



**Audience:** 1,000+ Consumers in China  
Sample Skews a Bit Urban (ie, 80% of sample from tier 1 and 2 cities)

## CHECK BREAKDOWN: ECOMMERCE

### TREND CHECKS

#### **SPENDING CONFIDENCE**

Spending confidence remains near series highs. Consumers note that recent spend has increased.

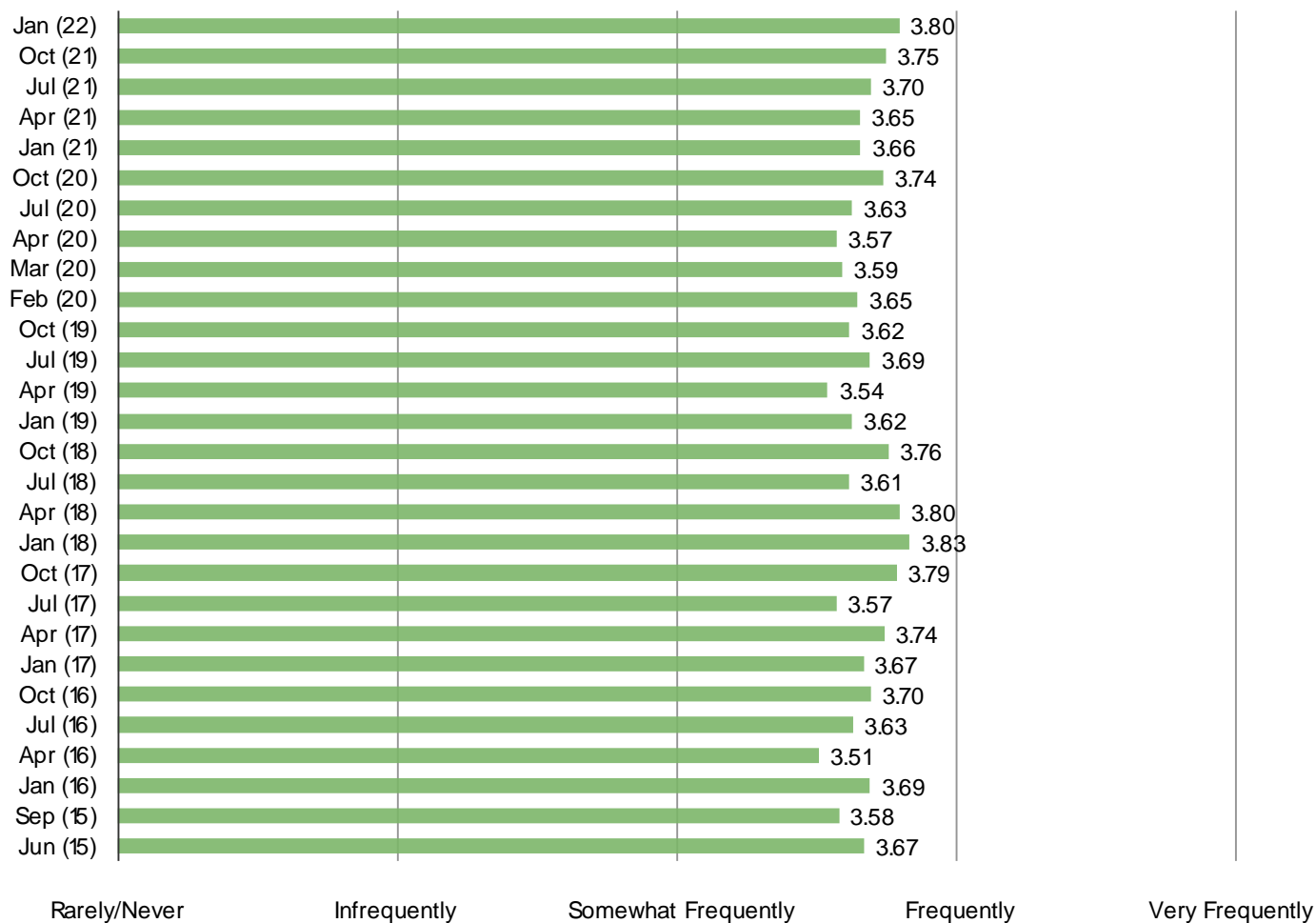
#### **ONLINE PLATFORMS FEEDBACK POSITIVE**

Recent purchases through the main platforms we look at are holding relatively steady. Average number of items purchased per month also increased slightly for the platforms we test.

