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# Parenting Insights: What Parents Look For When Purchasing Household Appliances



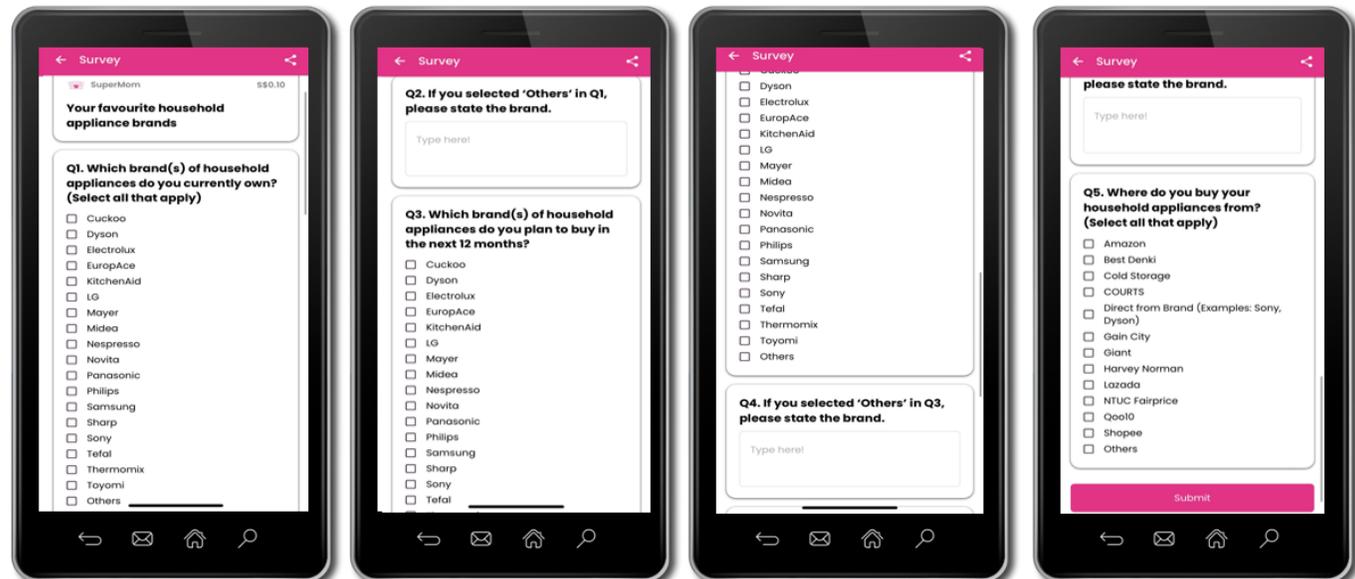
# SuperMom Research & Insights

With access to Millions of Parents in SEA, Supermom is able to conduct surveys & research with **SCALE** and **SPEED digitally**. With our AI driven survey & polling app supported by our social commerce ecosystem, we can achieve laser sharp targeting reaching out to the exact research audience.

Supermom has been helping brands across South East Asia gain insights into parenting behaviour to develop data-driven business & marketing strategies.



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# Executive Summary

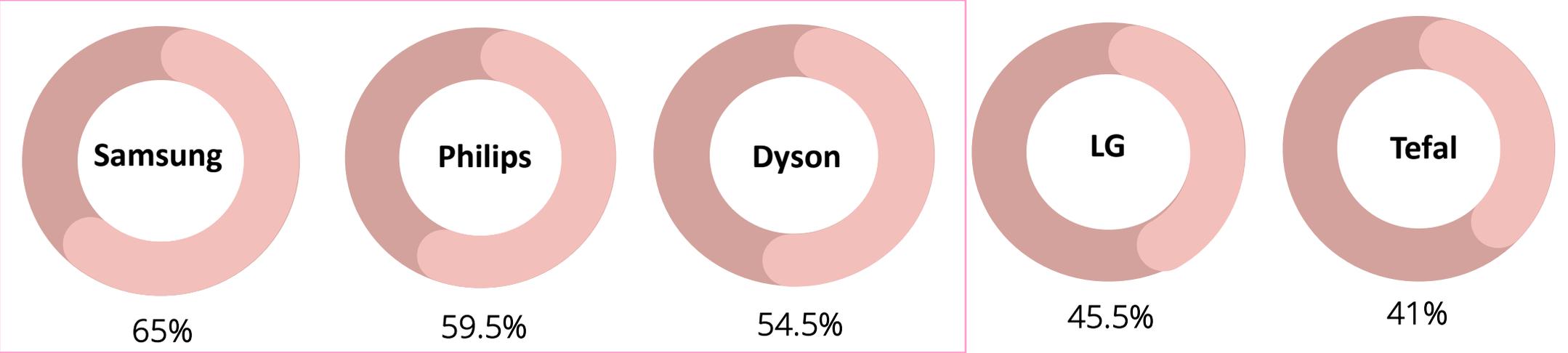
Household appliances are essential products in our everyday life. With the constant need to maintain and replace them, the market for household appliances is very dynamic in nature. Consumers are spoilt for choice when it comes to selection of brand, colour, design and price of their next household appliance, and further offered varying prices of the same product across multiple online platforms and at the physical stores.

Big ticket items like washing machines, TVs, refrigerators, ovens experience a different consumer purchase journey vs small counter appliances, and the choice of shopping online vs offline is also unique. How should brands deploy their marketing strategies to take advantage of consumer behaviors online vs offline, average expenditure and purchase of different household appliances?

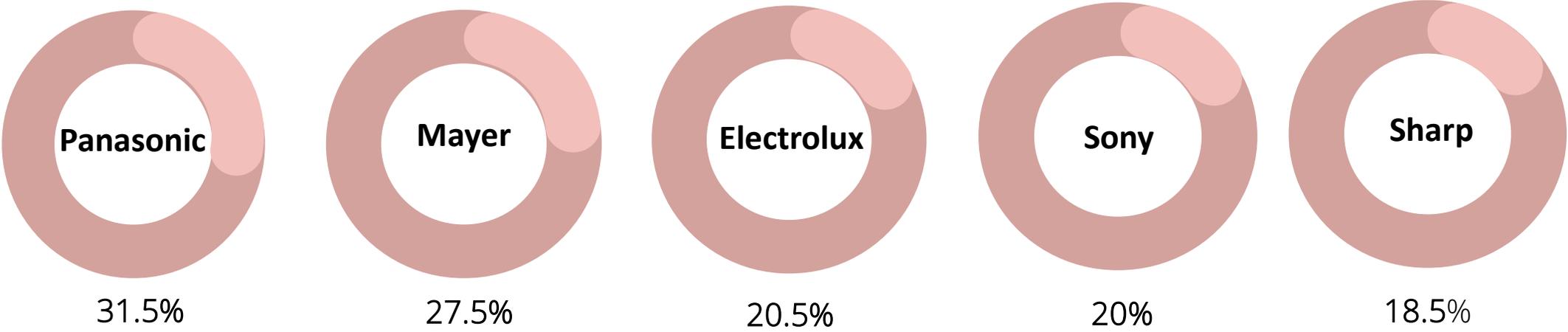
Should household appliance brands invest more in online marketing efforts since the rise of online shopping on marketplace giants like Lazada and Shopee? Is traditional media marketing still crucial for the sales and promotions of new household appliances. Would the choice of purchase platform differ if the offered product is less than \$500? Is sales at retail stores still relevant in today's digital world, and how can brands re-target consumers who have expressed interest to purchase their brands or specific categories of appliances in the next 12 months?

We conducted a survey with our database of 25 – 45 years old parents to find out more.

