

INMOBI

**GEARING UP FOR THE
FESTIVE SEASON!**

**Chinese New Year,
Malaysia**

IN THE NEW NORMAL



RESEARCH METHODOLOGY

INMOBI



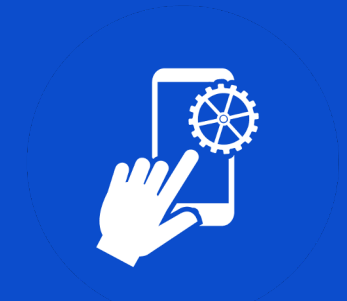
A mobile survey conducted
using InMobi Pulse



Respondents recruited
programmatically via the InMobi
mobile advertising platform between
August 2020 and September 2020



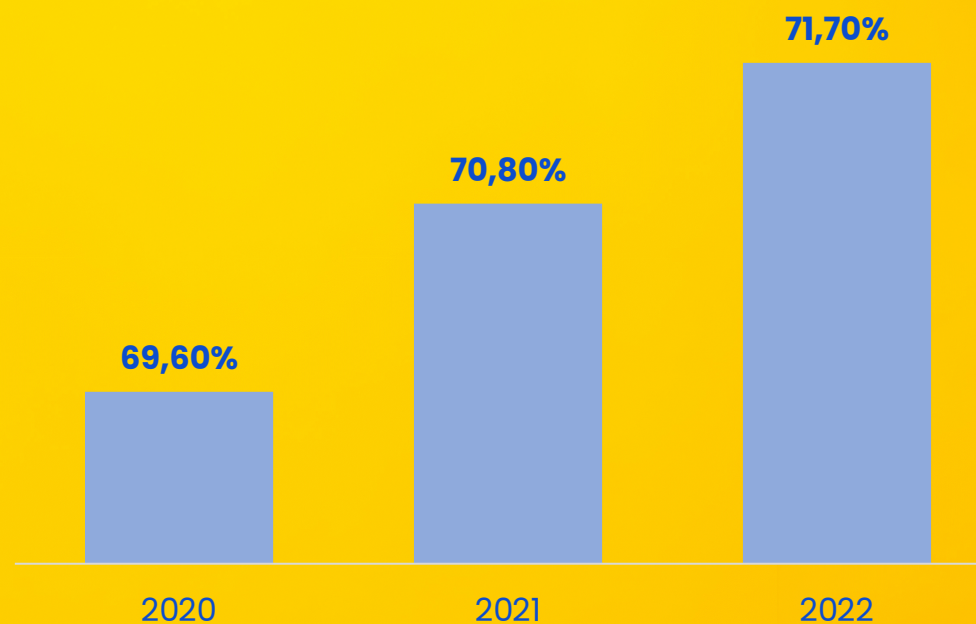
A sample of n=750+
Malaysian smartphone
users



Results targeted and weighted
to be representative of
Malaysia's smartphone
population