SECTOR TRENDS

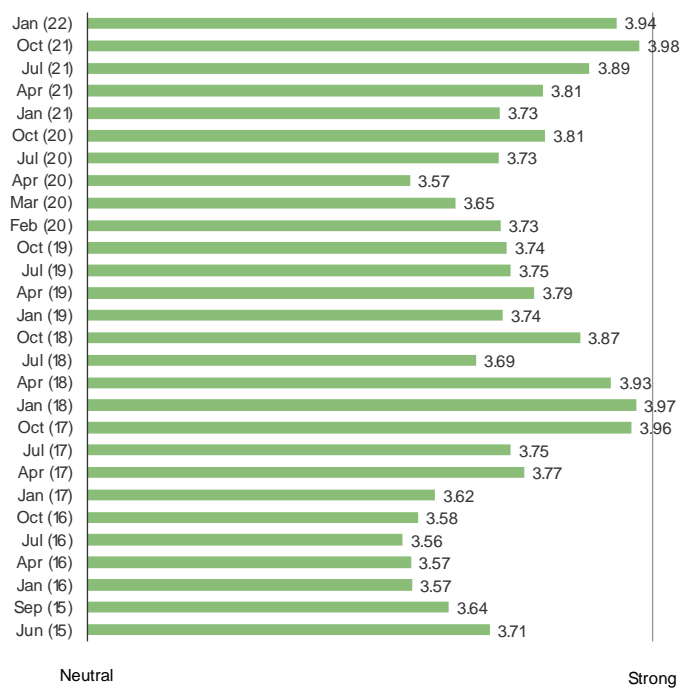
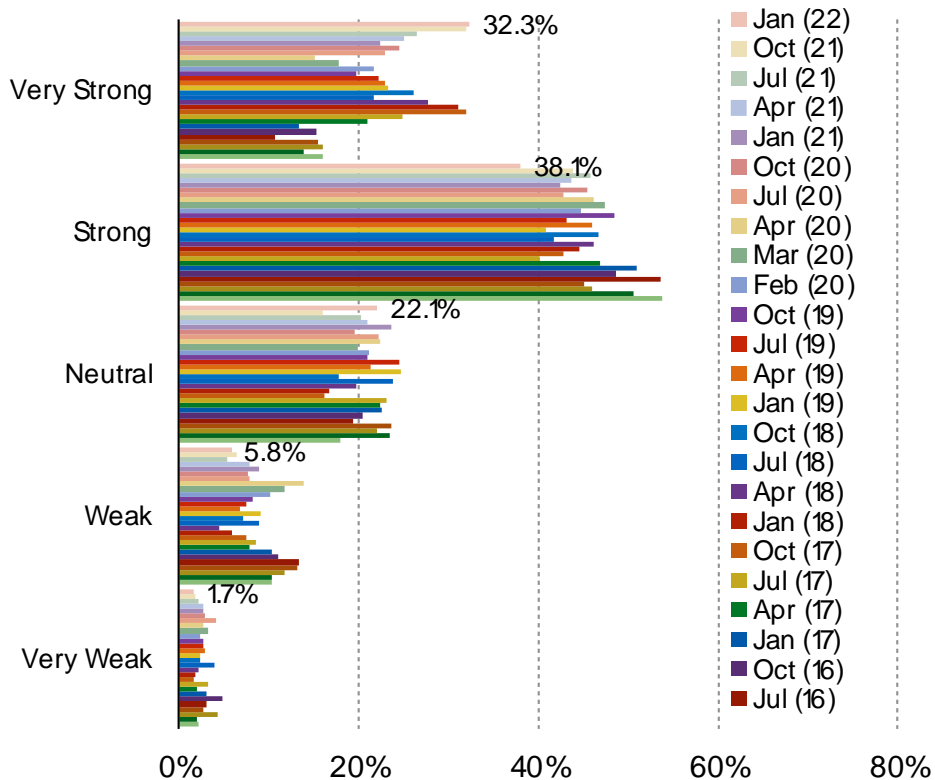
## HOW OFTEN DO YOU SHOP ONLINE?

Posed to all respondents.