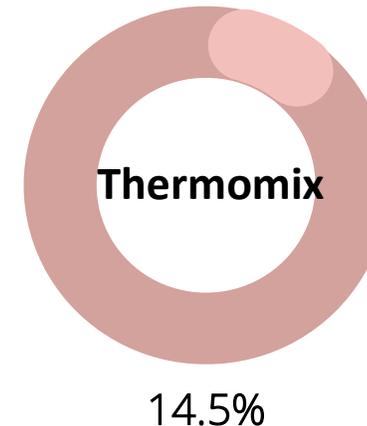
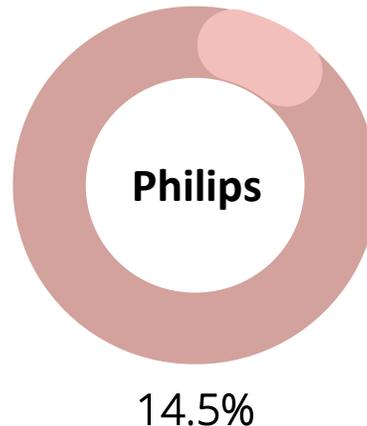
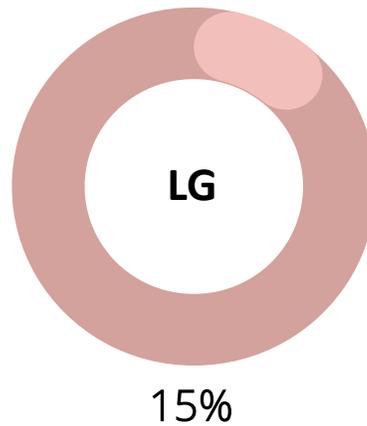
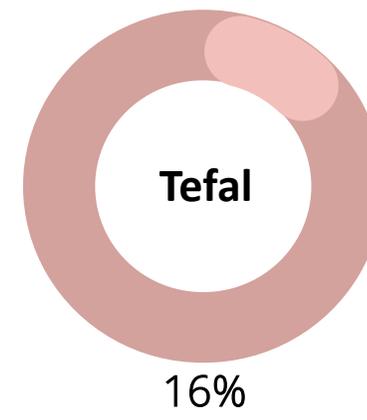
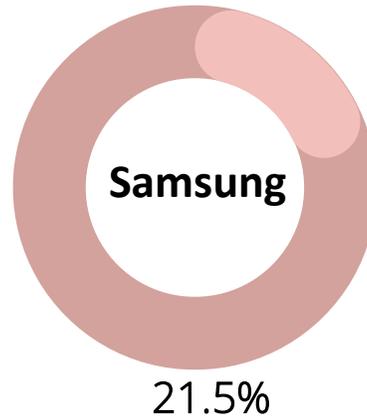
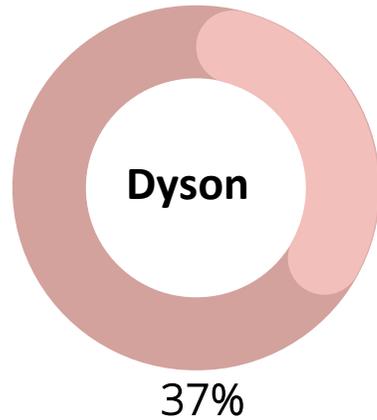
# More than 50% of households surveyed own Samsung, Philips and Dyson in their homes



**Top Brands Owned In Each Household**



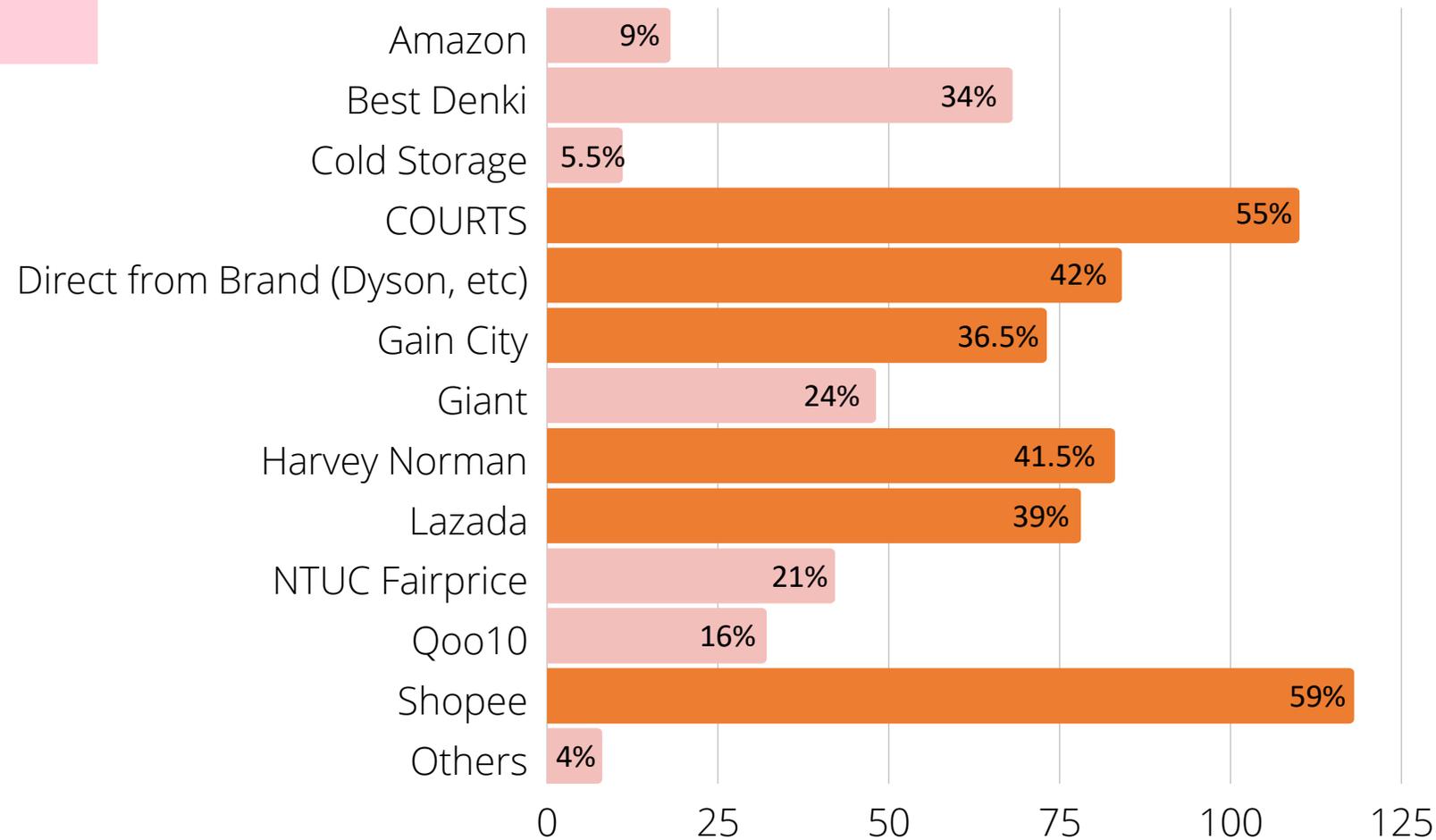
# Dyson, Samsung are the top brands parents will be buying for their household needs in the next 12 months



These brands are popular amongst the households surveyed and can consider leveraging on consumer interests and re-targeting efforts to close sales quickly



