BESPOKE SURVEYS China eCommerce Vol 38

1,000+ Consumers Per Wave (Skews Urban / Tier 1 & 2)

ookeintel.com

January 2025

China eCommerce

# SECTOR TRENDS

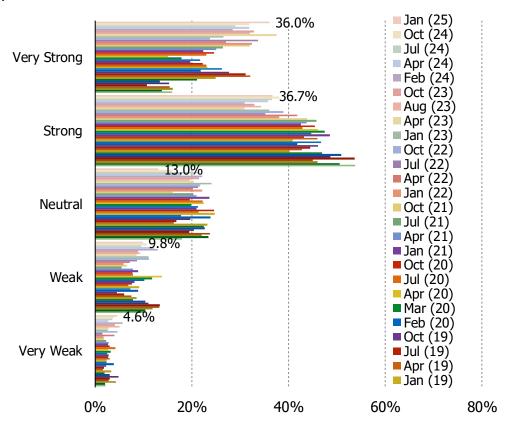
FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

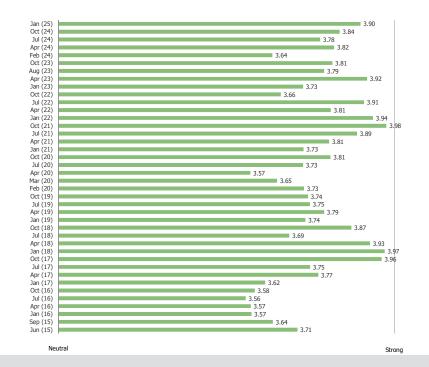
HOW OFTEN DO YOU SHOP ONLINE?

Jan (25)				3.75	1	
Oct (24)				3.72		
Jul (24)				3.68		
Apr (24)				3.80		
Feb (24)				3.64		
Oct (23)				3.64		
Aug (23)				3.62		
Apr (23)				3.76		
Jan (23)				3.67		
Oct (22)				3.65		
Jul (22)				3.65		
Apr (22)				3.75		
Jan (22)				3.80		
Oct (21)				3.75		
				3.70		
Jul (21)				3.65		
Apr (21)						
Jan (21)				3.66		
Oct (20)				3.74		
Jul (20)				3.63		
Apr (20)				3.57		
Mar (20)				3.59		
Feb (20)				3.65		
Oct (19)				3.62		
Jul (19)				3.69		
Apr (19)				3.54		
Jan (19)				3.62		
Oct (18)				3.76		
Jul (18)				3.61		
Apr (18)				3.80		
Jan (18)				3.83		
Oct (17)				3.79		
Jul (17)				3.57		
Apr (17)				3.74		
Jan (17)				3.67		
Oct (16)				3.70		
Jul (16)				3.63		
Apr (16)				3.51		
Jan (16)				3.69		
Sep (15)				3.58		
Jun (15)				3.67		
Rarely	//Never I	Infrequently	Somewhat Frequently	Frequen	tly Very Frequentl	ly

### HOW CONFIDENT DO YOU CURRENTLY FEEL ABOUT SPENDING MONEY?

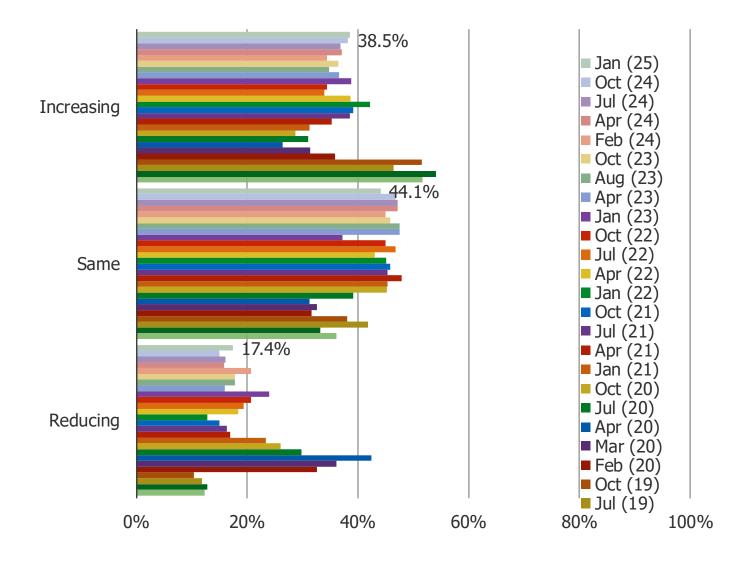
## Posed to all respondents.