Understanding The Connected Malaysian Consumer

Smartphone Penetration In Malaysia



*Source: eMarketer.com

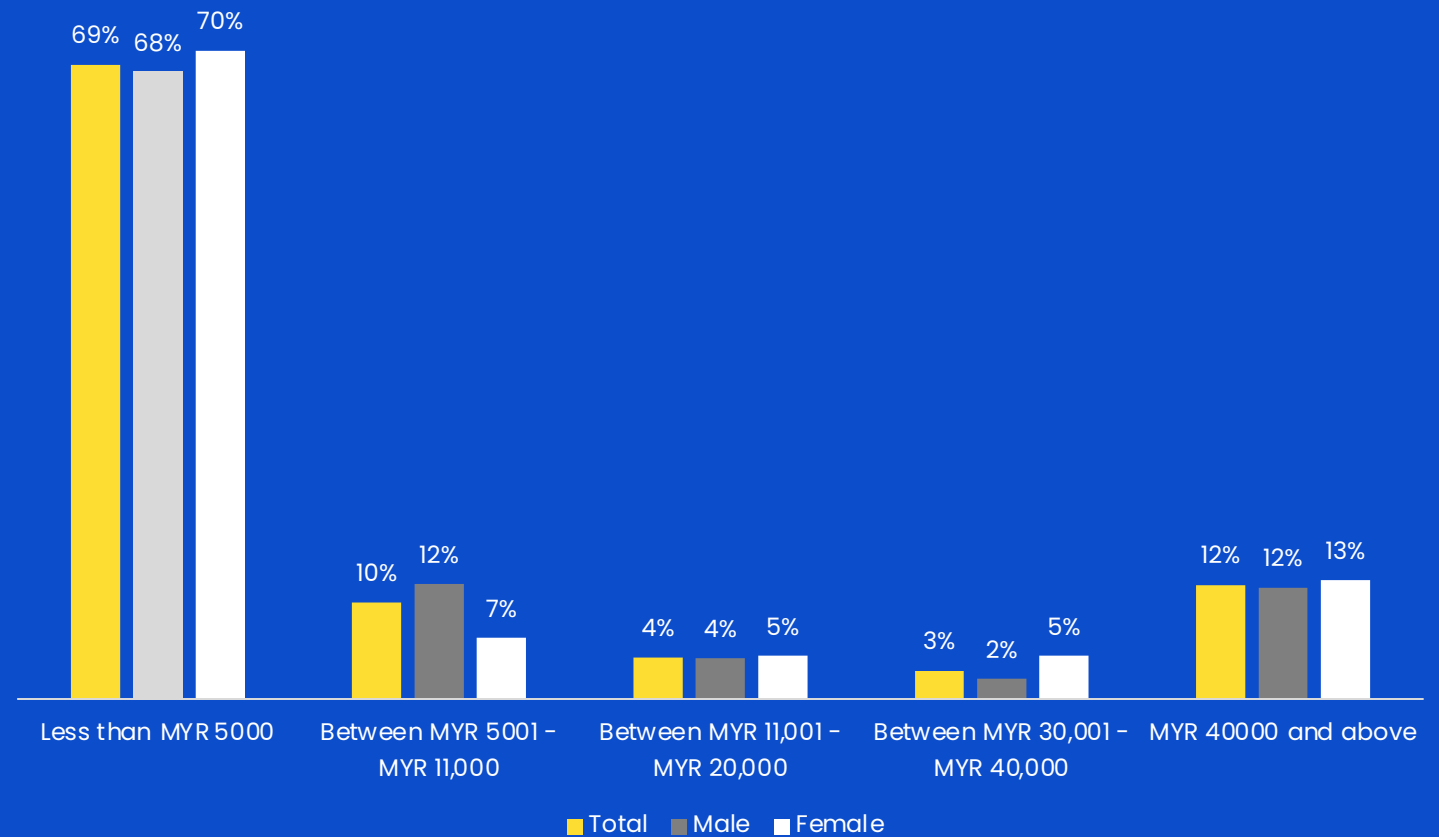
22.7 Million
Smartphone Users
in Malaysia

Understanding The Connected Malaysian Consumer



inMOBI

Average Monthly Household Income in Malaysia



Source: InMobi Pulse Festive Season Survey for Malaysia, Aug-Sept 2020



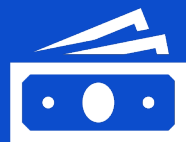
Consumer Spending Is Set To Return Along With The Festive Season



84% of Malaysians
are looking forward to celebrate
CNY 2021.



32% of consumers
said that the pandemic hasn't affected their
CNY 2021 plans!



