



## PC usage and purchase journey in Vietnam

Q&Me is an online market research service provided by Asia Plus Inc.

Asia Plus Inc.



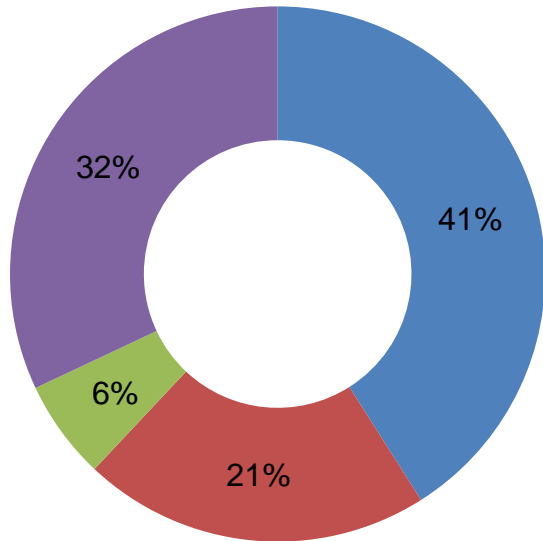
# Overview

Computer are a major part of our lifestyle. This survey aims to understand what types of computers desktop and laptop users use in Vietnam and their purchasing location .

This survey was conducted to 538 age 18-39 male and females residing in HCM and Hanoi

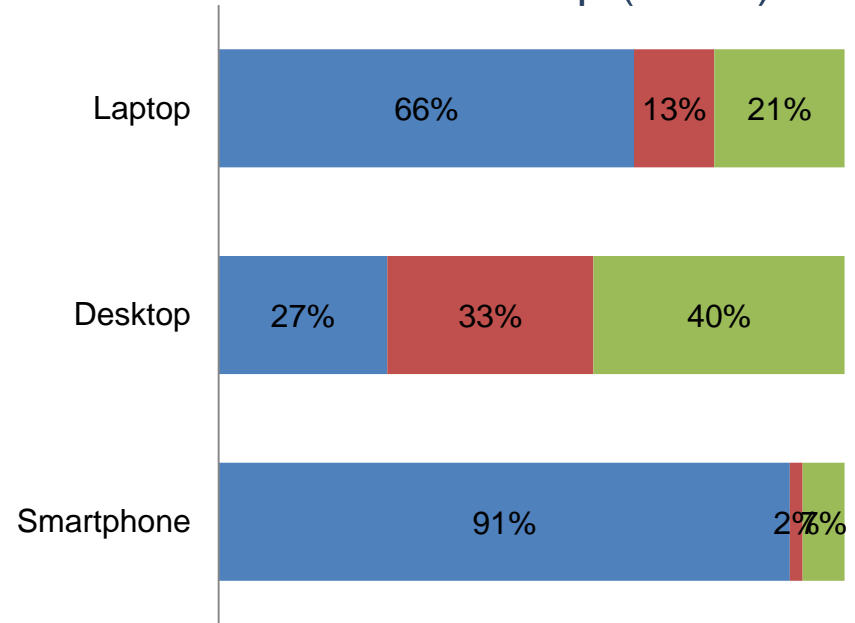
# Device Ownership

## Device ownership (Total)



■ Laptop Only ■ Laptop and desktop ■ Desktop Only ■ Other

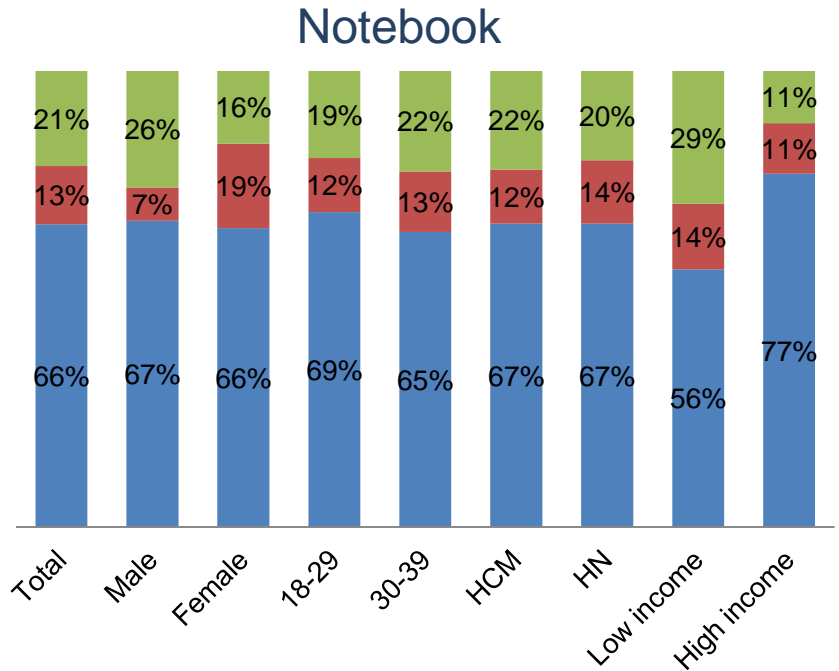
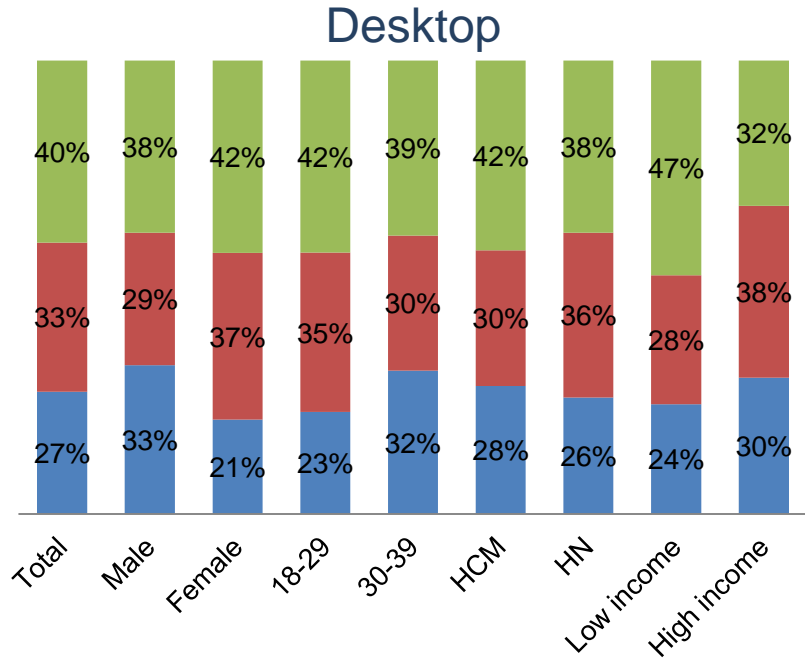
## Device ownership (Detail)



