



## **More Shopping online has been observed**

Whilst the economic recession in Thailand has resulted in low growth for retailers over the past few years, recent figures indicate that more Thais are shopping online.

A recent online shopping survey conducted by global credit card provider MasterCard reported that 82.6% of Thai respondents had made one or more online purchases in the previous three months - a 1.7% increase since 2014. The reason given was that it was convenient.

About the same number (88.4%) said they were satisfied with online shopping, and 86.8% saw payment security as the most important factor when deciding whether to buy online.

Thai Consumers said they found online shopping convenient, often revisited the same shopping sites, and realised that online shopping is easy.

Home appliances and electronics, airline, and clothing and accessories were the top online purchases for Thai consumers.

The survey drew responses from 8,500 people aged 18-64 across 14 markets in the region, and overall, almost half of the respondents (48.5%) across the region had made a purchase using their smartphone in the previous three months, led by India (76.4%), China (76.1%), South Korea (62.0%) and Thailand (61.1%).