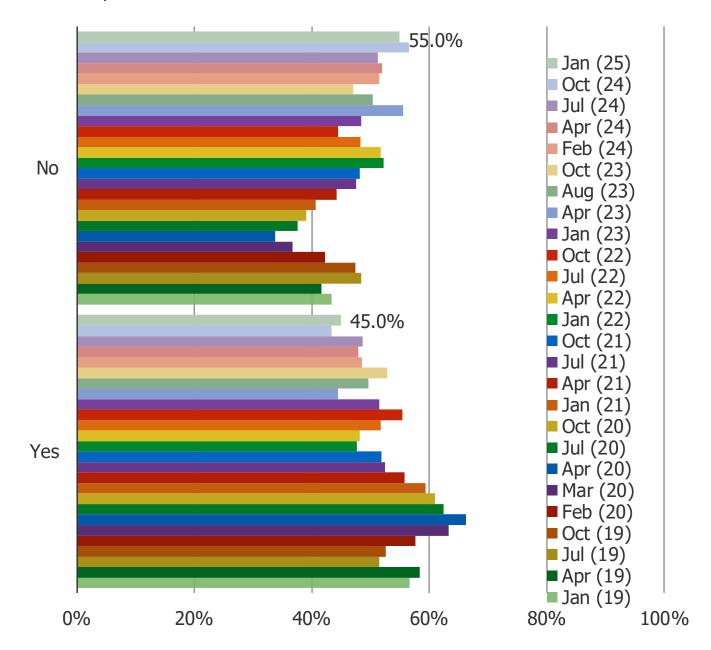


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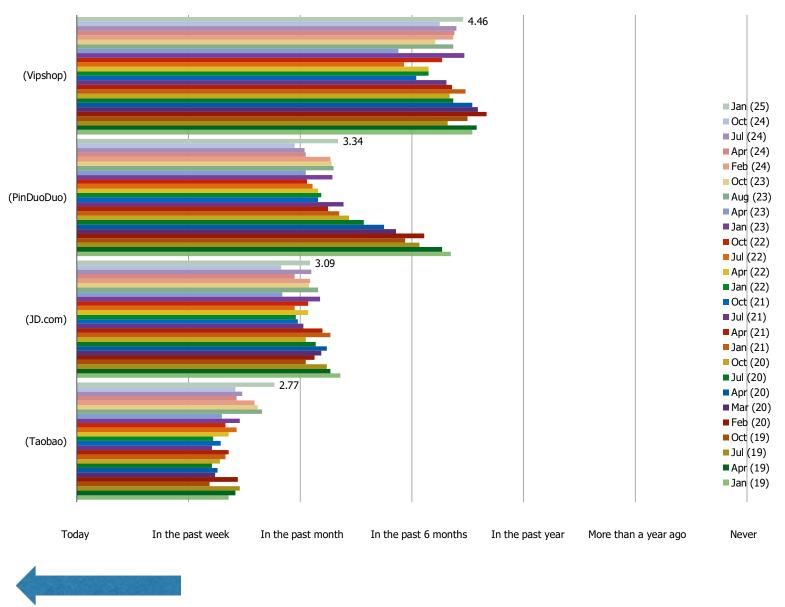
HOW MUCH HAVE YOU BEEN SPENDING LATELY?



## DO YOU WANT TO REDUCE SPENDING NOW?



### WHEN DID YOU LAST MAKE A PURCHASE THROUGH EACH OF THE FOLLOWING?



More Recent

IN YOUR OPINION ARE THE FOLLOWING GAINING OR LOSING POPULARITY?