■ I own for myself ■ I share it with my family ■ I do not own it

68% of the respondents owns either PC or notebook. Those who own both account for 21%

# Device ownership by profile

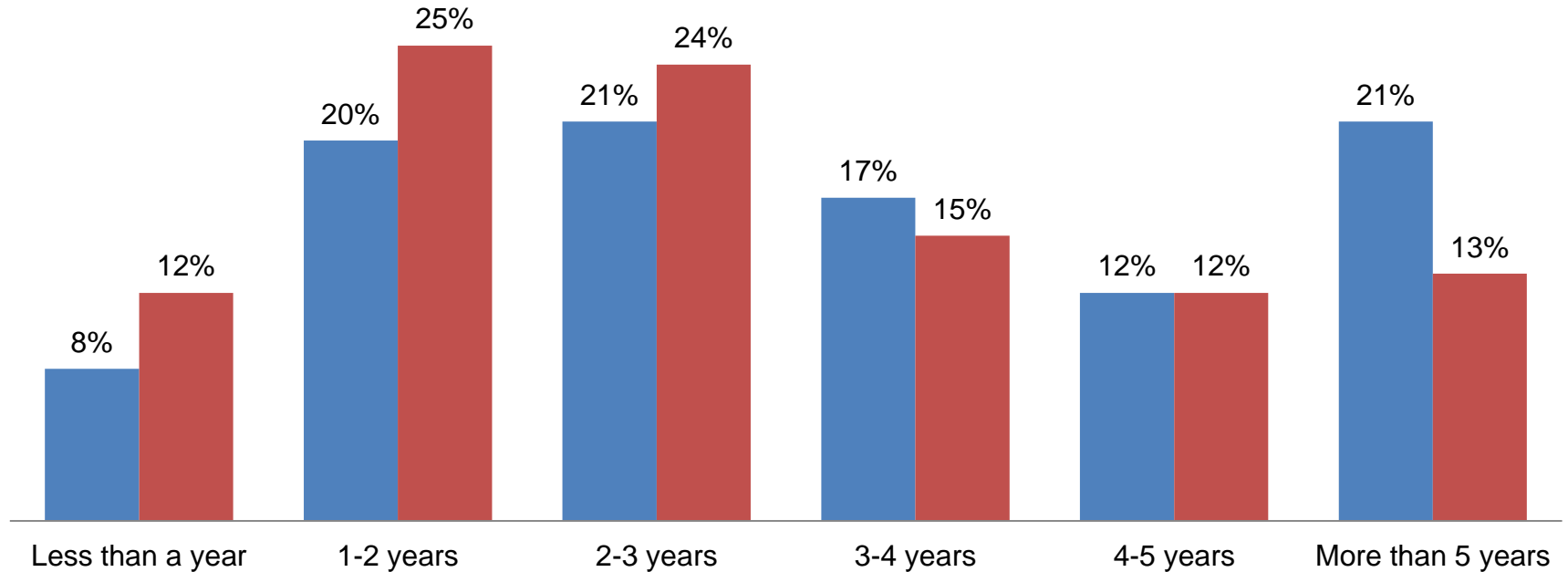


■ I own for myself ■ I share it with my family ■ I do not own it

■ I own for myself ■ I share it with my family ■ I do not own it

