



SMARTER SHOPPING

The Rakuten Smart Shopping Survey found that online consumers in Malaysia could be more satisfied by learning to shop smarter online

R Rakuten.com.my
Online Shopping

Malaysian shoppers tend to regret their online purchases



71%

claimed to have regretted their buys in the last 12 months

48%

were dissatisfied due to mismatched expectations

29%

said it was due to poor product quality

Ask the experts



76% of Malaysian respondents never or rarely interact with merchants



In Indonesia **42%** of the respondents frequently communicate with vendors



Only **10%** communicate with merchants in Taiwan

Browsing



30%

of Malaysians failed to complete their online purchases as they prefer to research the products further

Top criteria for online shopping



83%

secure website and transaction



78%

price



70%

quality products with detailed photos

Payment preferences

Malaysia



44%

favoured payment via credit and debit cards

Taiwan



57%

prefer credit and debit cards

Indonesia



41%

prefer e-wallet services