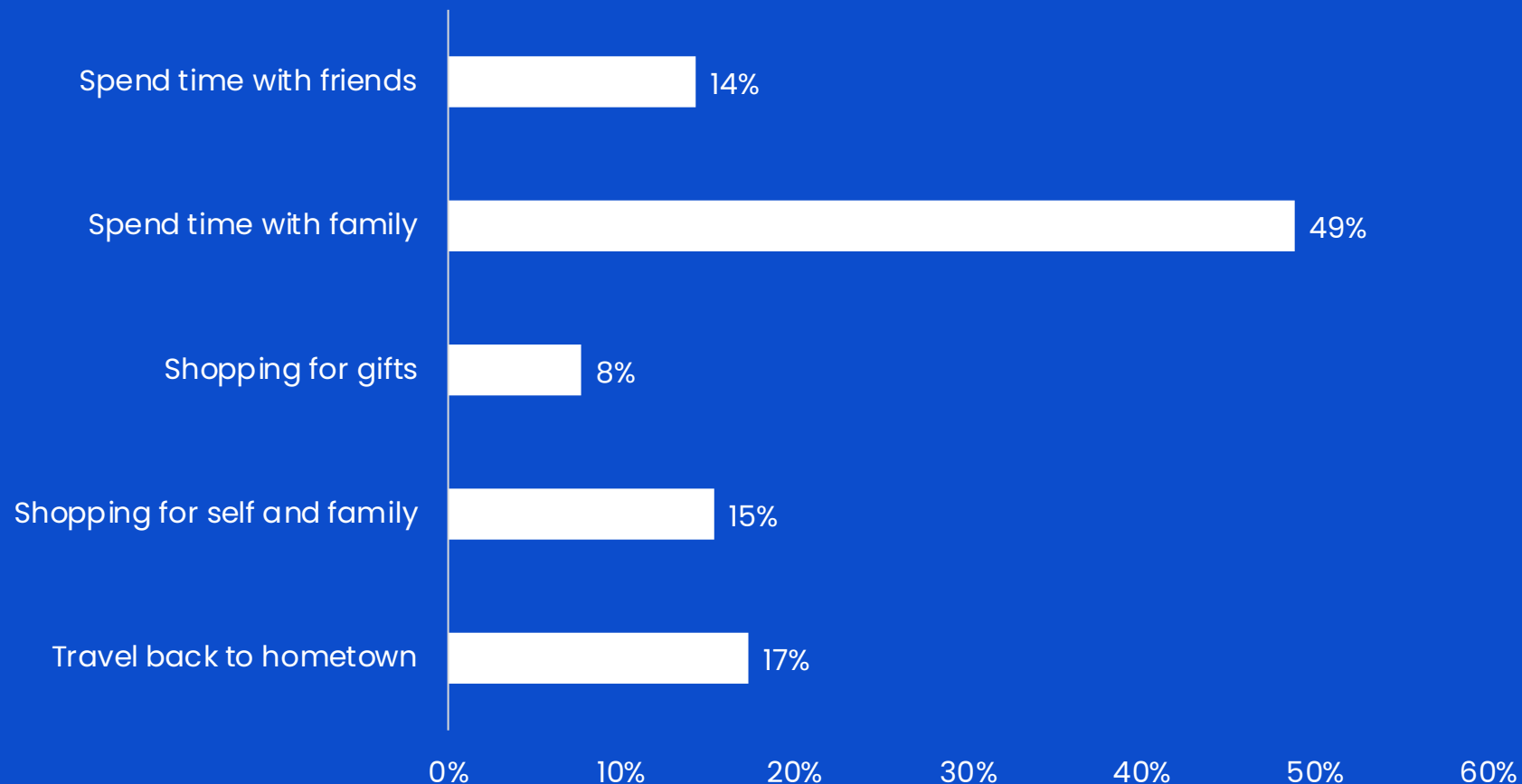
70% of respondents plan to spend
more than **MYR 1000** on CNY shopping.