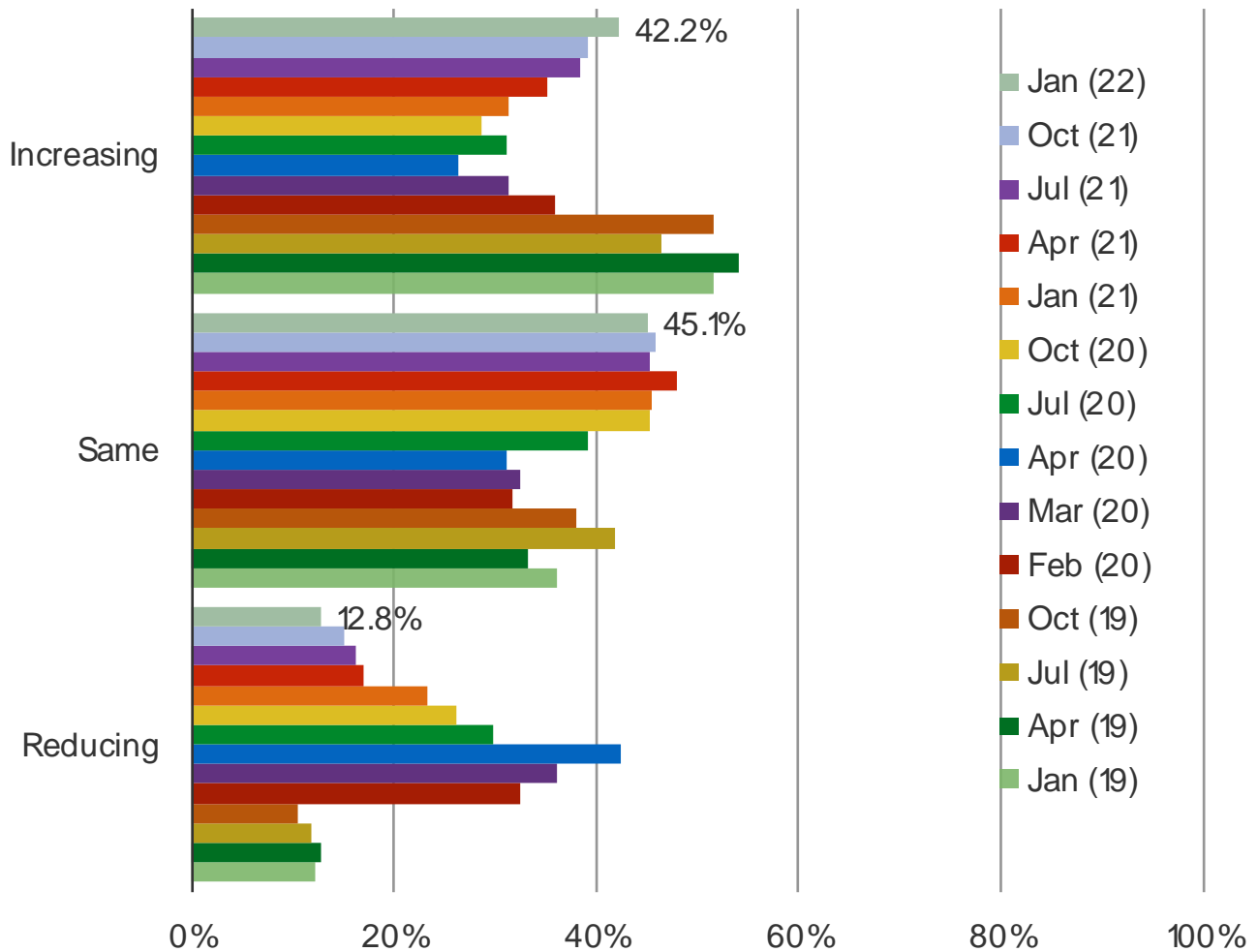
HOW CONFIDENT DO YOU CURRENTLY FEEL ABOUT SPENDING MONEY?

Posed to all respondents.