# Shopee is the preferred destination for shopping of household appliances

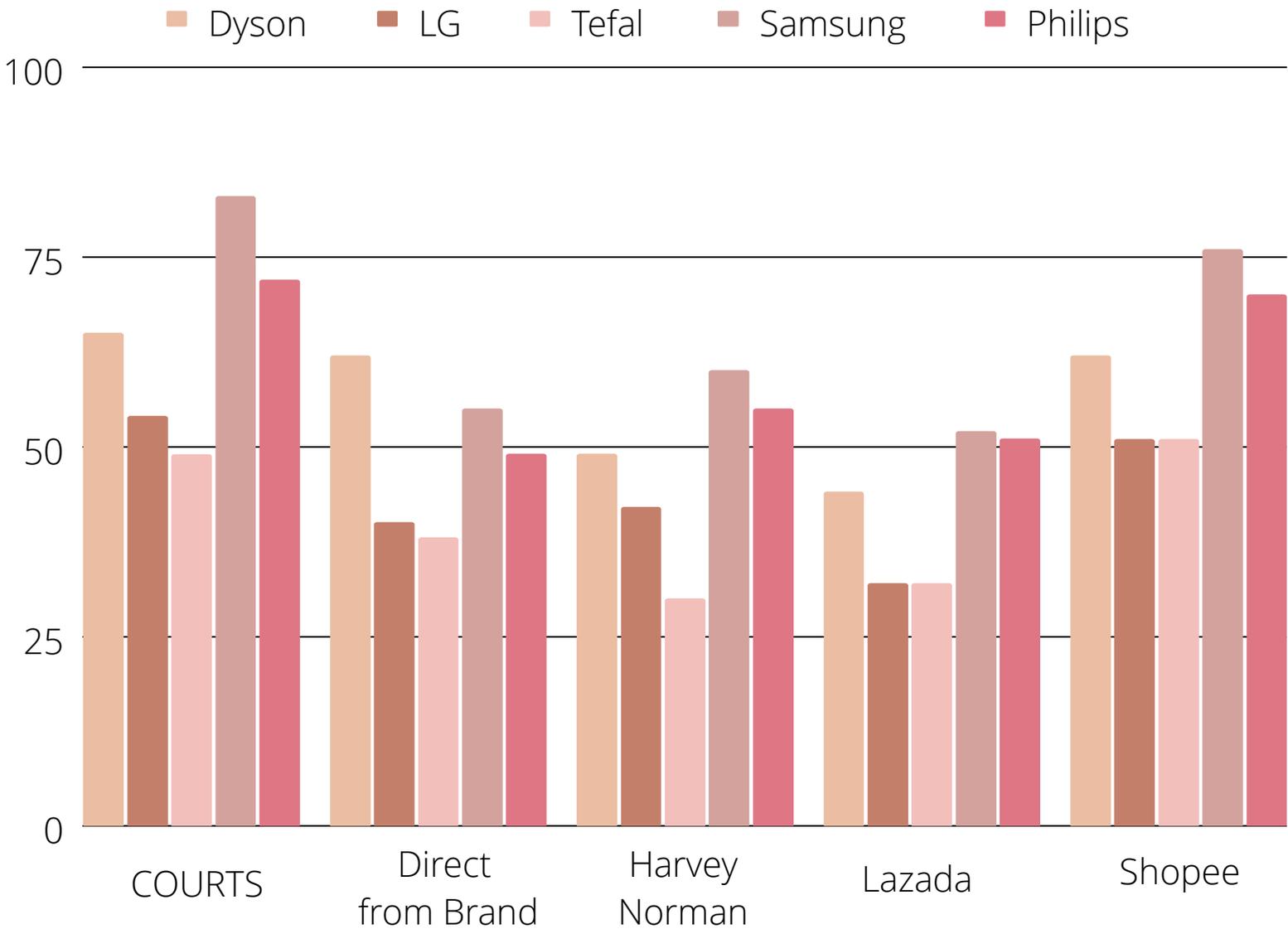


**Close to 60% of parents** shop for their household appliances on Shopee, and **more than 40%** of them also buy directly from the brand.

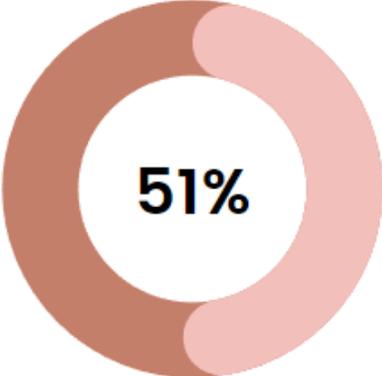
Between the two marketplace giants, Shopee Mall is a must-have for household appliances brands.



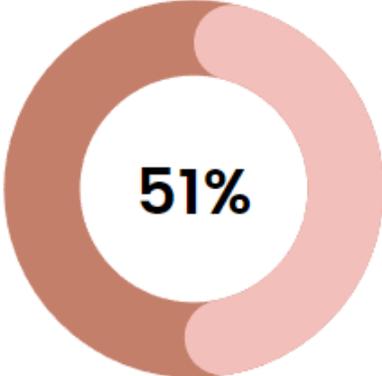
# Engagement of Dyson brand with consumers is strongest, Samsung has best engagement in retail stores



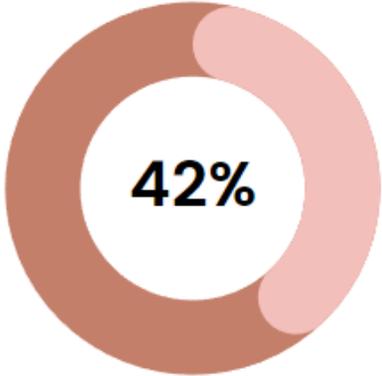
# Consumers prefer to purchase LG offline, and Tefal online



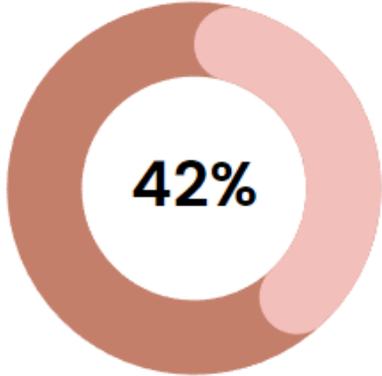
Of Consumers buy **Philips** products online



Of Consumers buy **Tefal** products online

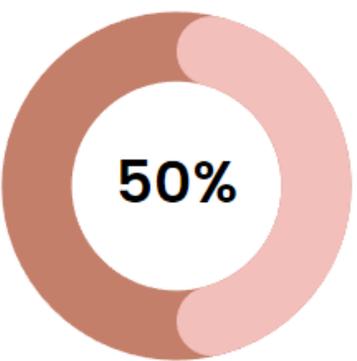


Of Consumers buy **Dyson** products online

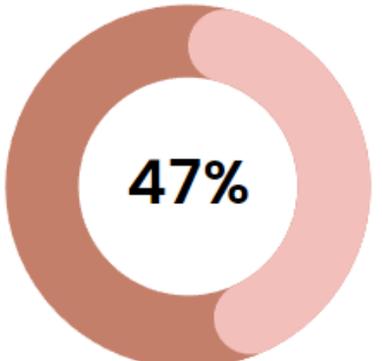


Of Consumers buy **Samsung** products online

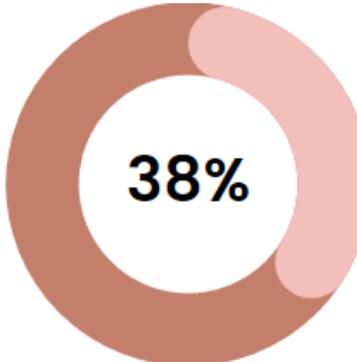
- 5. Mayer
- 6. Electrolux
- 7. EuropAce
- 8. Panasonic



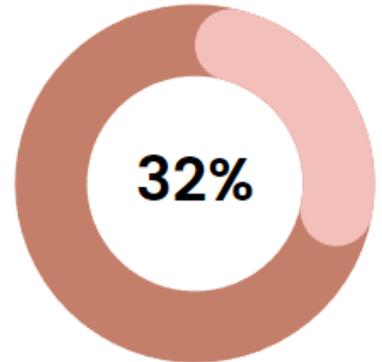
Of Consumers buy **Samsung** products offline