Malaysians Are Awaiting The Festive Season!



inMOBI

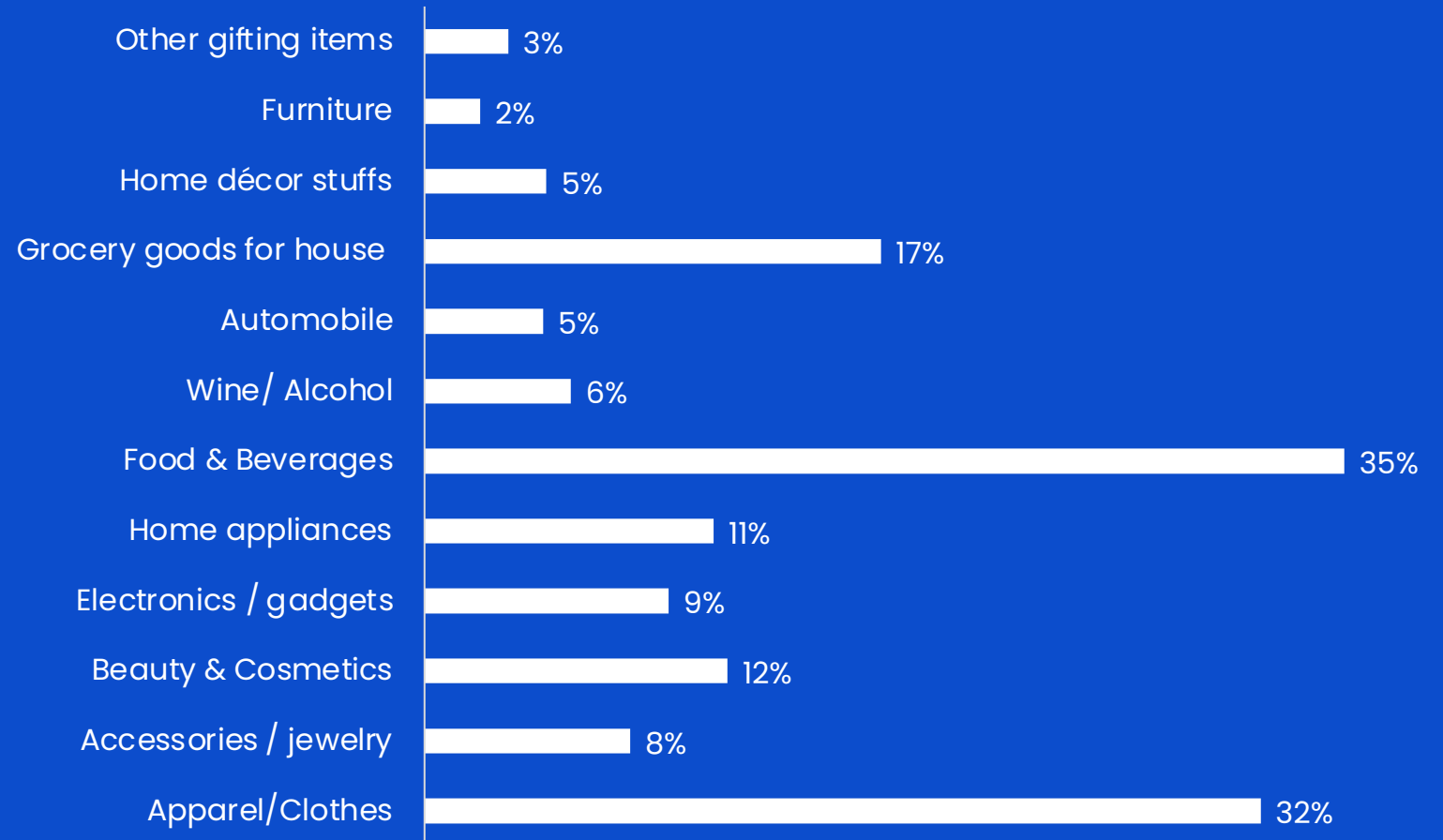
Majority of Malaysians are looking forward to celebrate CNY with their families