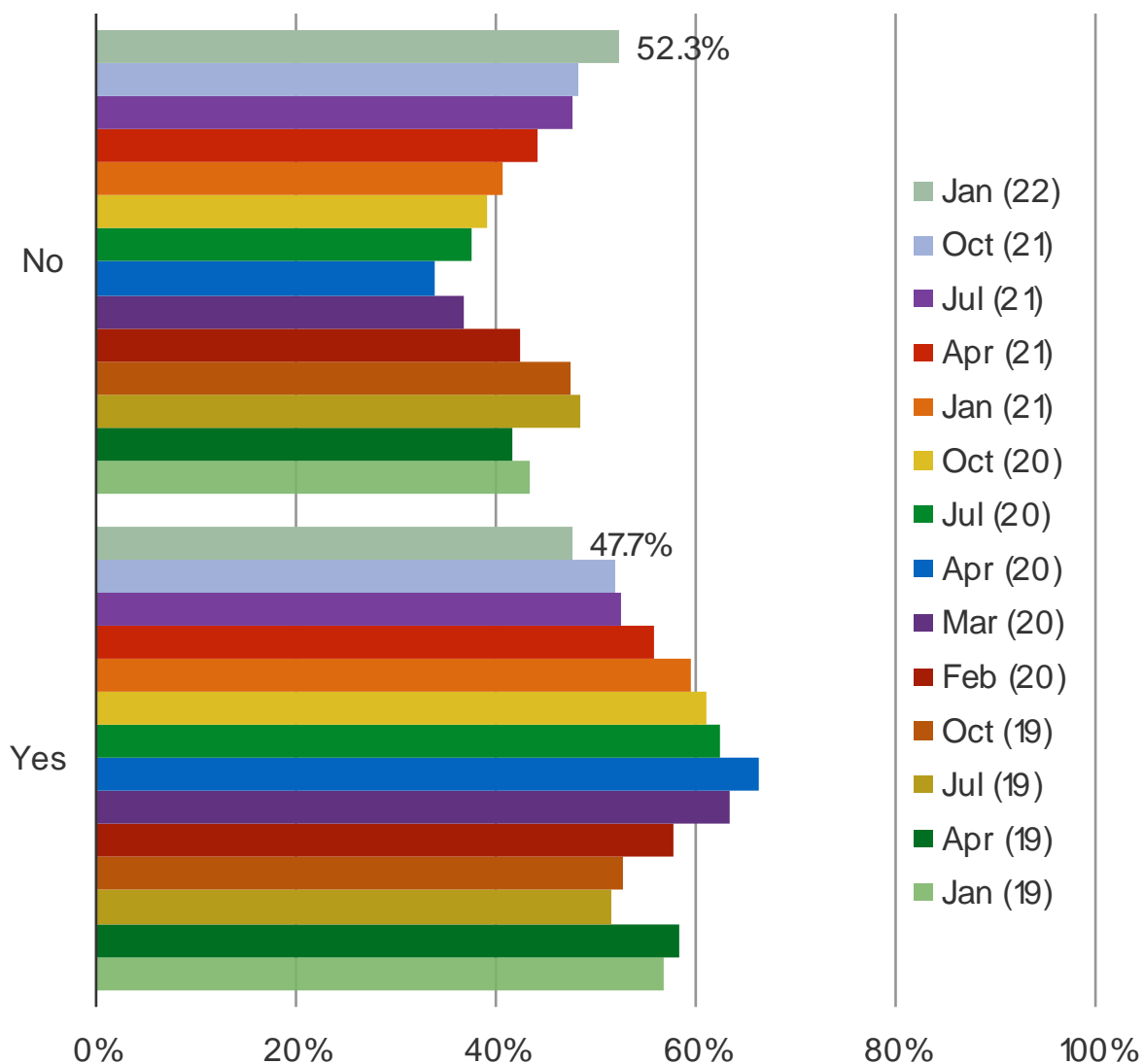
## HOW MUCH HAVE YOU BEEN SPENDING LATELY?

Posed to all respondents.