Of Consumers buy **Philips** products offline



Of Consumers buy **LG** products offline

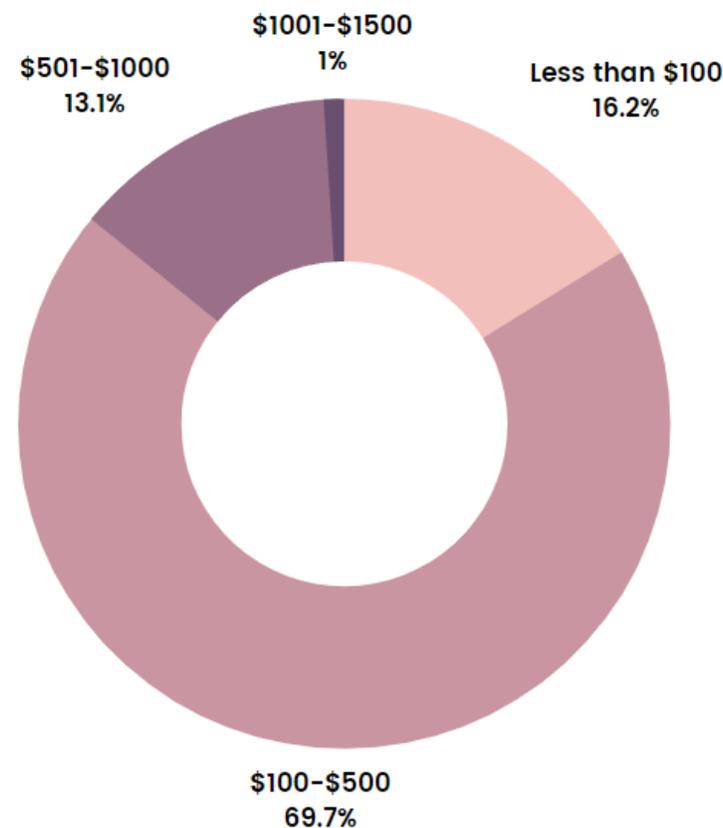
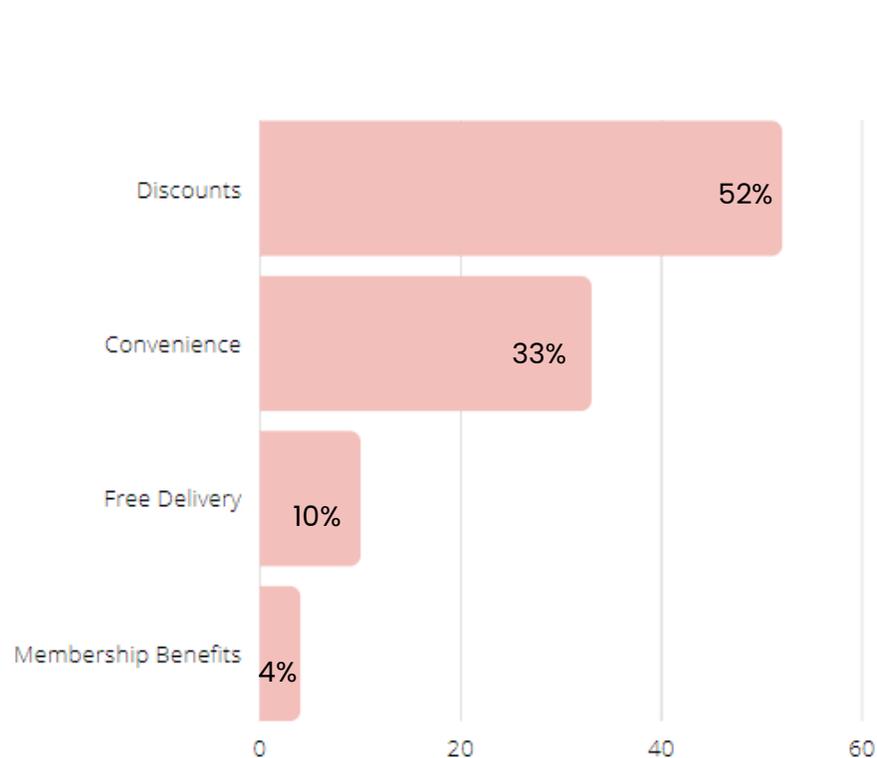


Of Consumers buy **Dyson** products offline

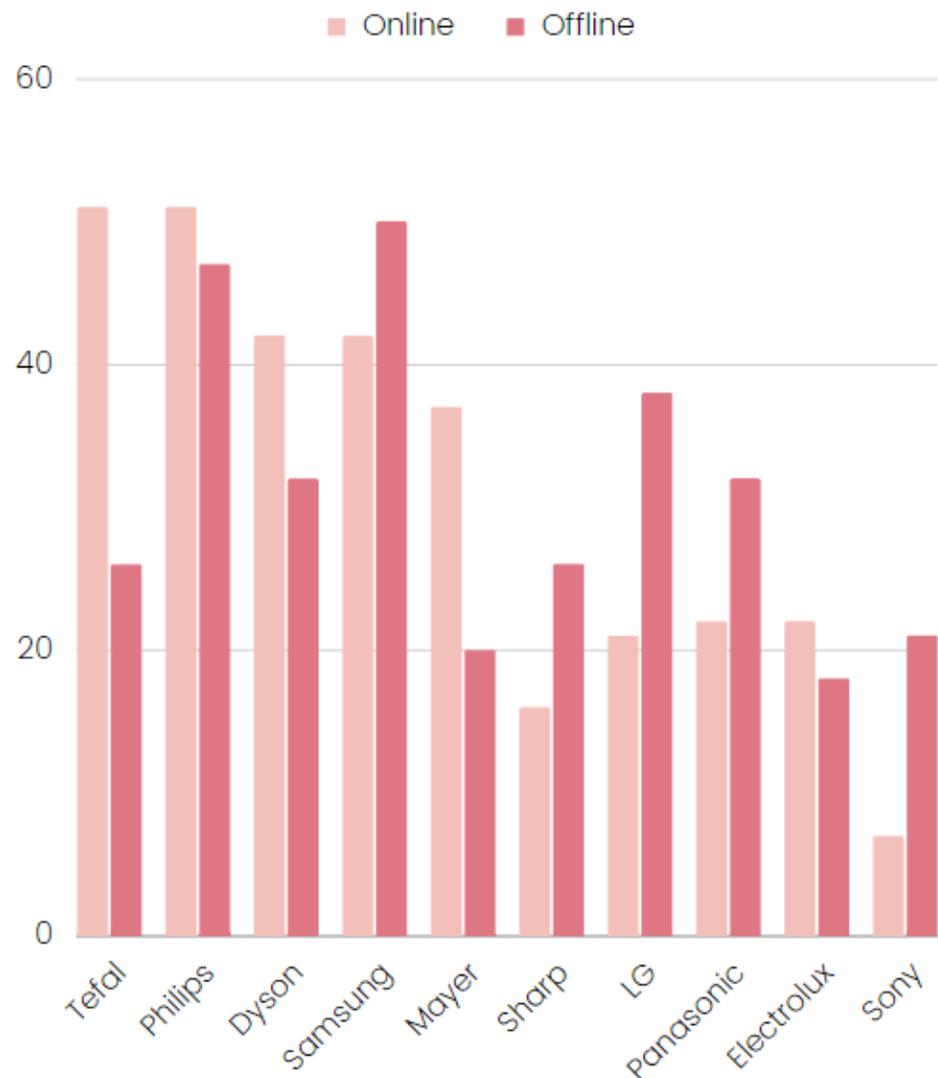
- 5. Panasonic
- 6. Sharp
- 7. Tefal
- 8. Mayer



# Majority of Shoppers Choose to Buy Their Household Appliances Online Because of the Discounts & Convenience Available with an Average Spend Of \$100 – \$500



# Consumers Prefer to Buy Tefal & Dyson Online, Samsung, LG, Sharp, Sony Offline



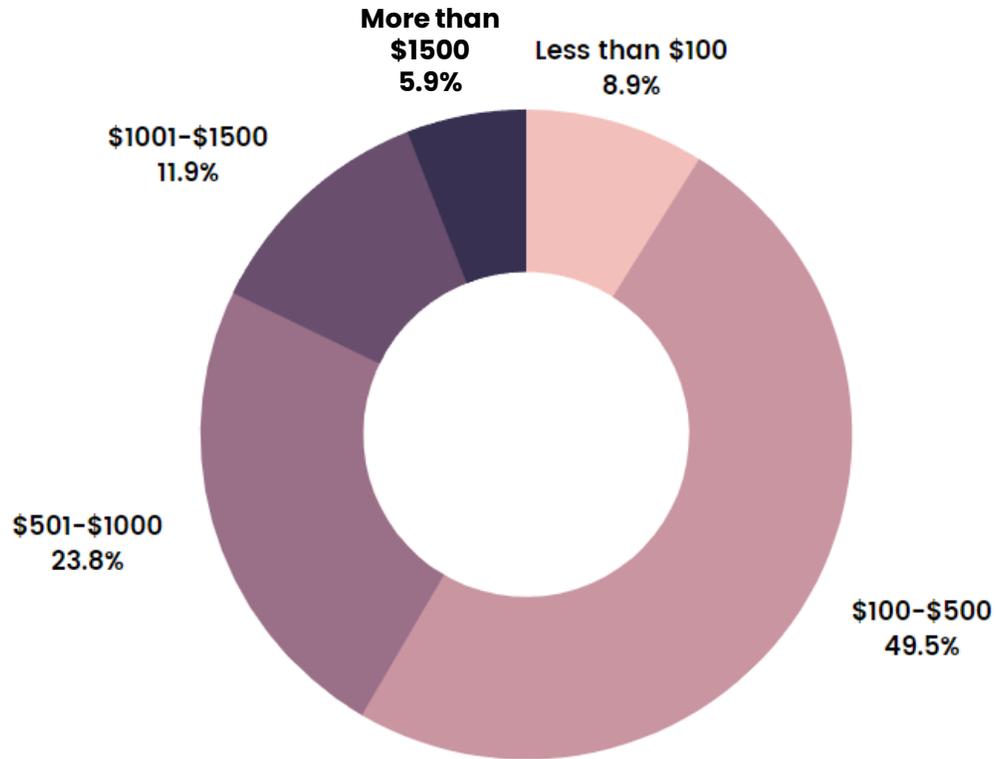
Brands famous for their refrigerators, televisions and washing machines seem to enjoy a stronger preference of online purchases. This is evident for the legendary brands like Samsung, LG, Sharp, Panasonic and Sony where preference for offline purchases are **almost 50% more** for LG and Sony. For these brands, paying more attention to their showroom experience and level of service could make a difference for consumers to choose their brand over competitors.

