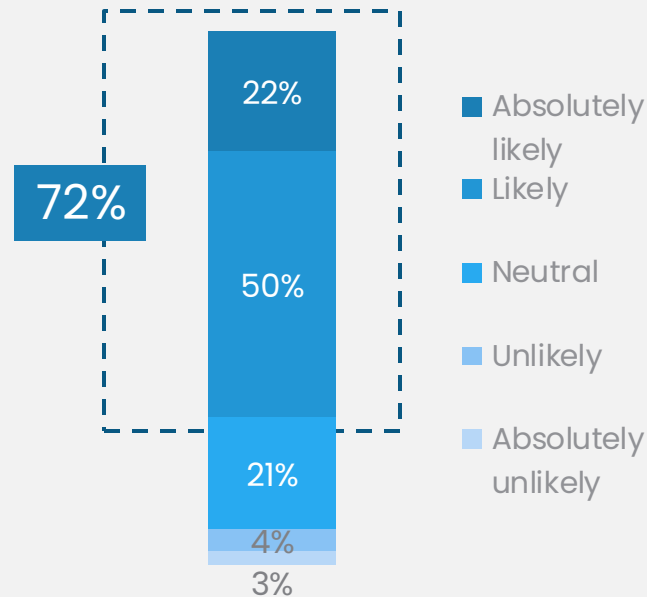
Frequency of repurchase (Base: People who made a purchase decision after watching livestream)

- Once or more than once a week — 22%
- 2-3 times a month — 33%
- Once a month — 20%
- Less than once a month — 15%
- Less than once every 3 months — 6%
- I haven't repeated any purchase — 3%
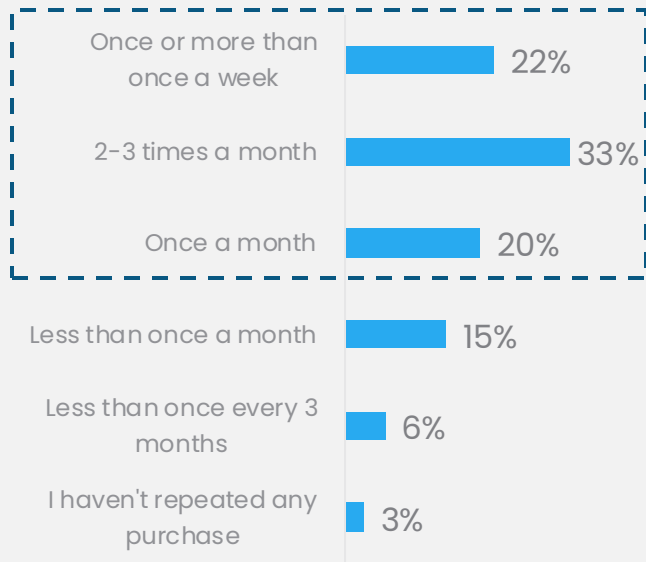
How often do you repeat purchases from the same livestreaming brand?   n=1338

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

72%

- 22%
- 50%
- 21%
- 4%
- 3%

- Absolutely likely
- Likely
- Neutral
- Unlikely
- Absolutely unlikely

How likely do you intend to repurchase from the same livestreaming brand in the future?   n=1292

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

- 37%
- 50%
- 13%

- Higher value
- Same value
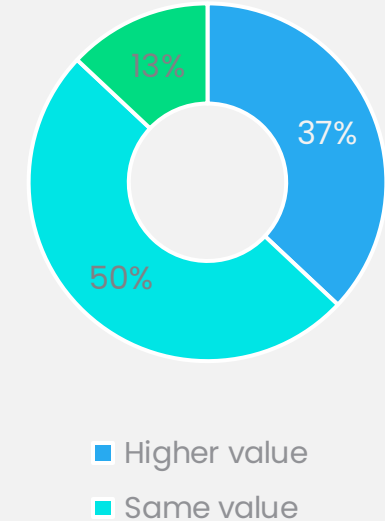
Compare the value of your 2nd purchase with the first purchase from that livestreaming brand?   n=1292

Prompt responses to messaging inquiries are decisive factor to good after-sales customer service. Brands need to intentionally design a holistic messaging experience to efficiently meet customers' expectation throughout the purchase journey

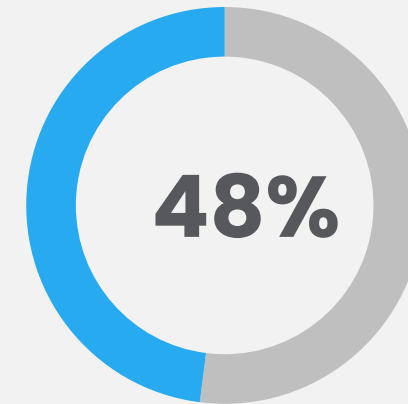### Contributing factors to good customer service

69%
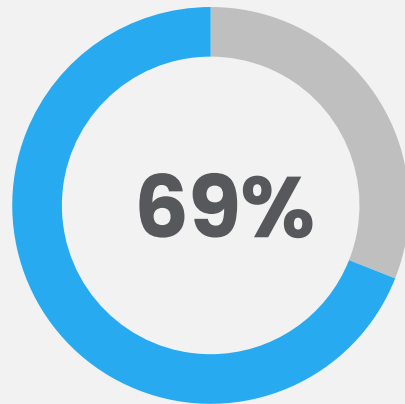
Prompt response (within 24 hours) to messaging inquiries

What do you think contributes to good customer service/ good after-sales services when buying livestreamed products?   n=2808

Drivers for higher value repurchase

48%

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 brand?   n=591

Reach out to us
...

2nd Floor - Sonatus Building,
15 Le Thanh Ton, District 1,
Ho Chi Minh City, Vietnam

+84 28 7101 0199

decision@decisionlab.co

www.decisionlab.co