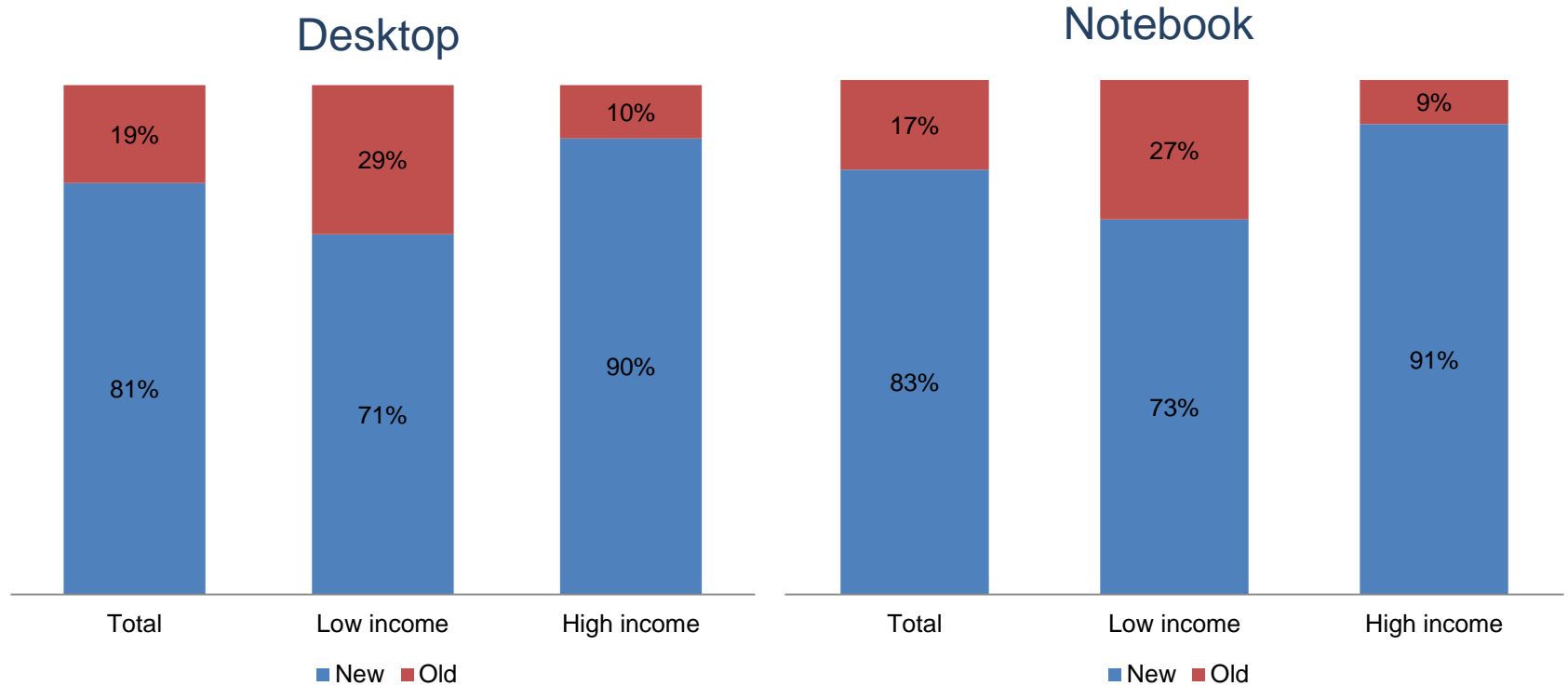
Male owns desktop higher. Notebook is owned more by youth group, while desktop penetration is higher among 30 and above

# Years used



In average, desktop is used for 3.2 years and notebook for 2.9 years.

# New or old devices

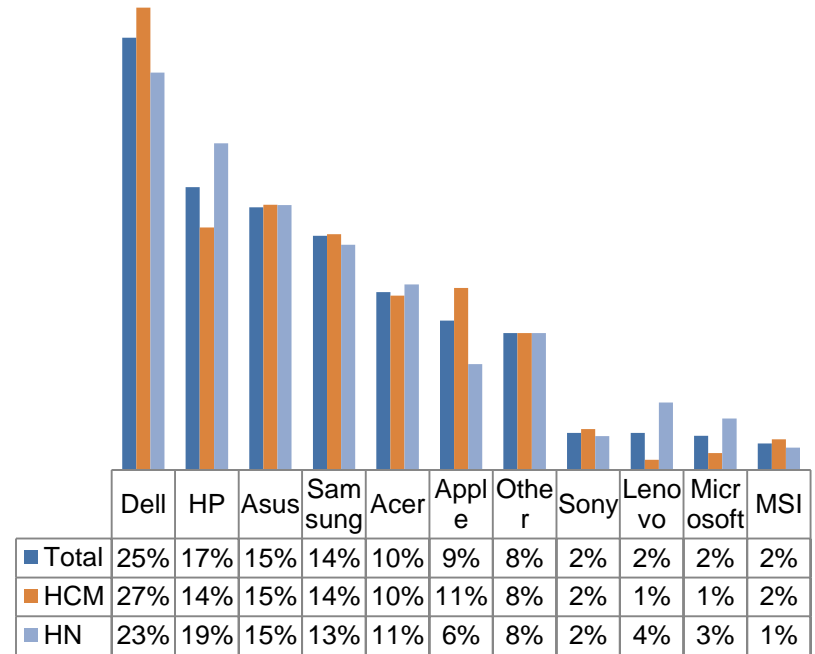
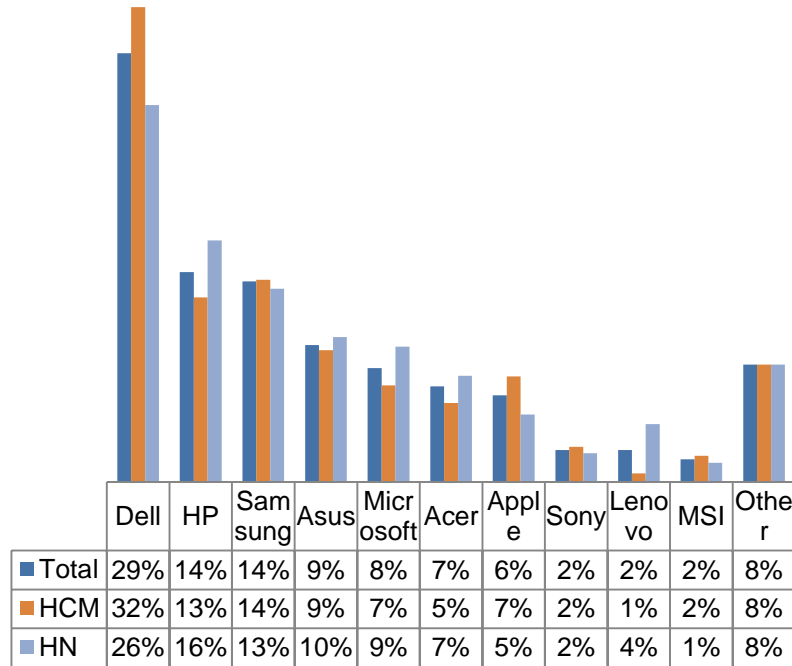