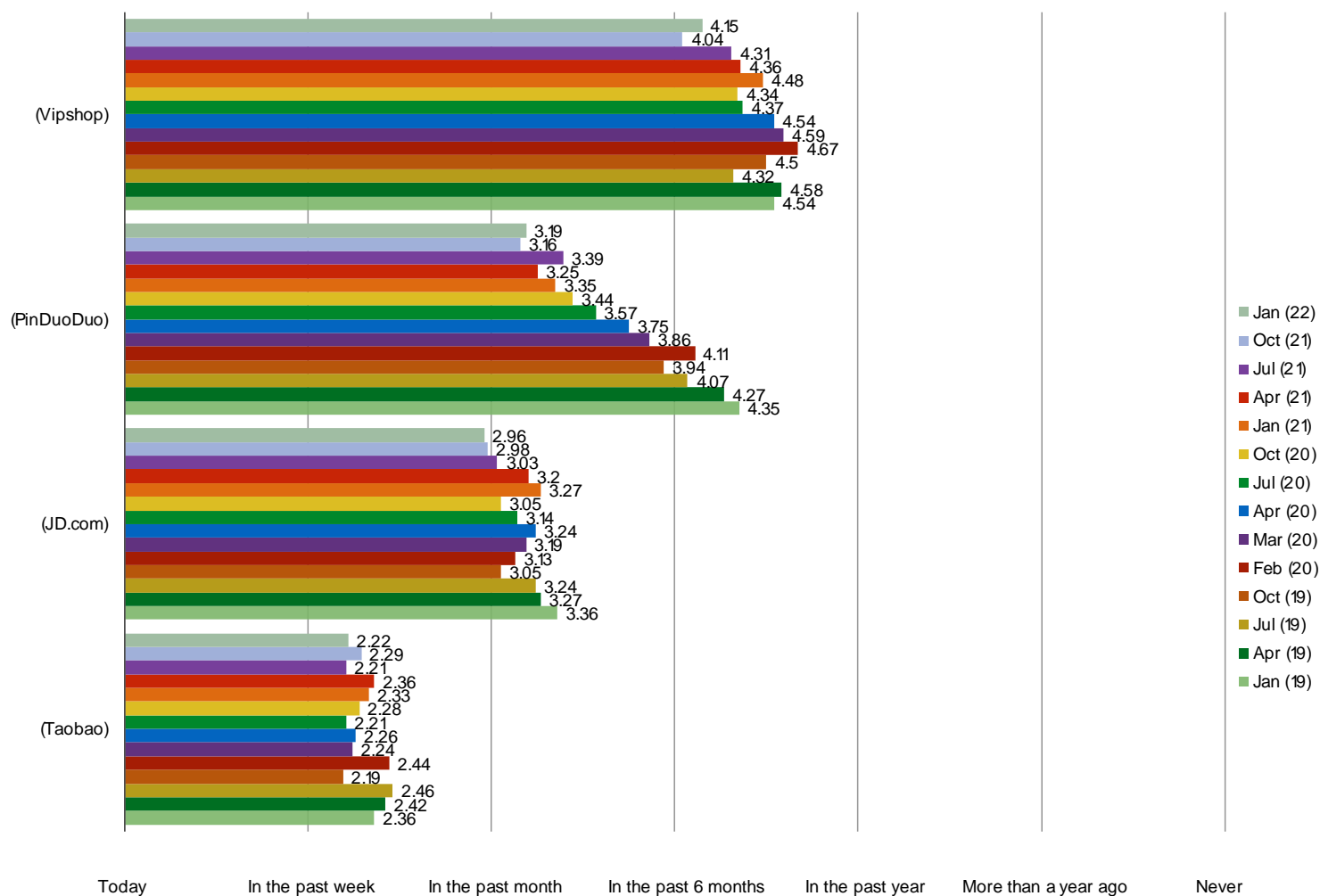
## DO YOU WANT TO REDUCE SPENDING NOW?

Posed to all respondents.



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

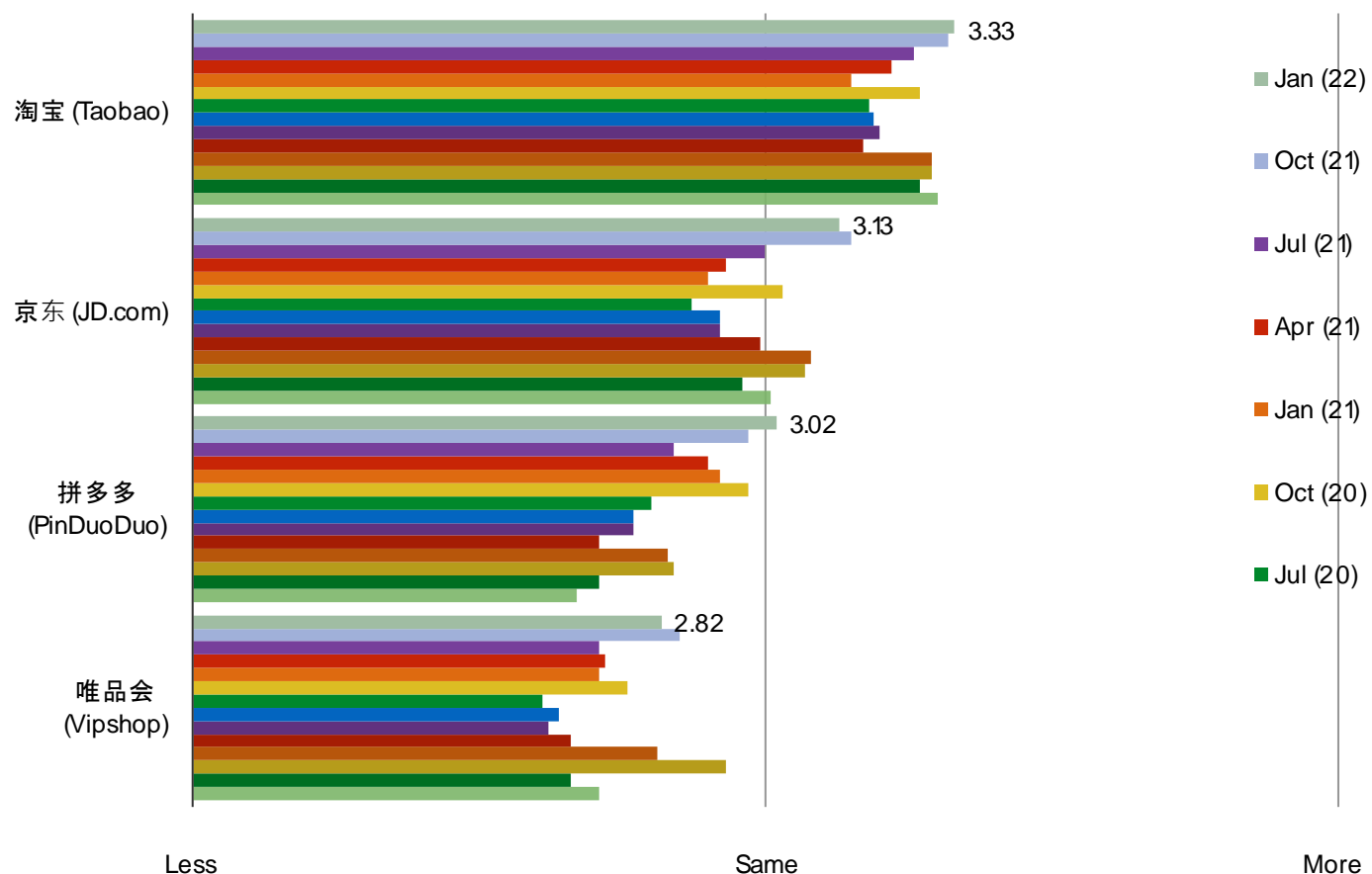
Posed to all respondents.