It is interesting to see that there is an explicit interest to purchase Tefal and Mayer online vs offline with **approximate ratio of 2:1**, and this could be potentially contributed to the ease of use of products and easy comparisons made available online regarding product features.

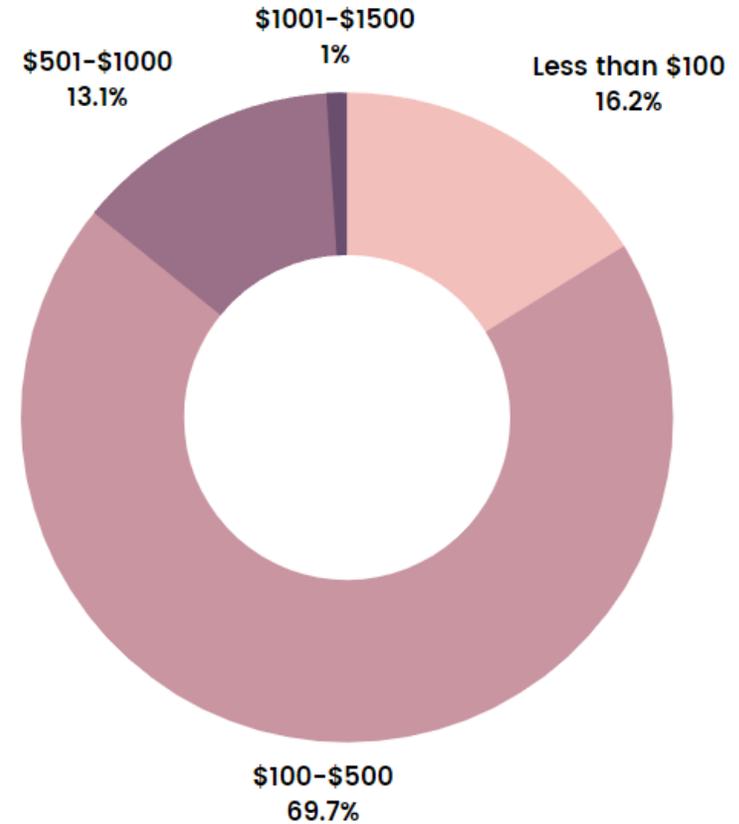
Consumers do not have a big preference for online vs offline shopping for Philips and Electrolux products.



# Average Purchase \$ at Physical Stores is 2:1 that of Online Purchases



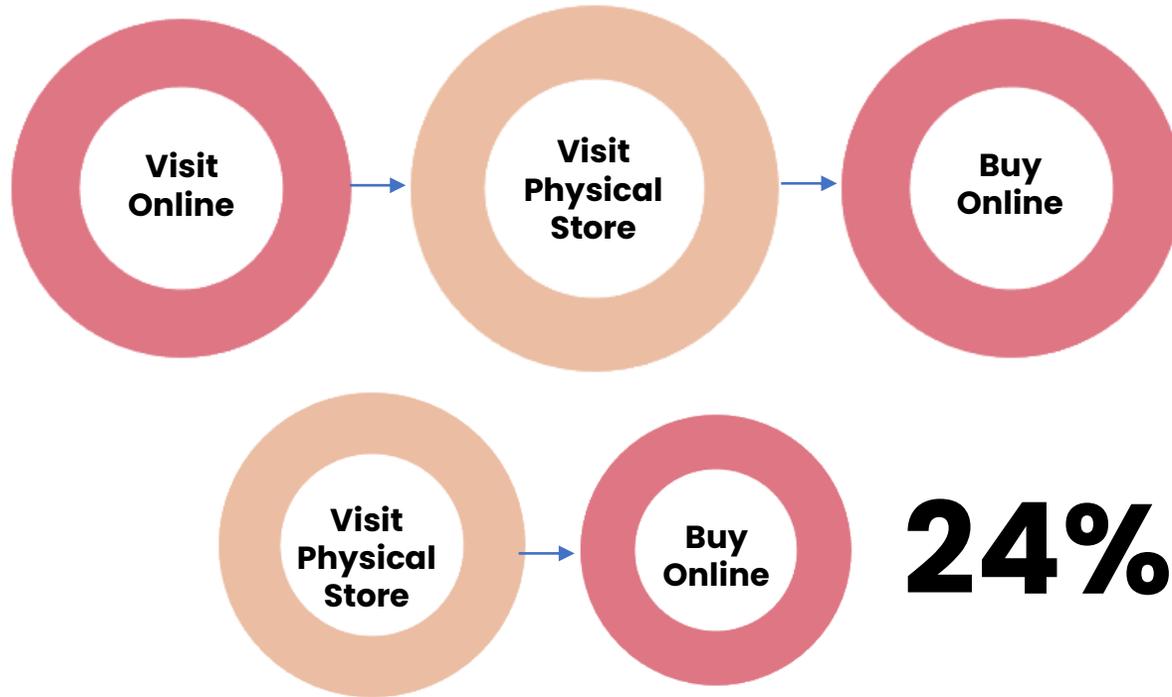
**Average Purchases at Retail Stores**



**Average Purchases on Online Platforms**

**While consumers are driven to spend online by discounts, there is also a trend that big ticket items are purchased at stores only**

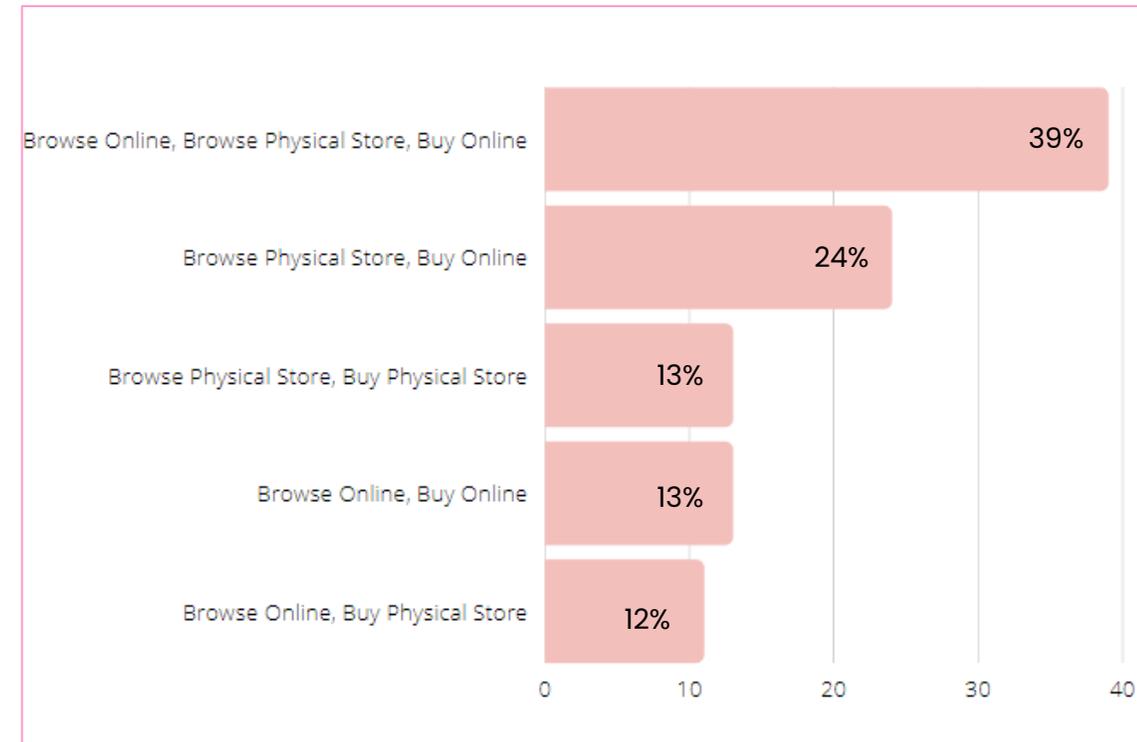
# More than 60% of Consumers Still Shop Online Even After Visiting the Physical Store