Lower income group (HHI less than 14M VND) tends to buy used machine

# Owned brand

## Desktop

## Notebook



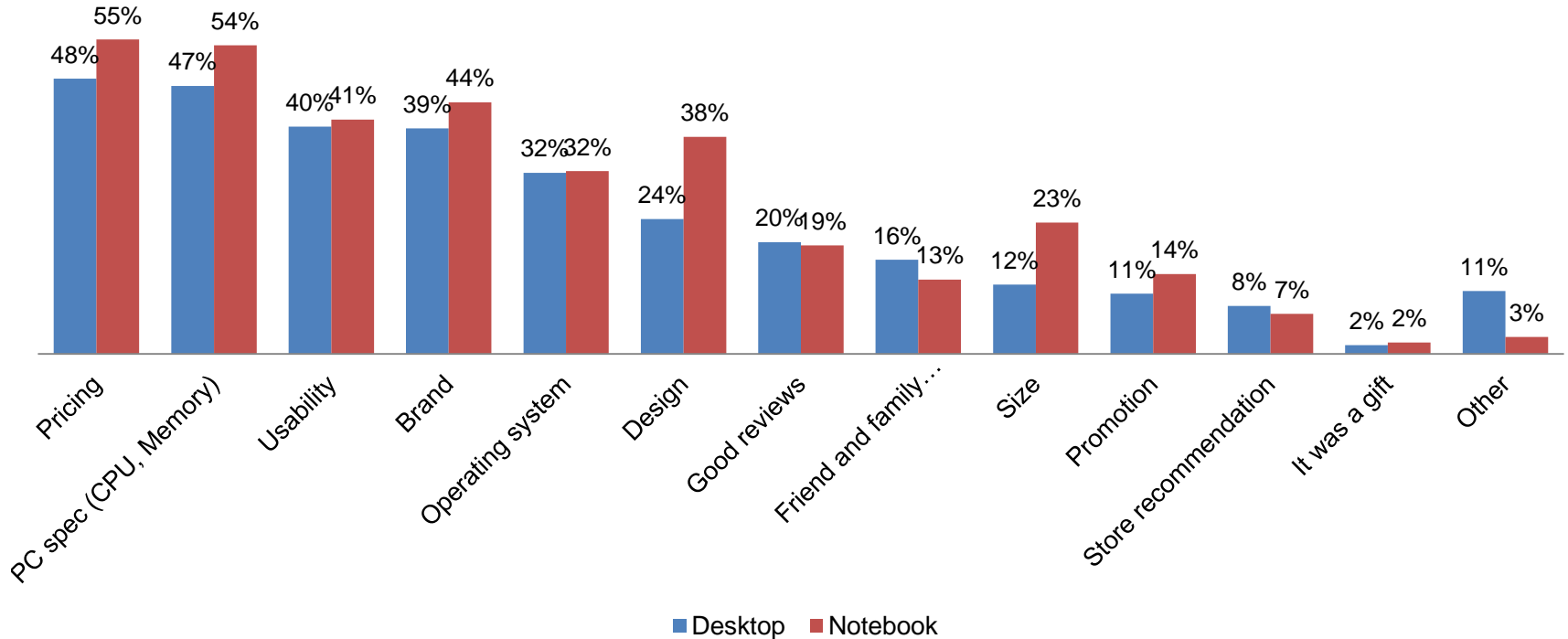
Dell dominates the market. HP is strong in north while Dell is strong in south

Q. What is the brand of the computer you use?

(For people who have more than one, the desktop they use the most) – Desktop users N=322, Notebook users=424



# Reasons to choose the brand



Pricing and spec are the two main things. Design is more considered in choosing notebook