More Recent

## HAVE YOU RECENTLY CHANGED HOW OFTEN YOU PURCHASE FROM...

Posed to respondents who have shopped each of the following.

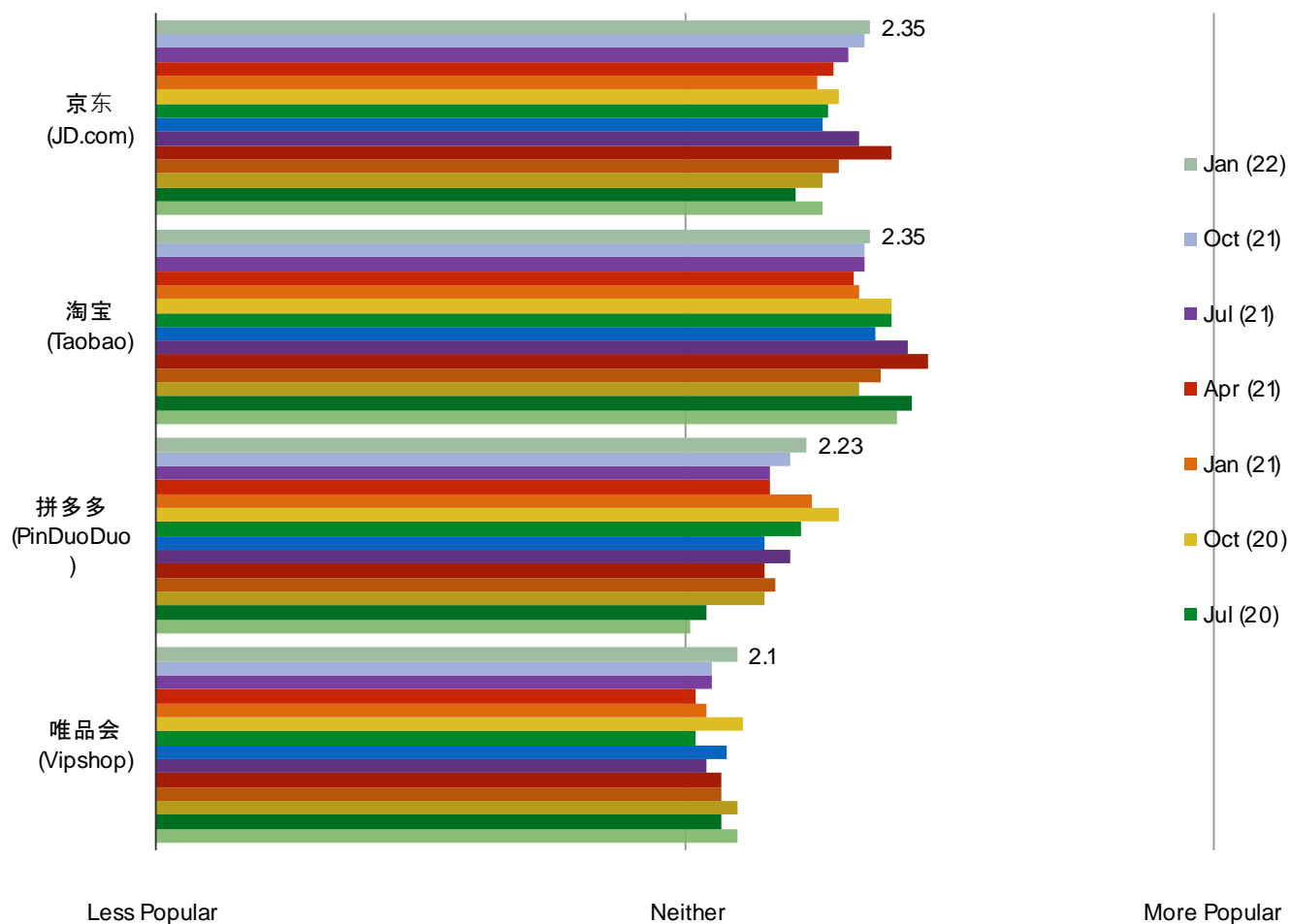


\*When we asked about each platform, we excluded