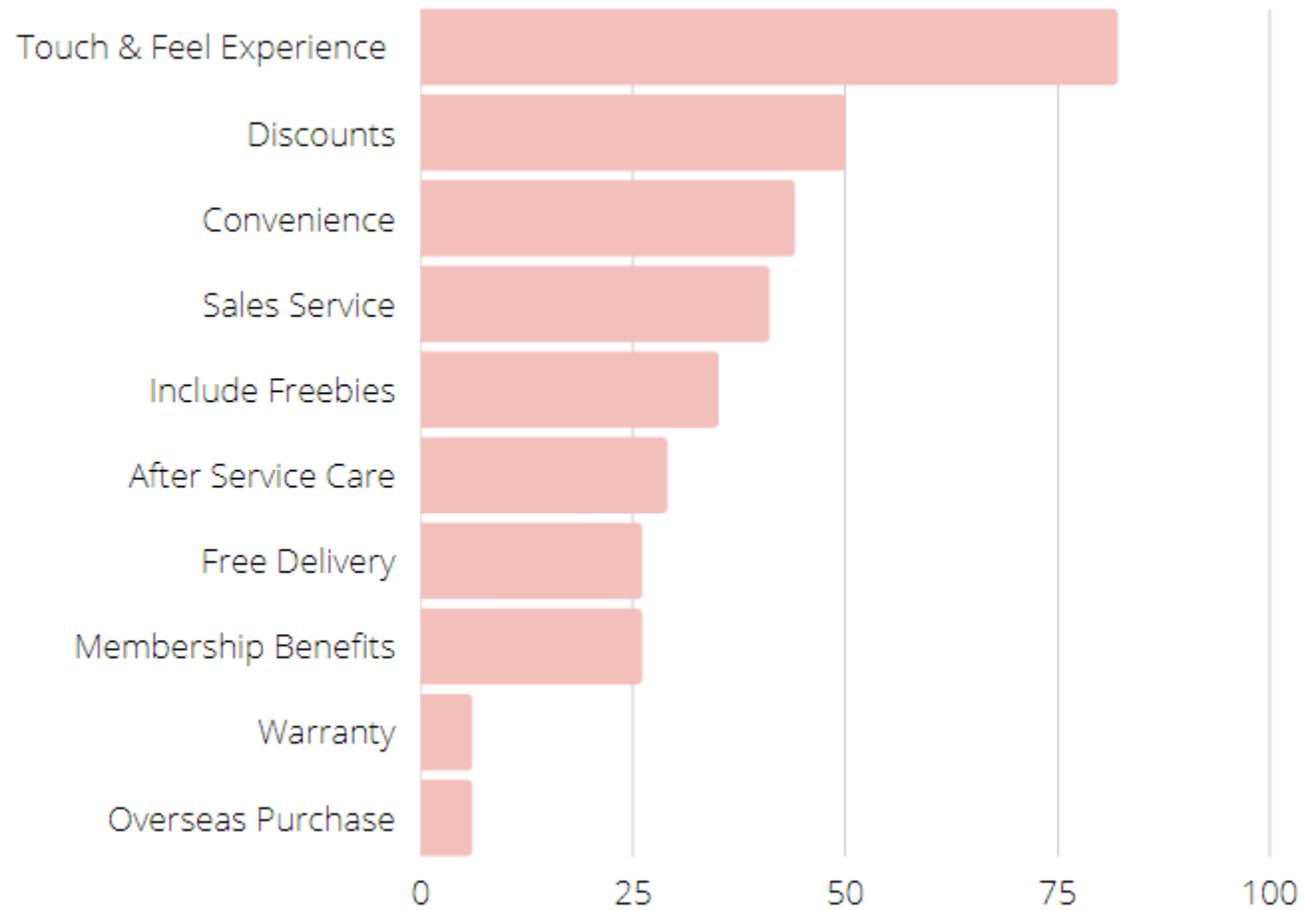
**39%**

**24%**

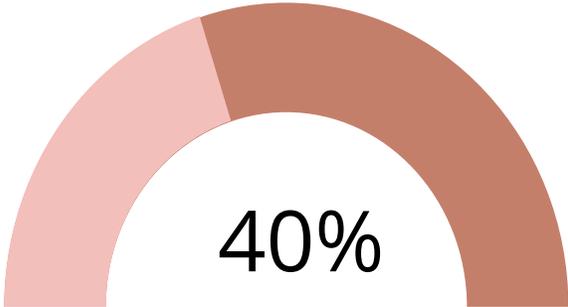
It is interesting to see that only 26% of consumers make purchase on the same platform that they browse on. There is increasing trend for consumers to browse around, even making effort to visit a physical store before making purchase. Consumers are spoilt on options to make purchase, and make their final decisions for purchase only after browsing and contemplation. Since majority of purchases are still done online for household appliances, the discounts and convenience still drives final purchase online



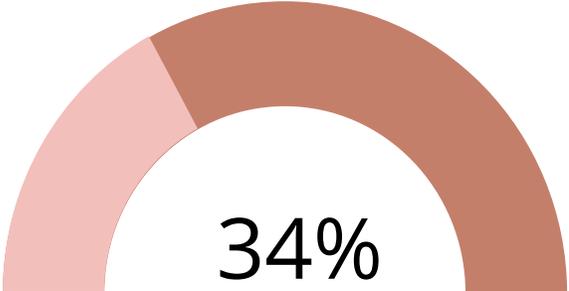
# Touch & Feel Experience is Most Crucial for Shoppers to Decide to Buy at the Store, followed by Discounts



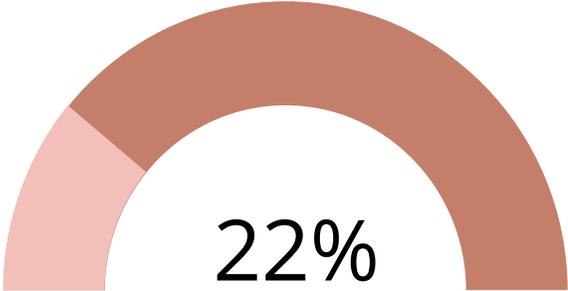
# Electric Cookers and Vacuum Cleaners are the most sought in the next 3 months