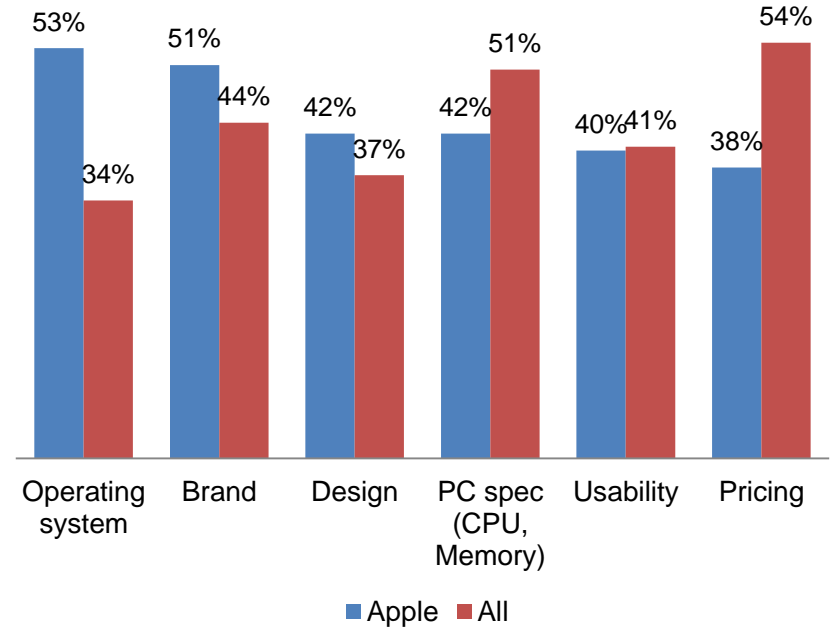
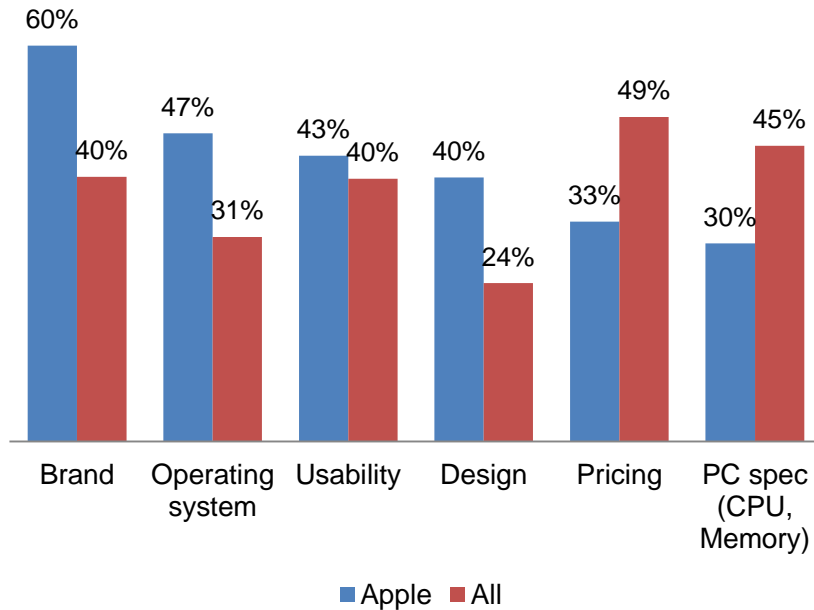
Q. What are the reason you chose this brand? - Desktop users N=332, Laptop=424