2.33 Jan (25) Oct (24) 淘宝 Jul (24) (Taobao) Apr (24) Feb (24) Oct (23) 2.31 Aug (23) Apr (23) **京**东 Jan (23) (JD.com) Oct (22) Jul (22) Apr (22) Jan (22) Oct (21) 拼多多 Jul (21) (PinDuoDuo) Apr (21) Jan (21) Oct (20) 2.06 Jul (20) Apr (20) Mar (20) 唯品会 Feb (20) (Vipshop) Oct (19) Jul (19)

Posed to respondents who have shopped each of the following.

Less Popular

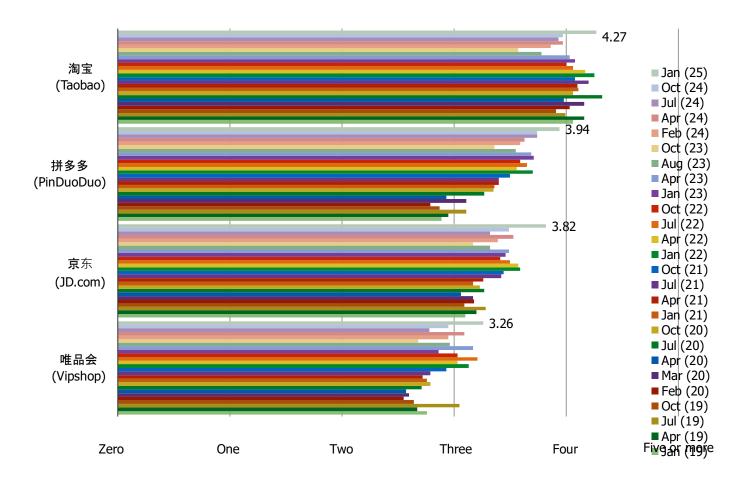
\*When we asked about each platform, we excluded respondents who have never shopped that platform.

Neither

Apr (19)

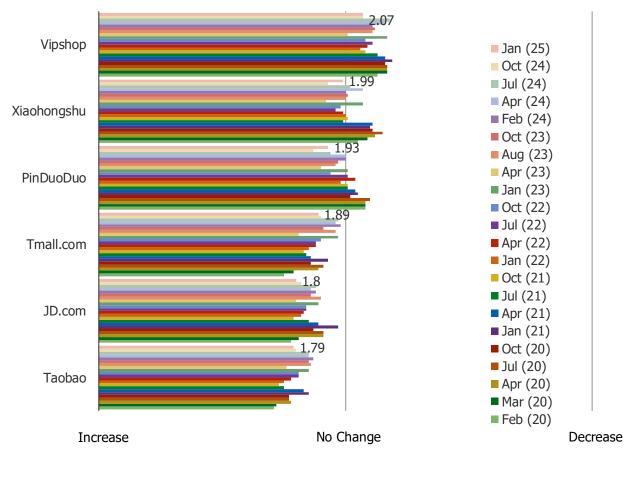
■ Jan (19) More Popular HOW MANY ITEMS DO YOU BUY FROM HERE ON AVERAGE EVERY MONTH?

Posed to respondents who have shopped each of the following.



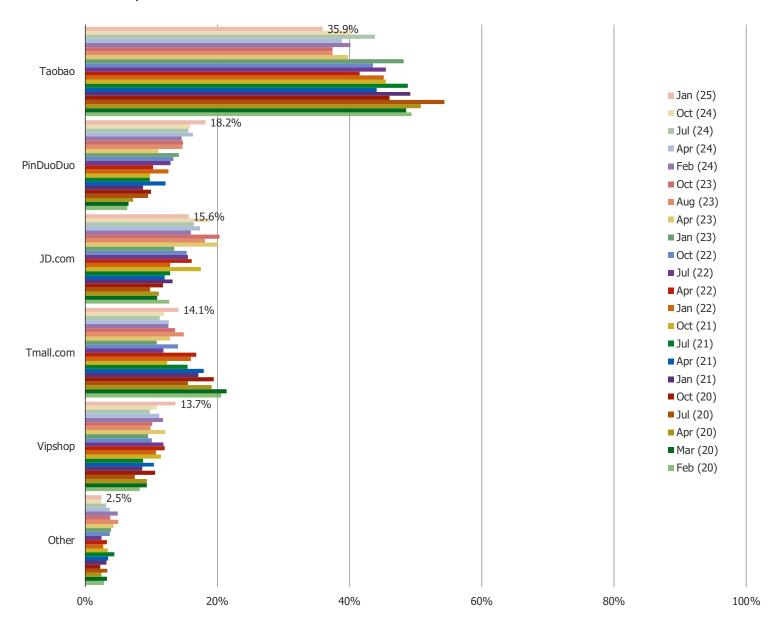
\*When we asked about each platform, we excluded respondents who have never shopped that platform.