**Consumers Are
Going To Spend On
Food, Beverages &
Fashion For The
Upcoming CNY!**

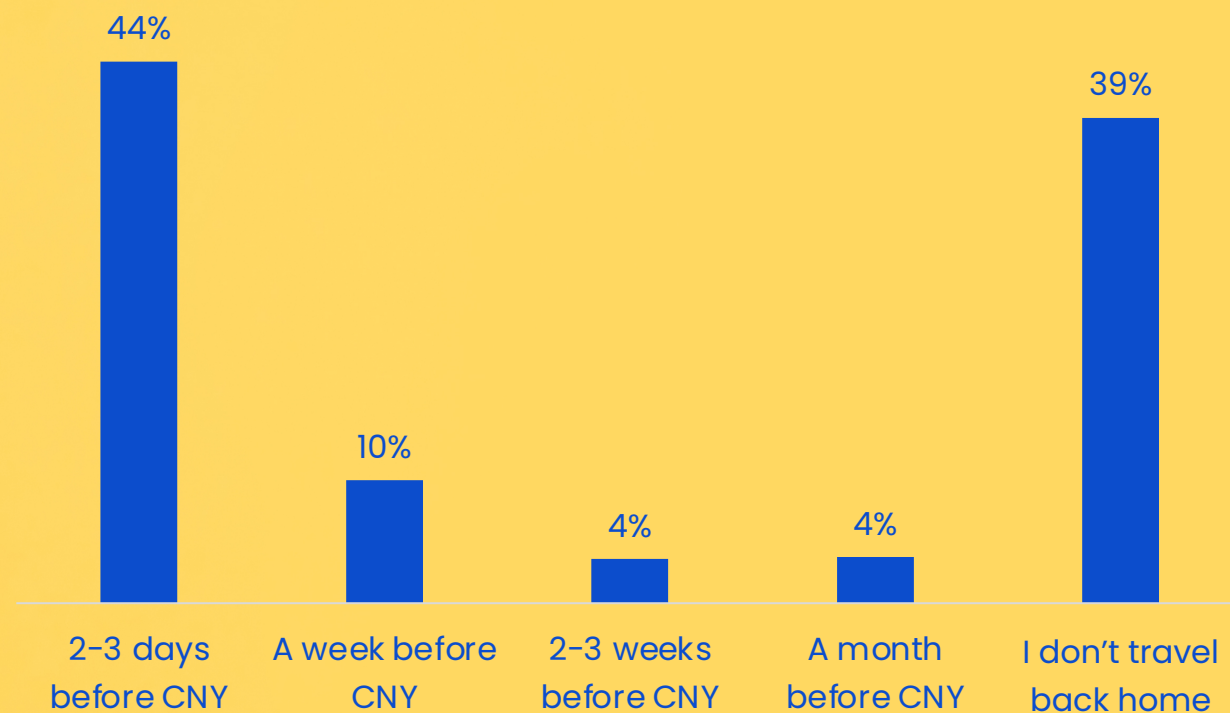
inMOBI

What do Malaysians plan to buy this Chinese New Year





Majority of Malaysians travel back home before CNY