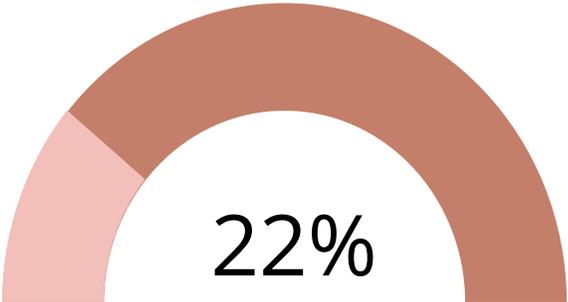
Electric Cookers



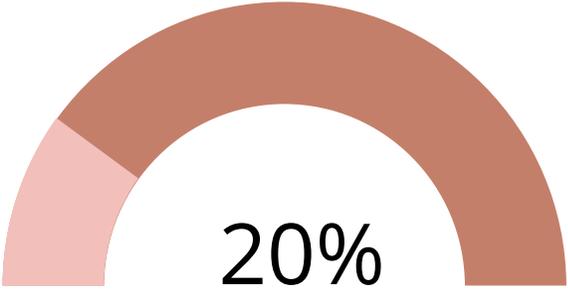
Vacuum Cleaner



TV



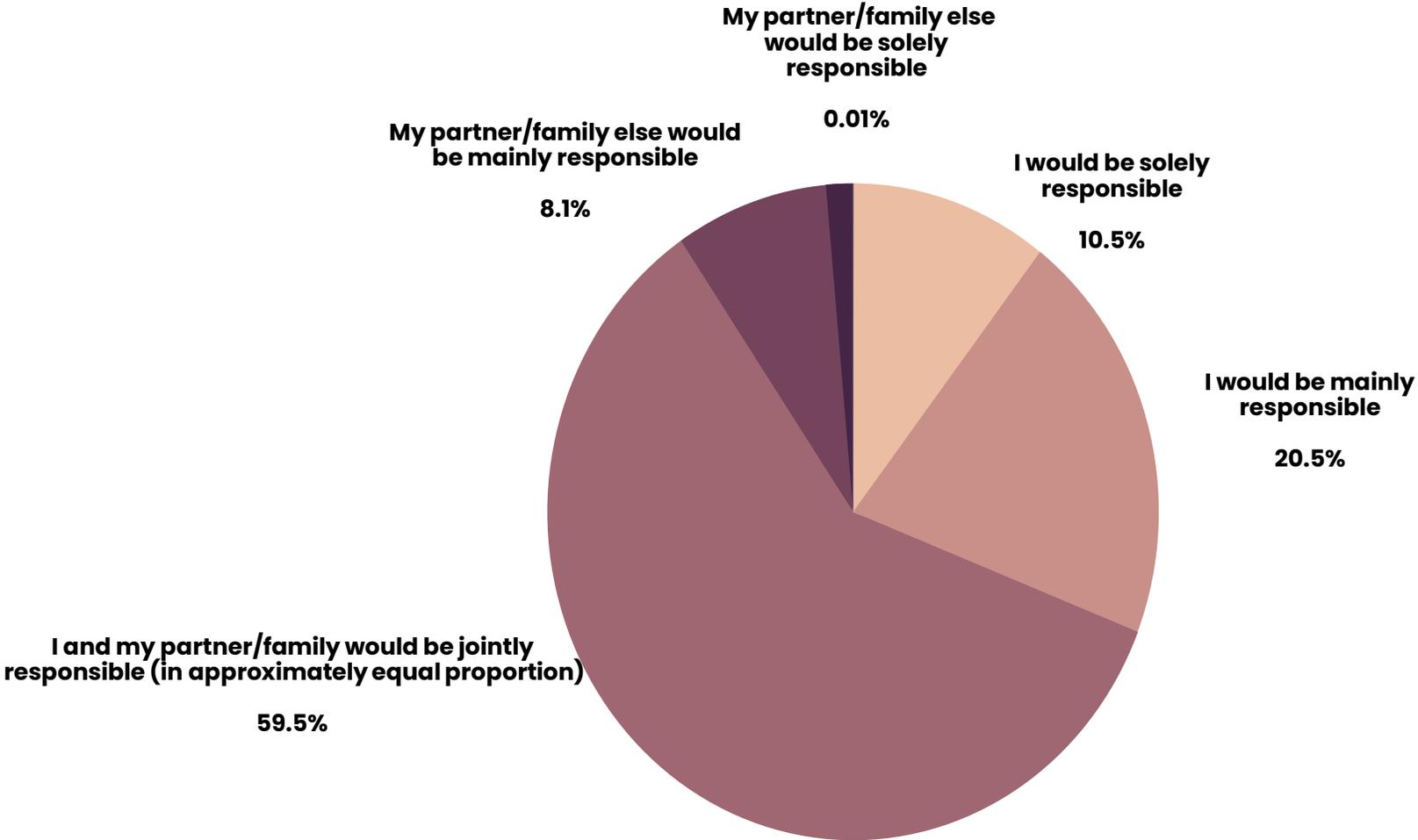
Air Conditioner



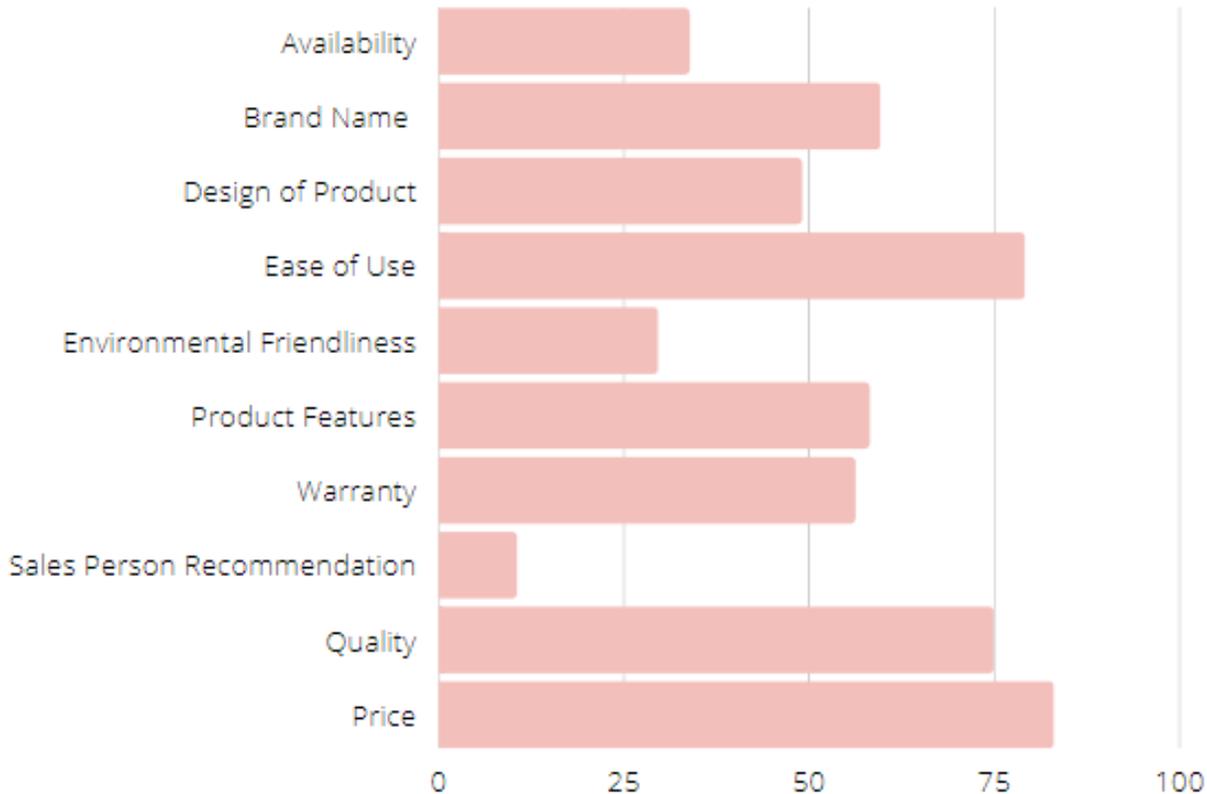
Washing Machine



# Majority of Household Appliance Purchases Would Be Determined as a Collective Decision with Partner and Family



# Price is the Most Important Factor when Considering Household Appliances



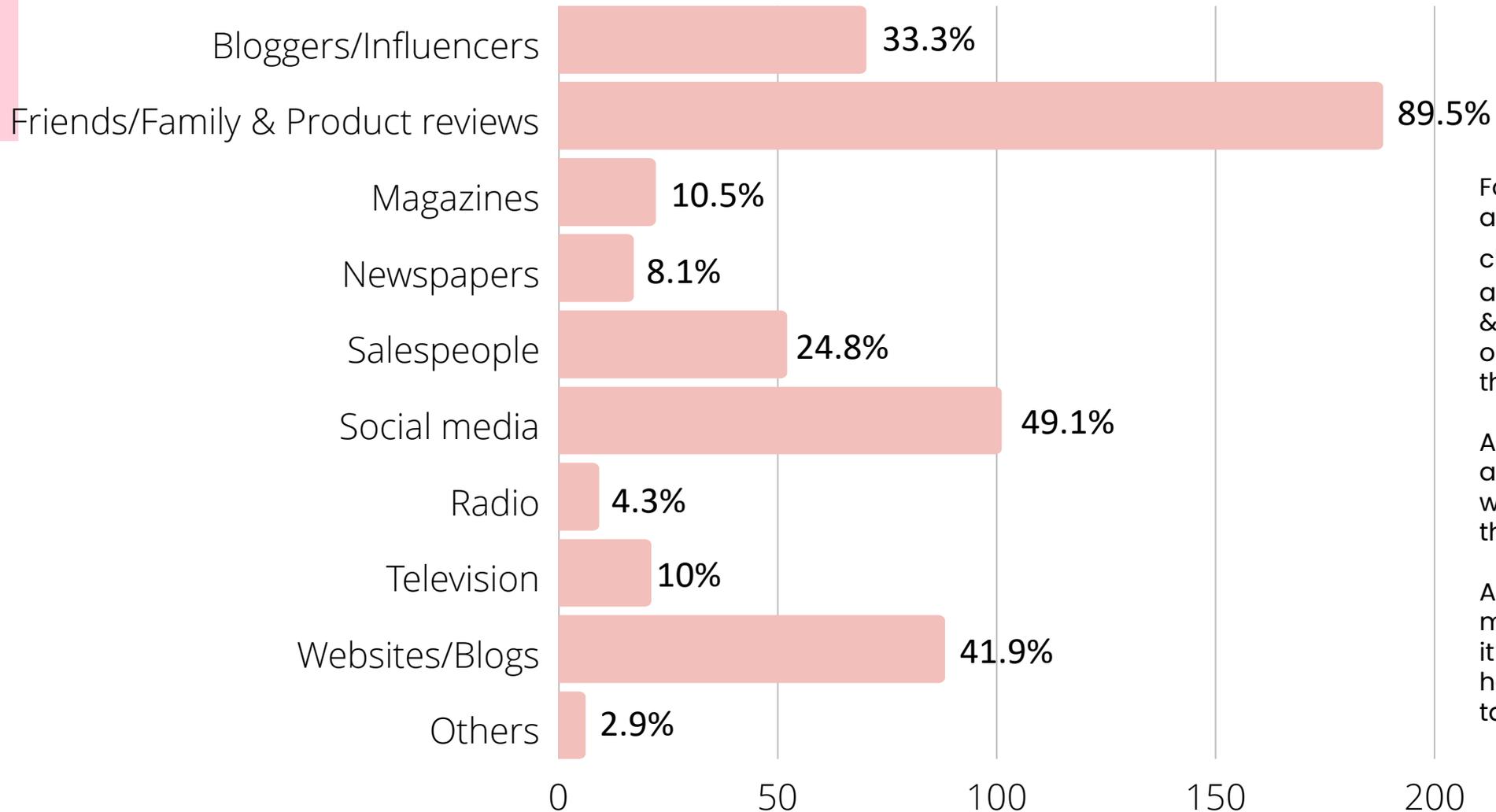
When it comes to choosing household appliances, consumers prioritize the top 5 following attributes:

1. Price
2. Ease of Use
3. Quality
4. Brand Name
5. Product Features

**Less than 30%** of consumers prioritize how environmental friendly their household appliances can be, and a limited number are affected by recommendations of sales persons



# Friends/Family and Product Reviews give consumers the most information about household appliances



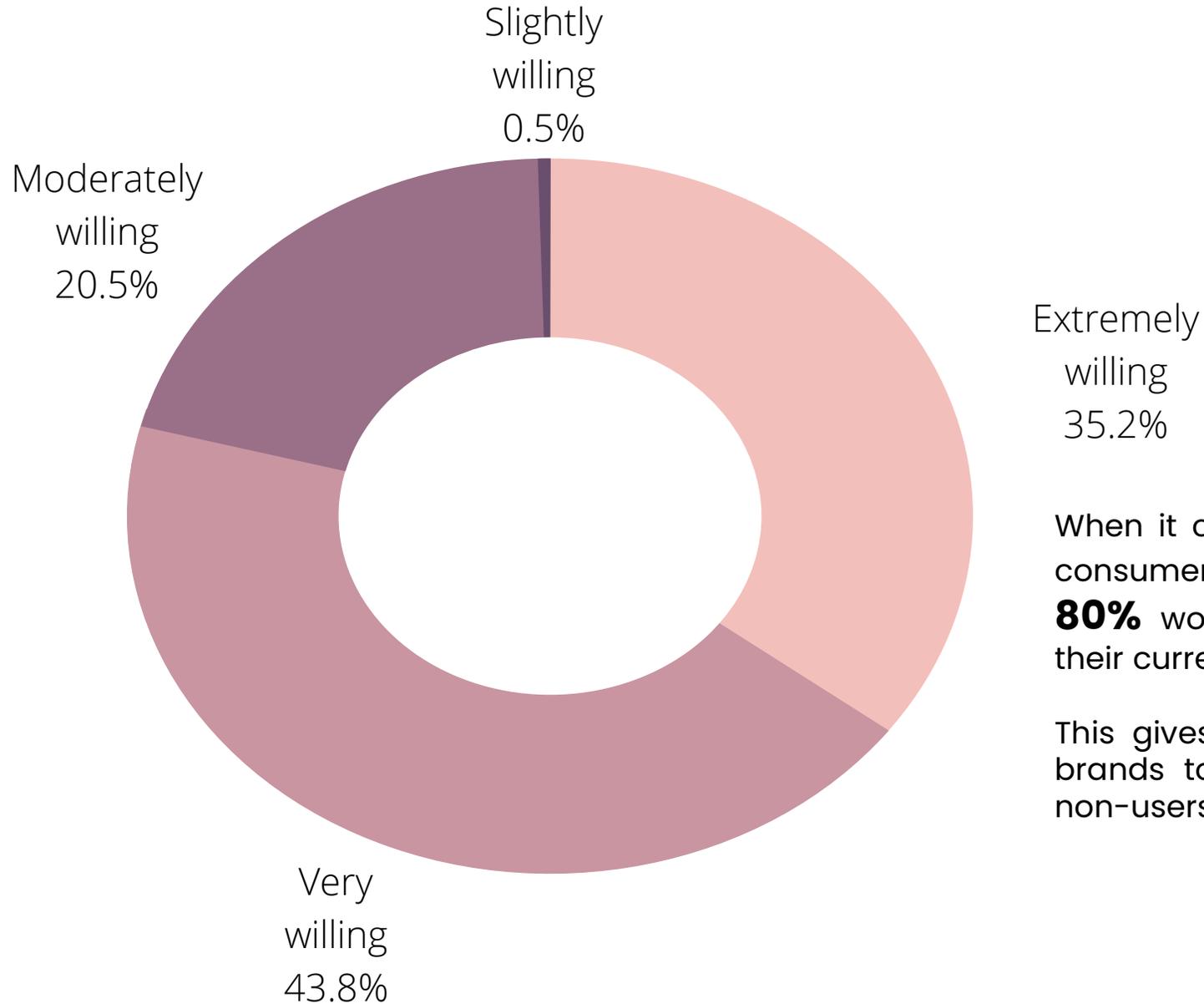
For the consumers surveyed aged between 25 to 45 years old, close to **90% of them** agree that the reviews of family & friends, and product reviews online are the most influential in their decision making.

Advertisements on social media and information found on brand websites and social blogs are the next powerful.

Advertisements on traditional media are least impactful when it comes to decision making for household appliances for this target consumer group

\* Others would include factors such as YouTube

# Consumers are open to trying out different brands



When it comes to household appliance brands, consumers are NOT brand loyal and **close to 80%** would be willing to try new brands when their current one needs to be replaced.

This gives opportunity for household appliance brands to snatch market share, and re-target non-users to convert them.





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# Key Takeaways