### DO YOU PLAN TO INCREASE OR DECREASE SPENDING ON THE FOLLOWING WEBSITES AND APPS?

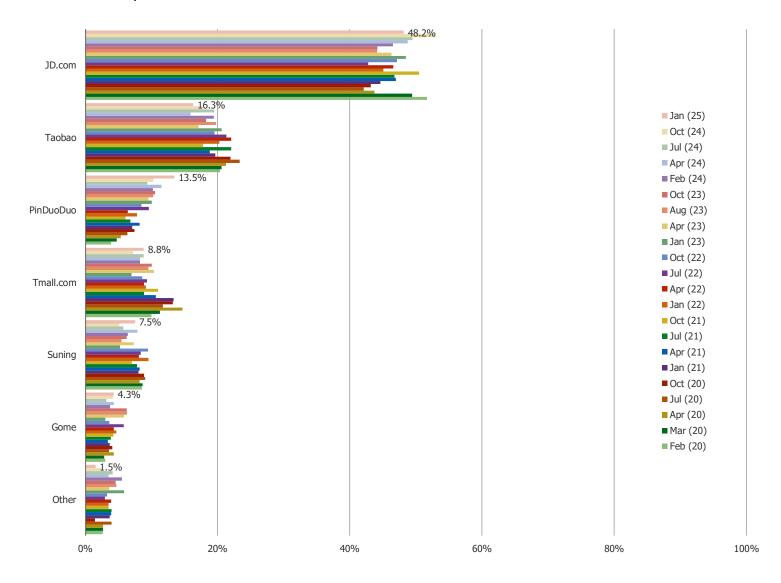




### WHICH SITE DO YOU USE MOST TO BUY APPAREL?



### WHICH SITE DO YOU USE MOST TO BUY ELECTRONICS?

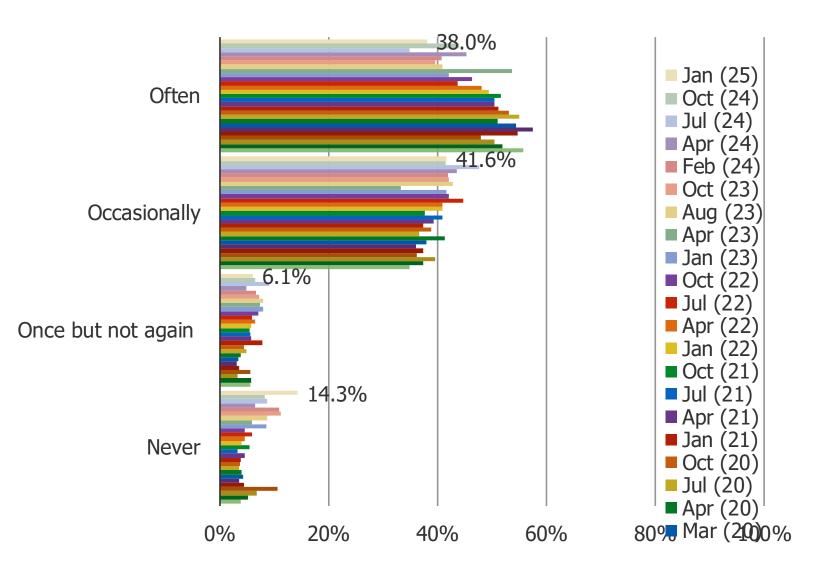