Get Ready For A Mobile-first Festive Shopping

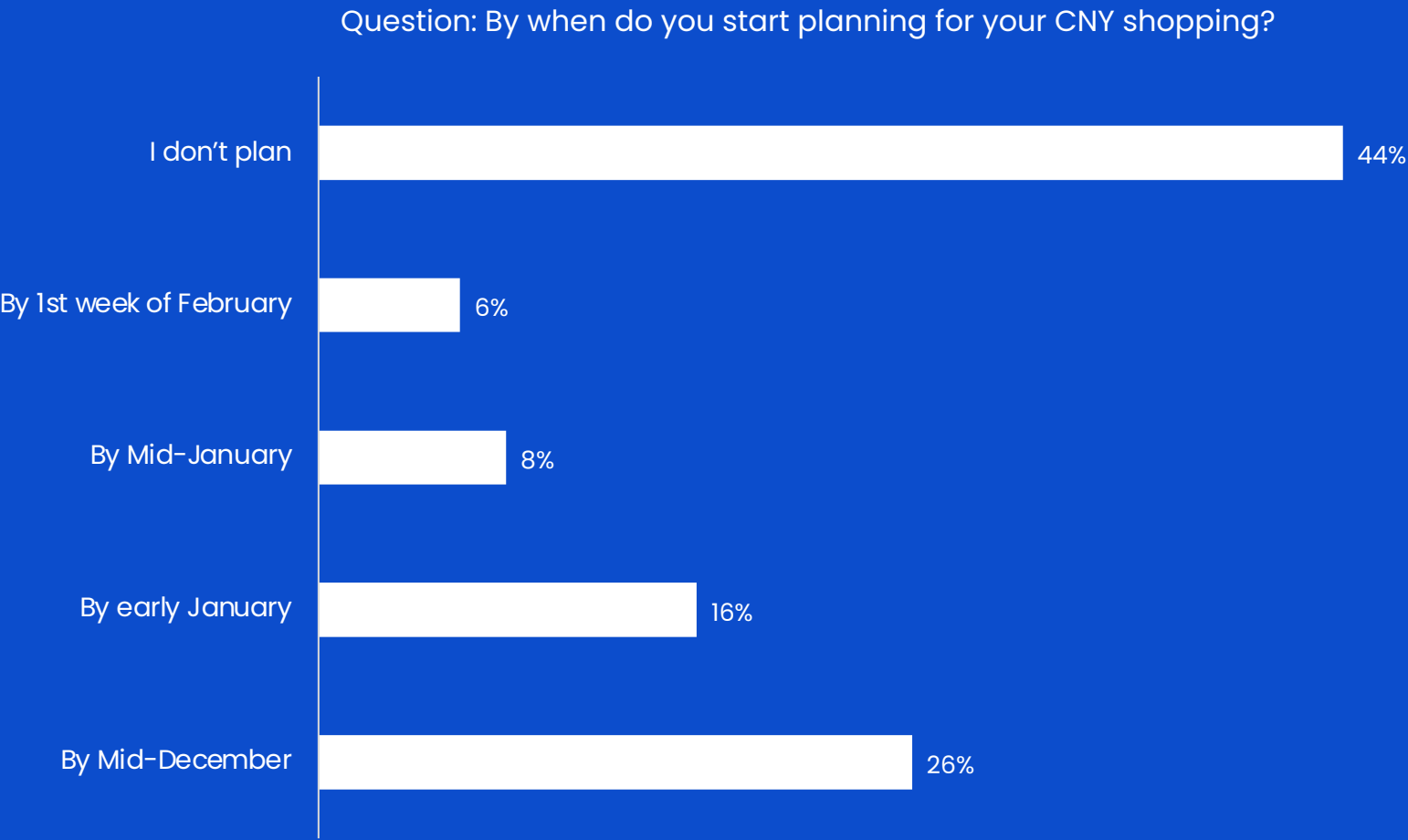
Impulse based shopping is the key in Malaysia for CNY

82%

Customers use **mobile** for their shopping research.