# Reasons to choose the brand (by brand)

## Desktop

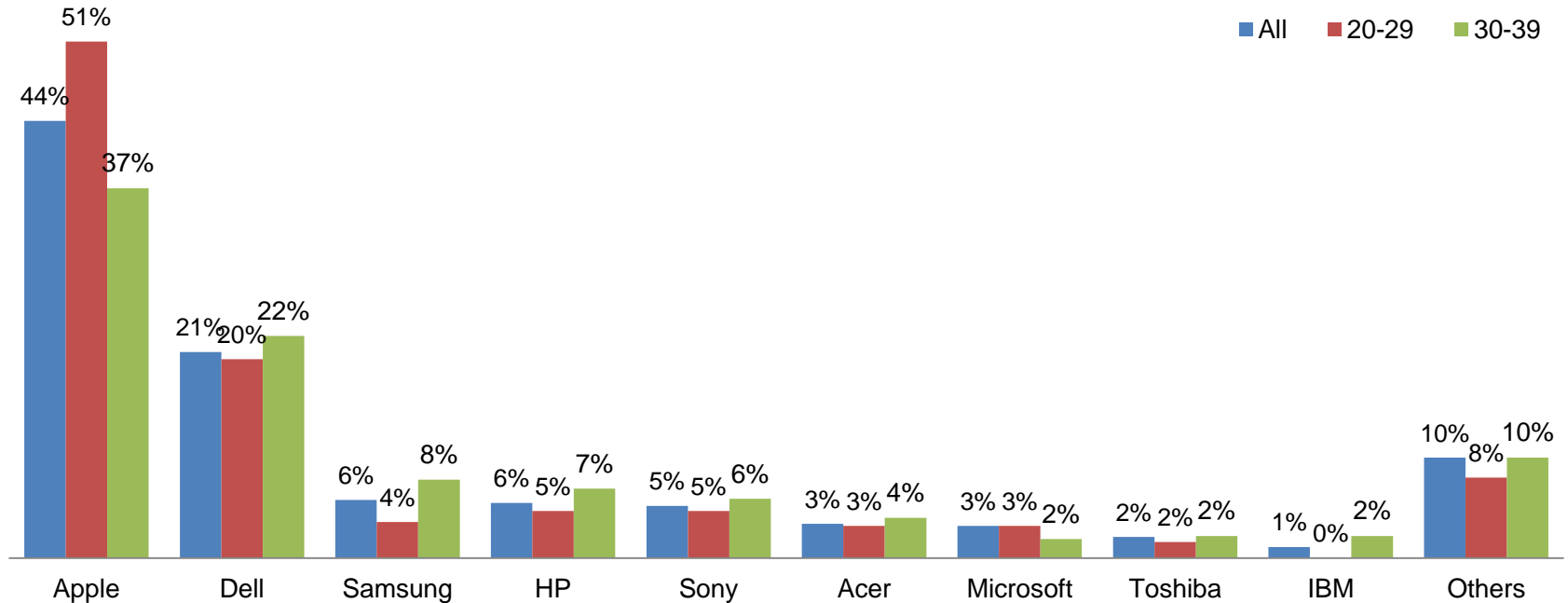
## Notebook



Apple users choose because of brand and design more, less concern on pricing

Q. What are the reason you chose this brand?

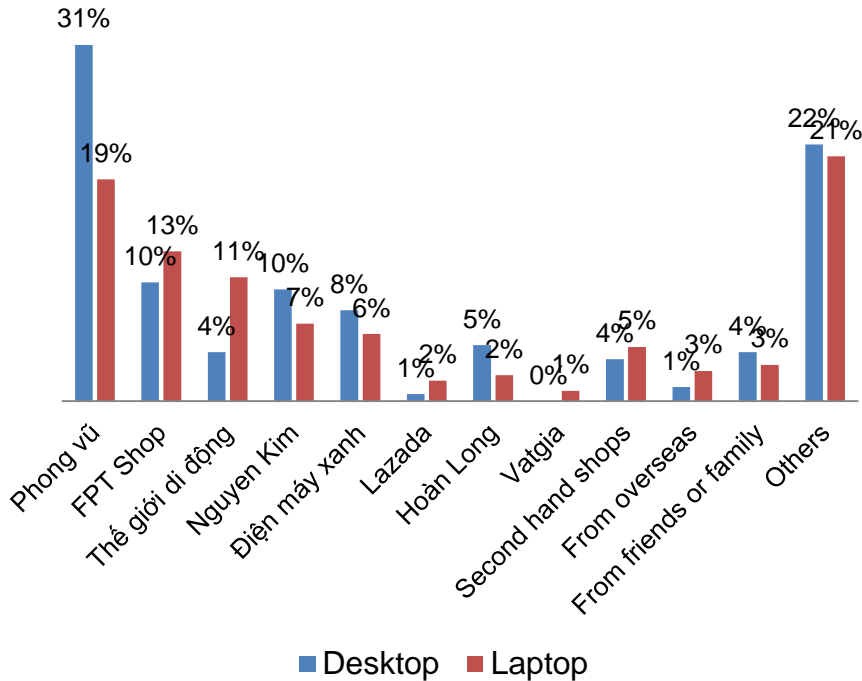
# Brand wish to buy in the future



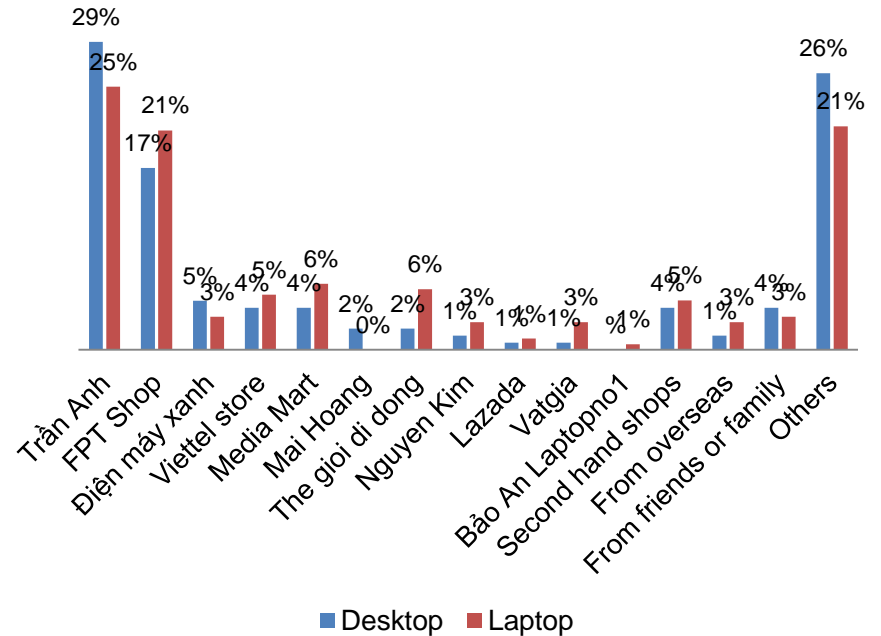
Apple popularity is extremely high, especially among the youth

# Purchasing channels

## HCM



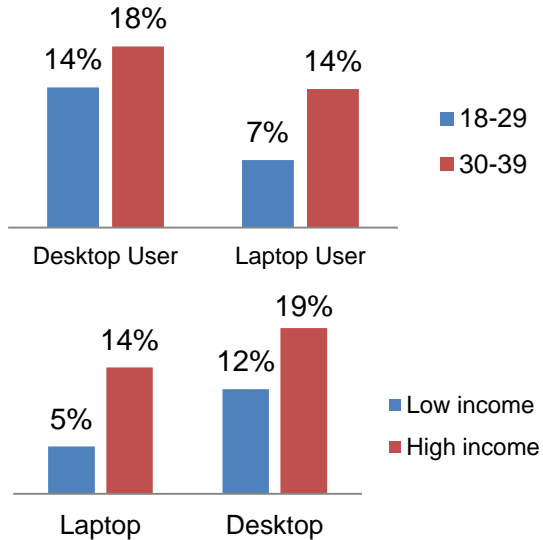
## Hanoi



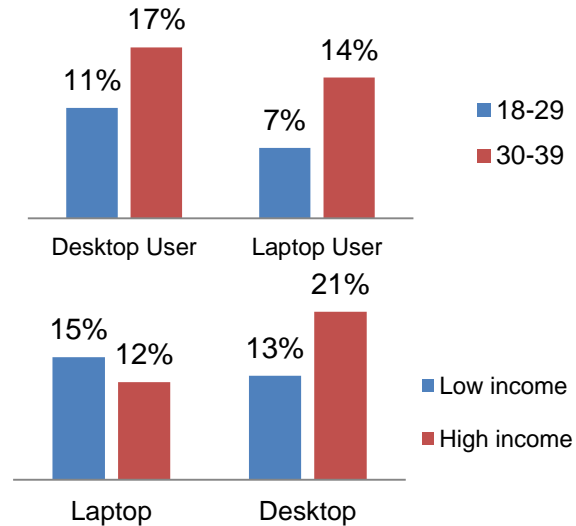
Phong Vu is strong in HCM, Tran Anh is strong in Hanoi. FTP has a good share nationwide.