respondents who have never shopped that platform.



## IN YOUR OPINION ARE THE FOLLOWING GAINING OR LOSING POPULARITY?

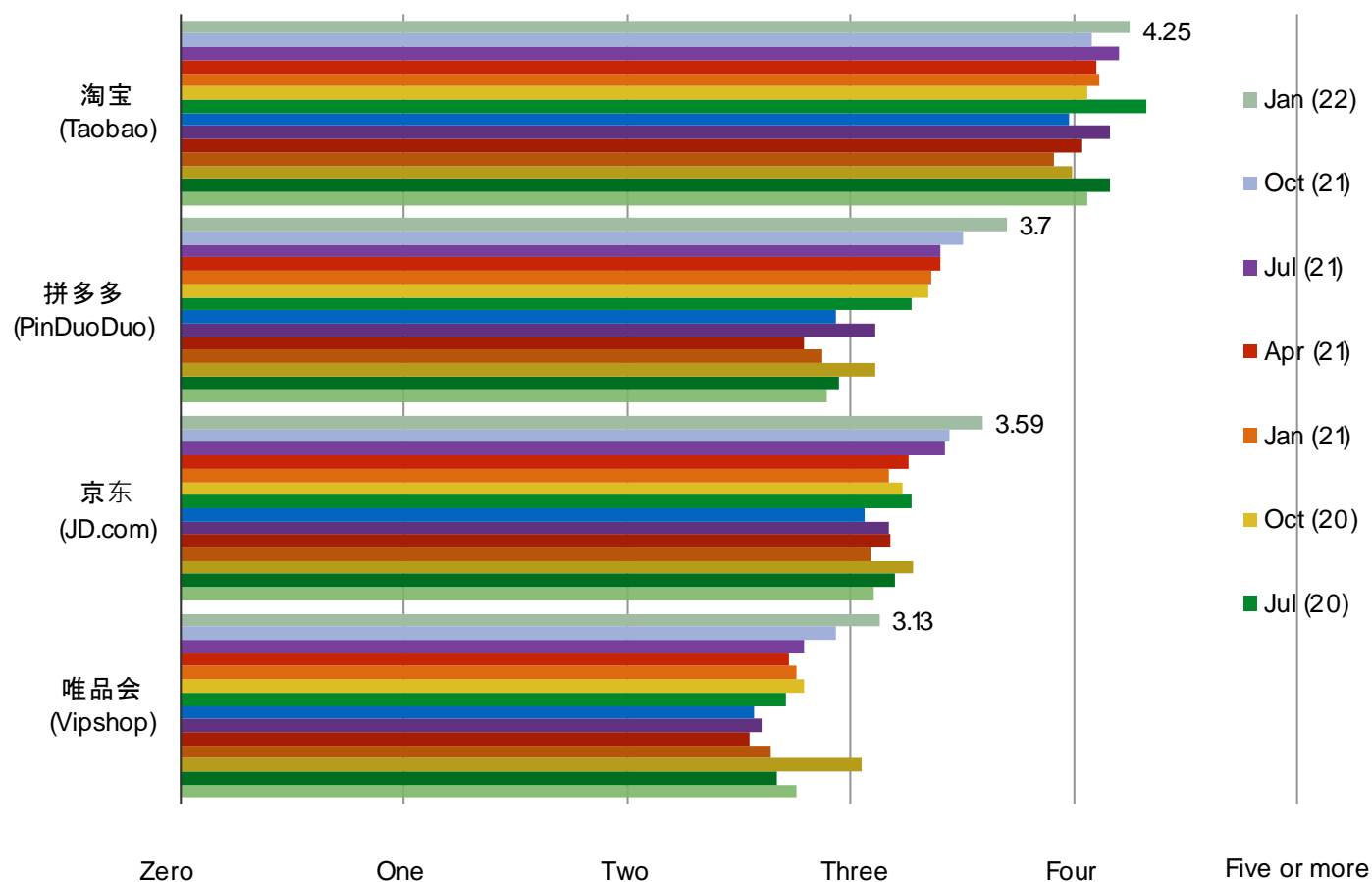
Posed to respondents who have shopped each of the following.