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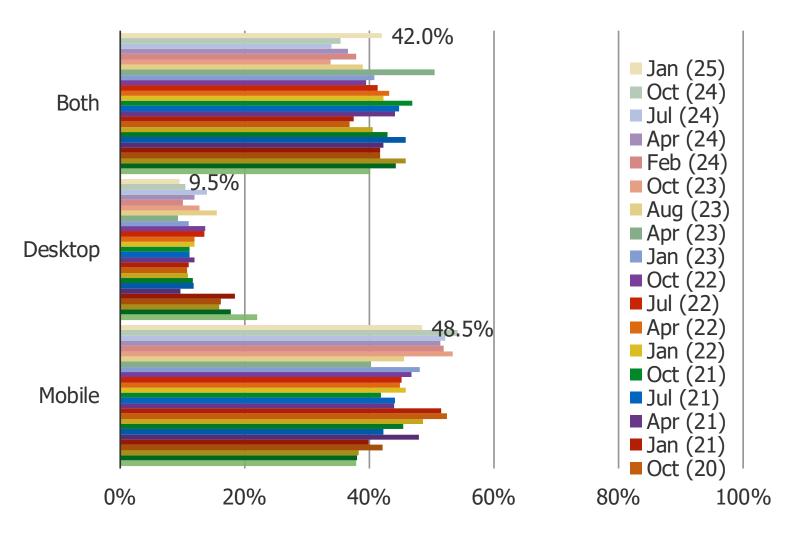
# **DEEP-DIVE ON BABA**

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

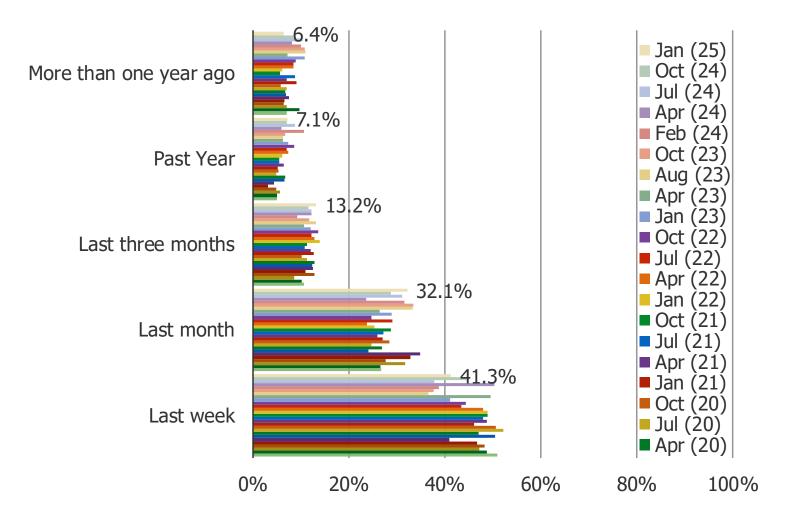
### HOW OFTEN DO YOU USE ALIBABA?



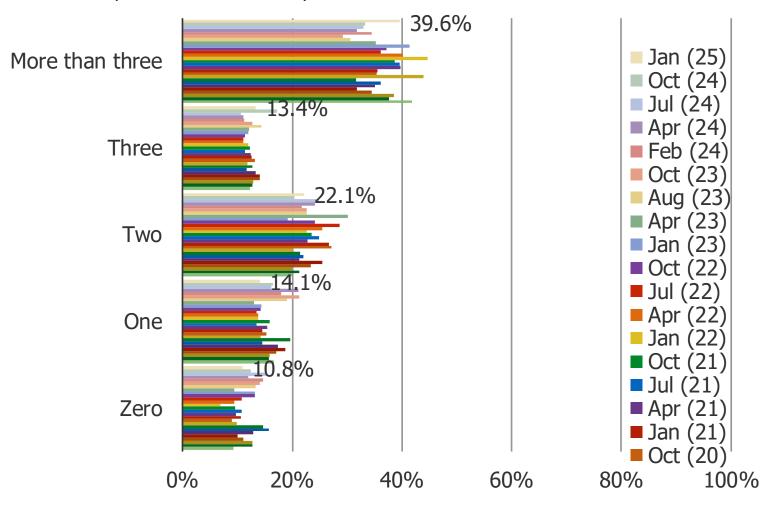
### DO YOU USE ALIBABA ON YOUR MOBILE PHONE OR DESKTOP?