# Channel profile

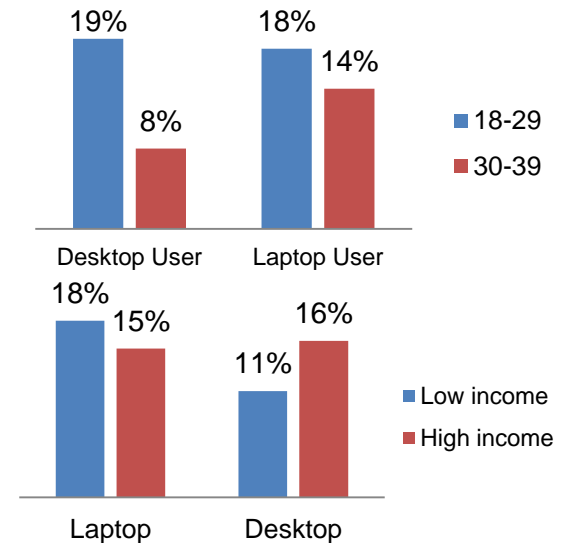
## Phong Vu (HCM)



## Tran Anh (Hanoi)

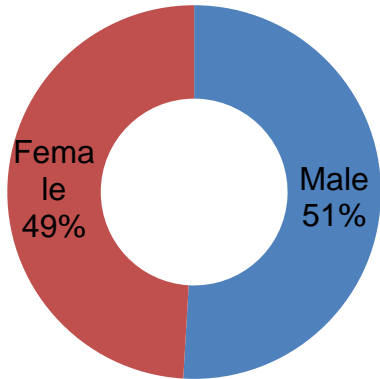


## FTP Shop

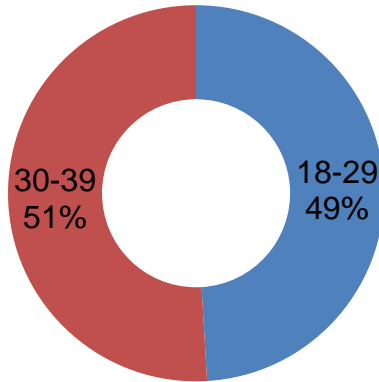


# Respondent Profile (N=538)

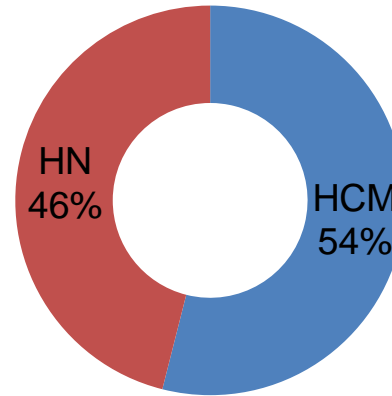
## Gender



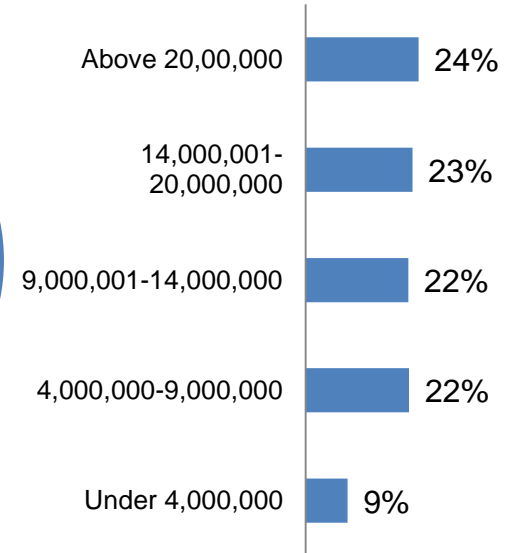
## Age Group



## City



## Household Income



\* In the report, we put low income for those who earn less than 14M and high income as those who earn more than 14M

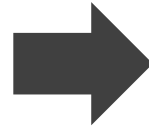


## Q&Me – About Online Market Research Services



# Our Solution

Survey is conducted via mobile phone and the data is processed real-time



**Affordable**

1/3 of the competitor pricing

**Quick**

Takes 24 - 48 hours for most surveys, proving real-time analysis

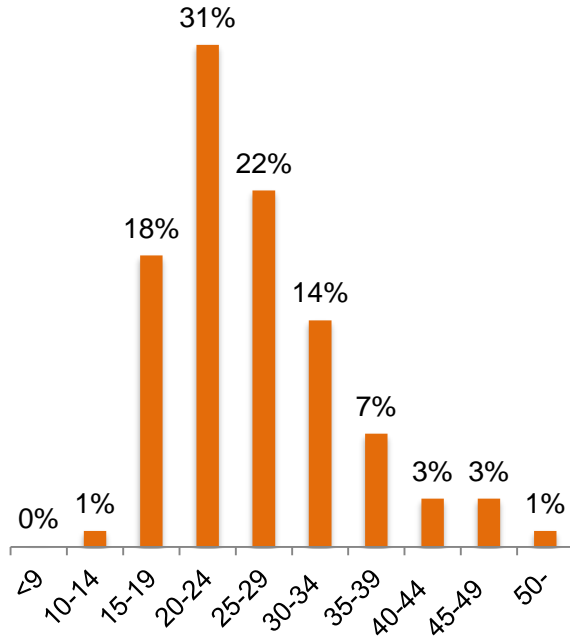
**High quality**

Superb real-time analysis for flexible and accurate data collection

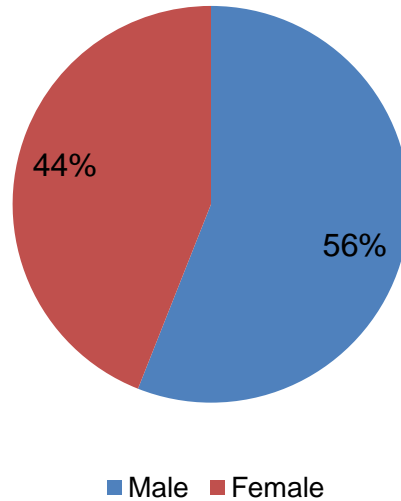
# Our Advantage: Direct Panel Management