## **Samsung, Dyson & Philips are hot favorites in households**

More than 50% of households surveyed own at least one set of household appliances from Samsung, Dyson as well as Philips. These 3 brands make up a large majority of household appliances owned at home, and are crowd favourites for purchase both online and offline. Amongst these 3 brands, many consumers also purchase Dyson directly with the brand, while many consumers choose to buy Samsung at physical stores.

## **Friends/Family Recommendations & Product Reviews is Key**

Close to 90% of households surveyed shared that they rely on the recommendations of friends and family members, as well as product reviews found online to determine their choice household appliance. This shows that WOM marketing is a fundamental marketing channel that brands should not neglect, and should shift their budgets from traditional marketing efforts to focus generating on more positive user generated content about their brand.

## **Not Brand Loyal Yet Price Sensitive**

Discounts drive purchase of consumers for their household appliances, and this is one of the core reasons why consumers choose to buy online vs at the physical stores. More than 80% of surveyed consumers are also willing to try a new brand for their household appliance. As such, it is especially crucial for household appliance brands to focus their marketing efforts on getting the attention of consumers through use of WOM and social media. Brand experience before purchase and after sales could also make an impact for future consumer purchases as in the case of why consumers choose to buy Dyson directly from the brand.



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# Let's Collaborate!

To find out more about how you can tap on our survey insights capabilities and leverage on our first party data to understand your market opportunities better, contact us at [info@welovesupermom.com](mailto:info@welovesupermom.com)

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