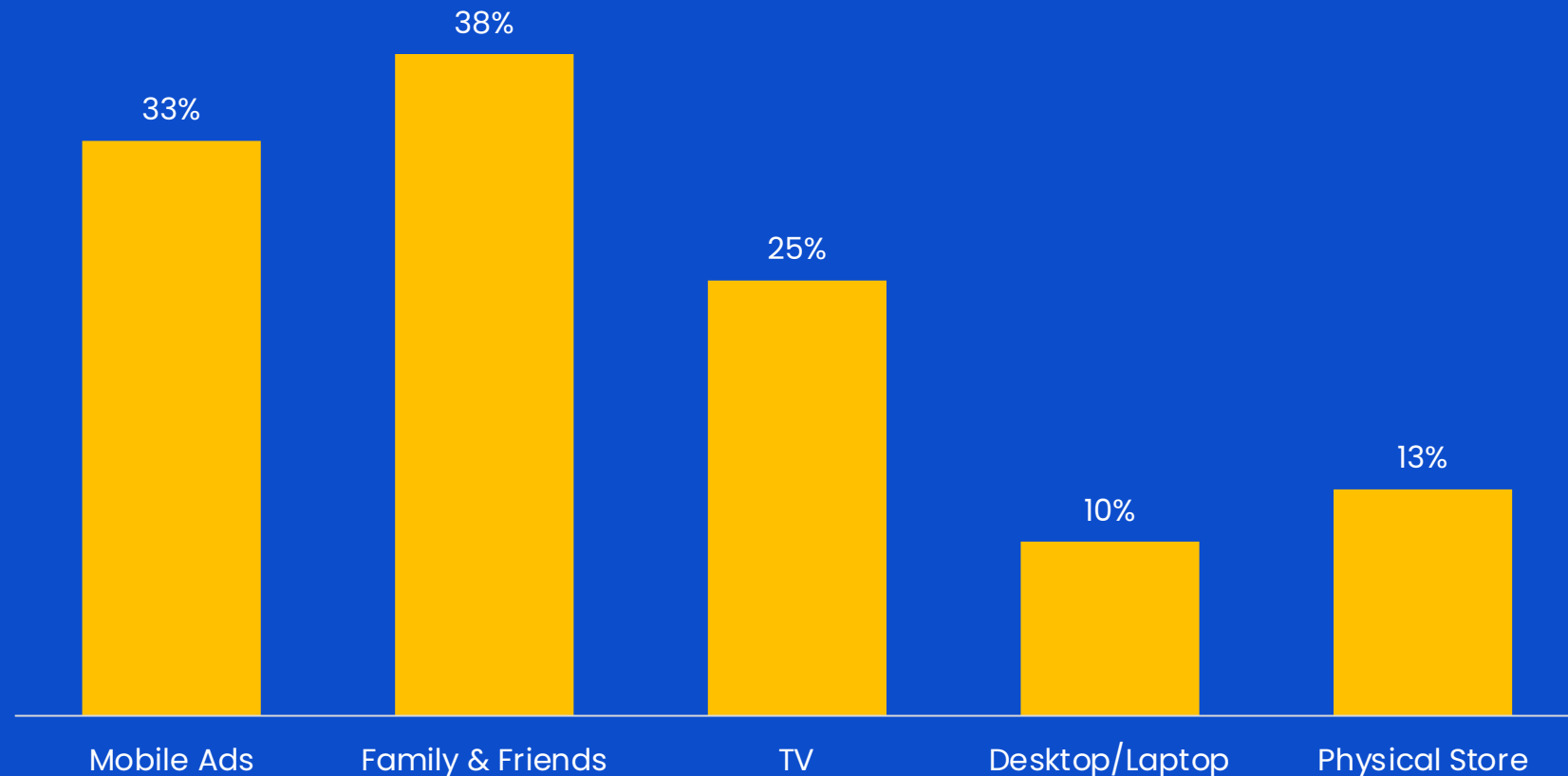
69%

Customers are going to use **mobile** for their festive purchases



Malaysians Rely On A Variety Of Sources To Learn About Sales And Discounts

Engage Multiple Audiences – Decision Makers And Purchasers Alike **On Mobile** – When It Comes To Making Decisions In Malaysian Households



THE KEY TAKEAWAYS



STAY @ HOME

Those who can, continue to stay at home to avoid COVID



FESTIVE SHOPPERS!

Audiences who are looking forward to CNY & are going to shop.



DIGITAL-FIRST CUSTOMERS

Consumers are going to depend on the digital world for their festive cheer, be it shopping, socializing or leisure

InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

Powered by

- Mobile Intelligence
- Transparent
- Always On
- Integrated

InMobi Marketing Cloud



Interested in learning more? Write to use at mobilemarketing@inmobi.com