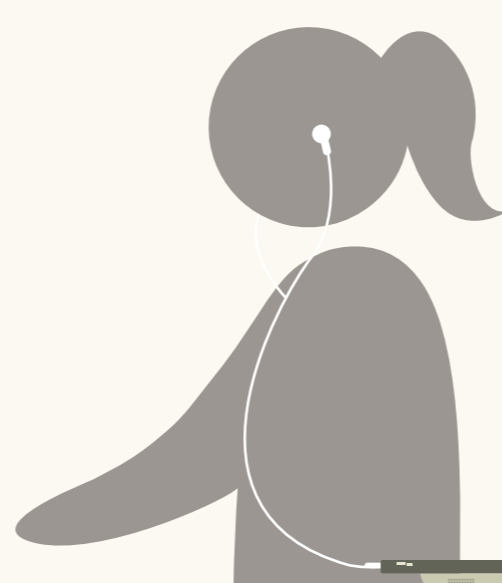


SKIP THE QUEUES

This Festive Season (Oct - Dec 2012)



12 The number of times Malaysians expect to shop online



3 hours saved each time Malaysians shop online instead of at a mall



Malaysians plan to do nearly **HALF** of all their holiday shopping online

Pet peeves of mall shopping



67%

Trouble finding a parking lot



65%

Queuing in checkout lines

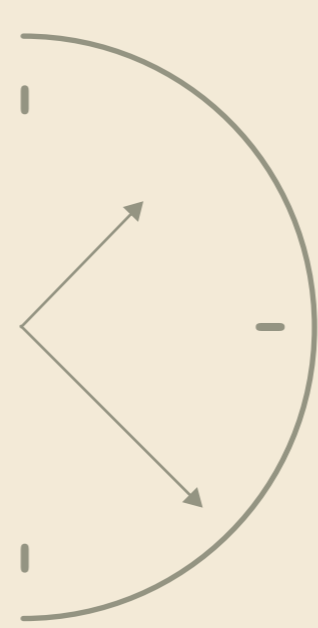


50%

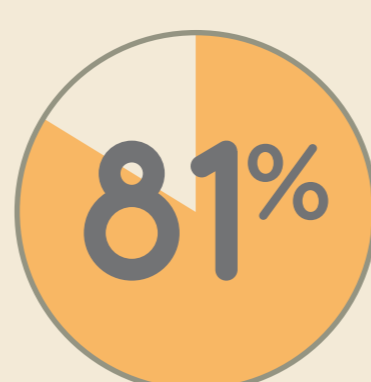
Battling the crowds

Each online shopper can save

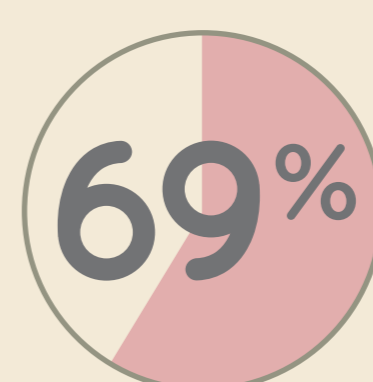
36
HRS



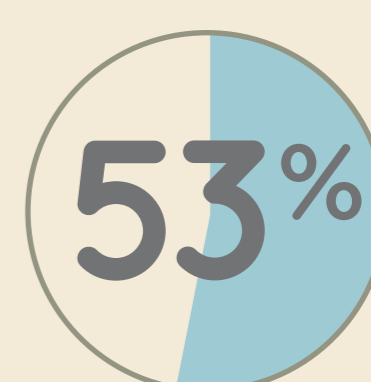
With the time saved...



would spend time with family



would spend time relaxing



would spend time with friends

What could Malaysians do with 36 hours of their lives back?



Drive with the family to Port Dickson



Have dinner with your family every night in December



Watch season of fave EPL team's home matches



Relax with a spa session every day in December



Spend 1.5 days on a safari in Bukit Kinta Rainforest

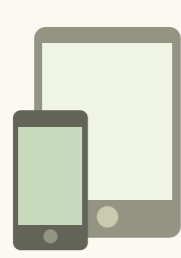
Mobile commerce during the holidays

68%

will shop on their mobile devices 3 times or more per month

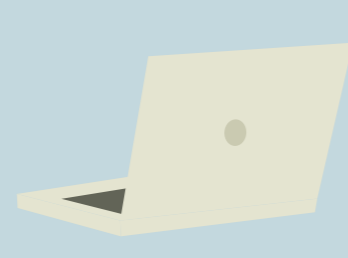


Preferred ways to shop online



47%

Smartphones and Tablets



34%

Laptops



18%

Desktop

Popular ways to shop via mobile



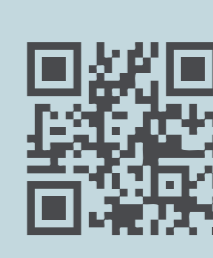
75%

use retailers' mobile apps



54%

use location-based apps



39%

scan QR codes on ads

Social influences shopping behaviour

76%

research online before buying

over 68%

are influenced by reviews

57%

search social networks for deals

49%

will redeem offers via social media channels

Black Friday and Cyber Monday shopping trends

37%

of 1.6 million online shoppers in Malaysia will buy during this period

RM113

average spend per online shopper

Most popular shopping categories



46%

Clothings



43%

Bags and Accessories



38%

Gadgets and Electronics



35%

Shoes



29%

Fragrances