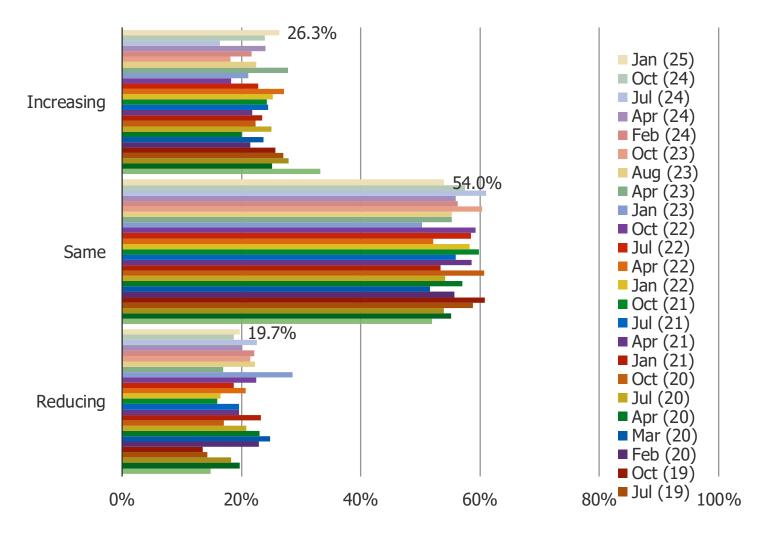
WHEN WAS THE LAST TIME YOU BOUGHT SOMETHING ON ALIBABA?



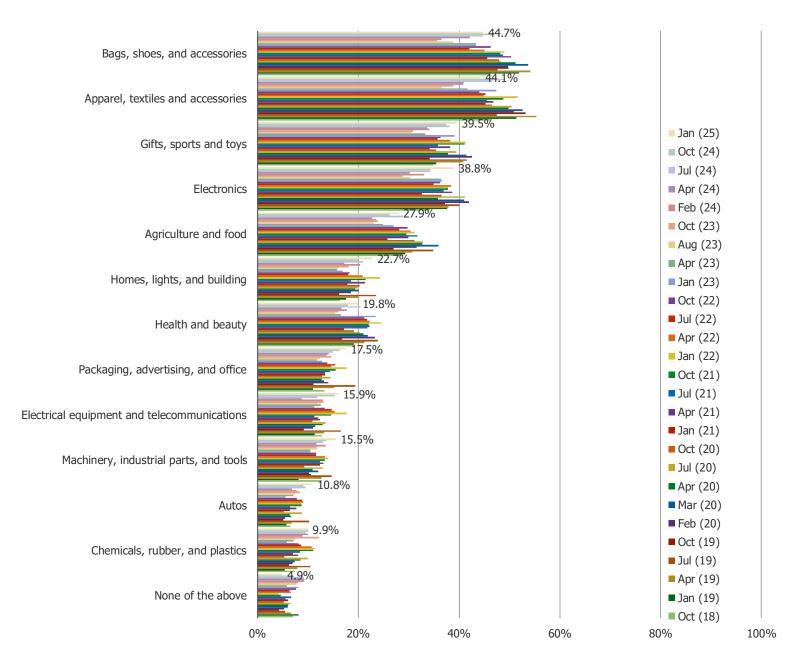
HOW MANY ITEMS HAVE YOU PURCHASED FROM ALIBABA IN THE PAST MONTH?



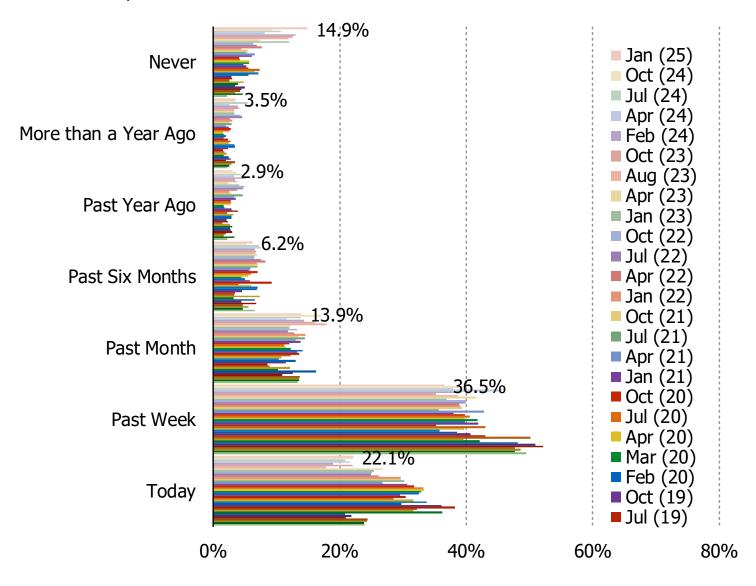
HAVE YOU CHANGED HOW OFTEN YOU SHOP ALIBABA RECENTLY?