Our strength is **16-39 years old and urban areas**. This is where most biz customers would like to research. **250,000 members** as of Aug, 2017

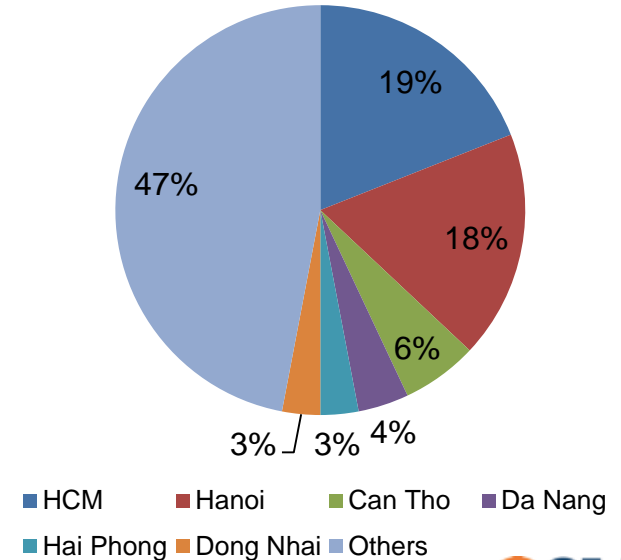
Age



Gender



City

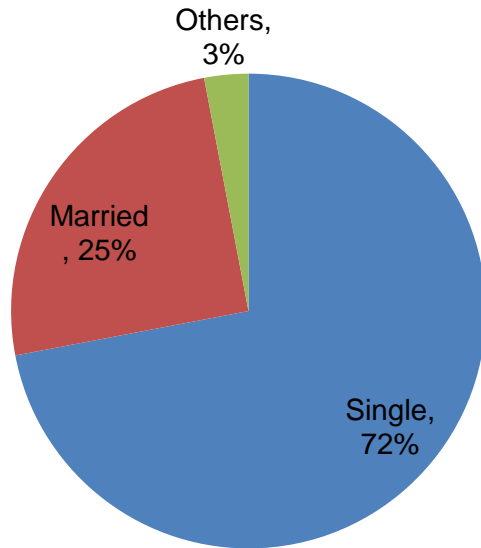




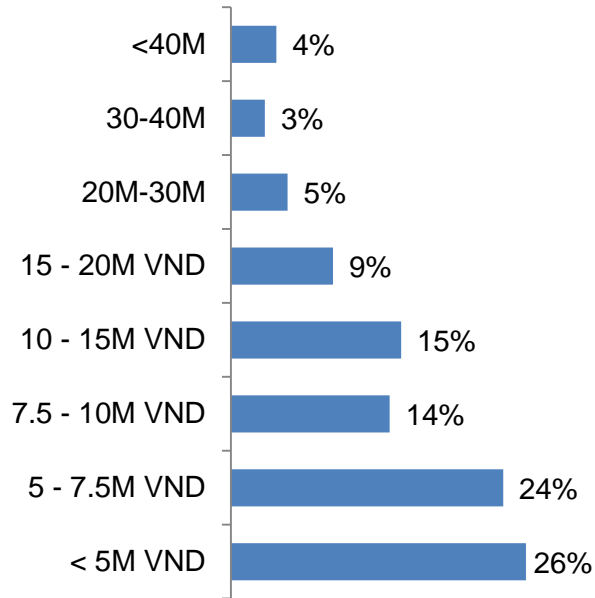
# Our Advantage: Direct Panel Management

Our strength is **16-39 years old and urban areas**. This is where most biz customers would like to research. **250,000 members** as of Aug, 2017

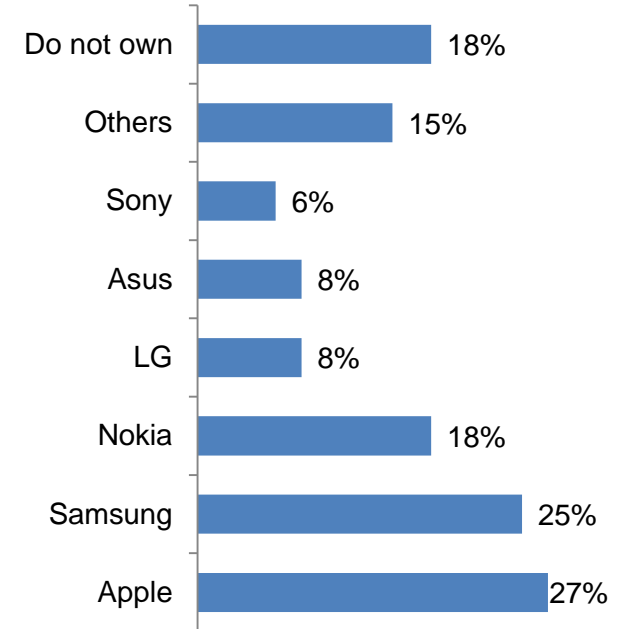
Married Status



Household income



Smartphone ownership



# Contact Us

URL: <http://www.qandme.net>

Contact: [info@qandme.net](mailto:info@qandme.net)

Q&Me is operated by Asia Plus Inc.

Asia Plus Inc.

Floor 1 25/7A Nguyen Binh Khiem str., Ben Nghe ward, District 1, HCMC,  
Vietnam

Tel. +84 839 100 043