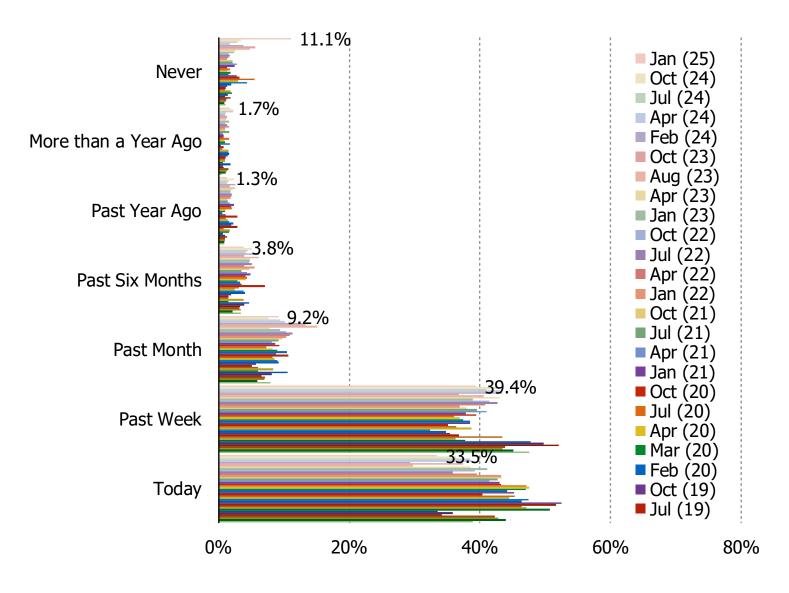
#### WHAT TYPES OF PRODUCTS DO YOU BUY FROM ALIBABA?



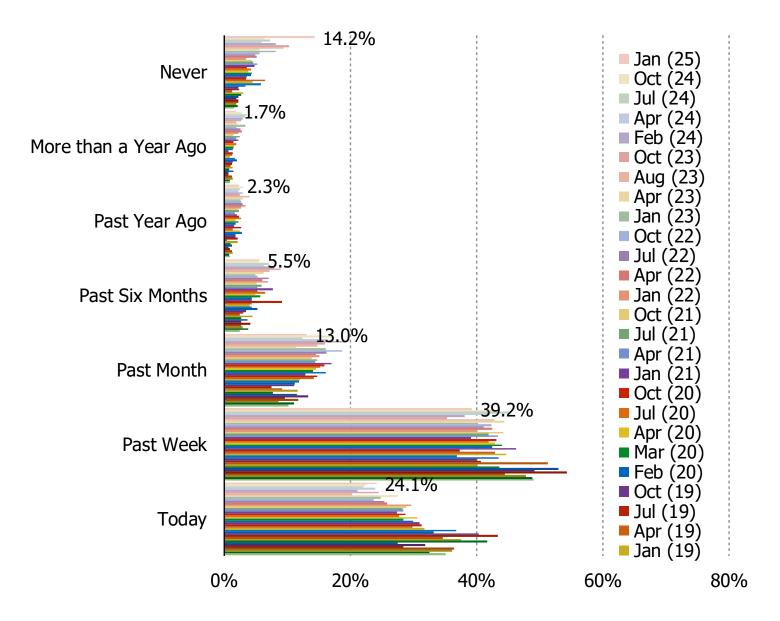
#### WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM ALIBABA?



WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM TAOBAO?



#### WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM TMALL.COM?



#### WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM JUHUASUAN?