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

## HOW MANY ITEMS DO YOU BUY FROM HERE ON AVERAGE EVERY MONTH?

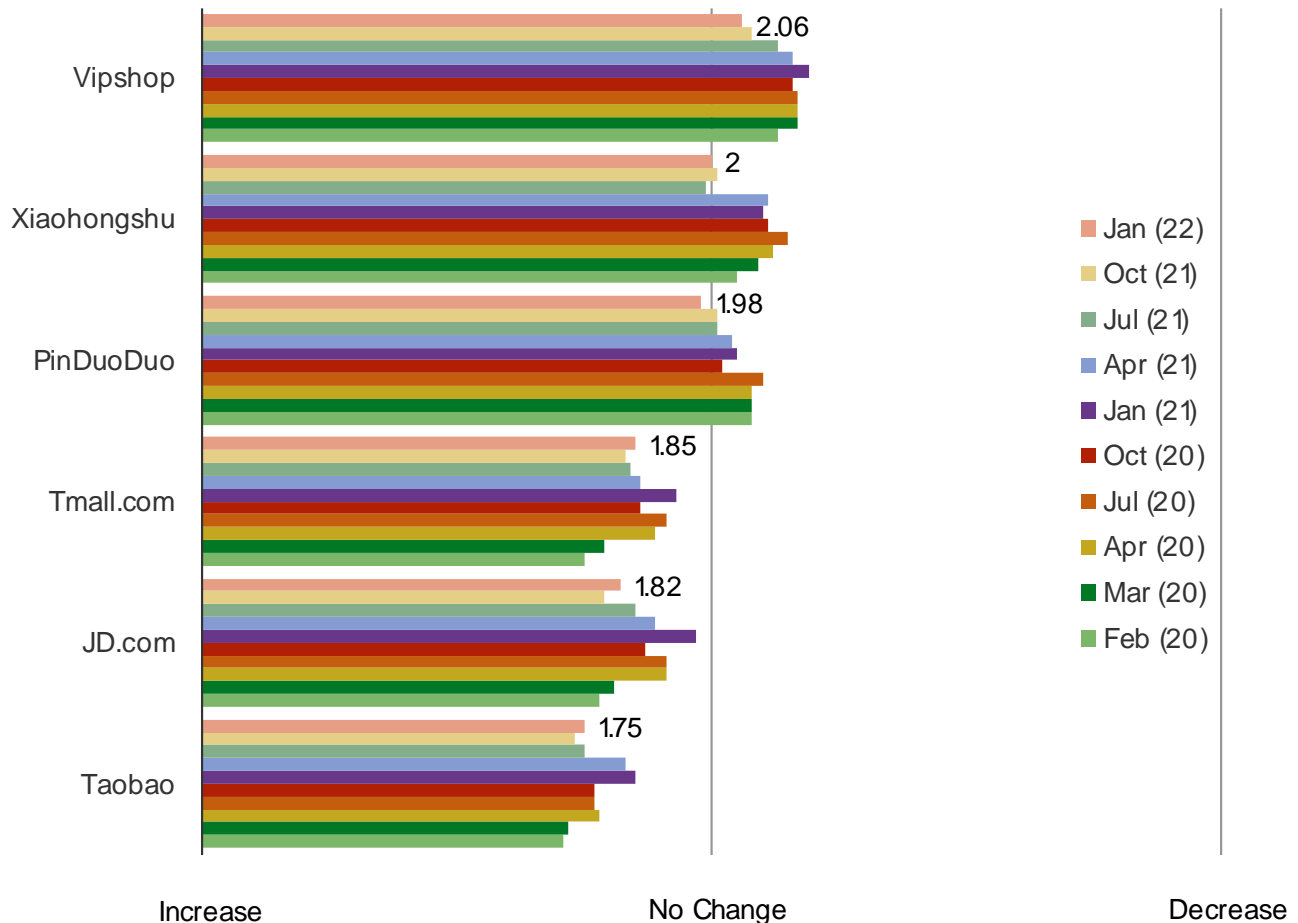
Posed to respondents who have shopped each of the following.



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

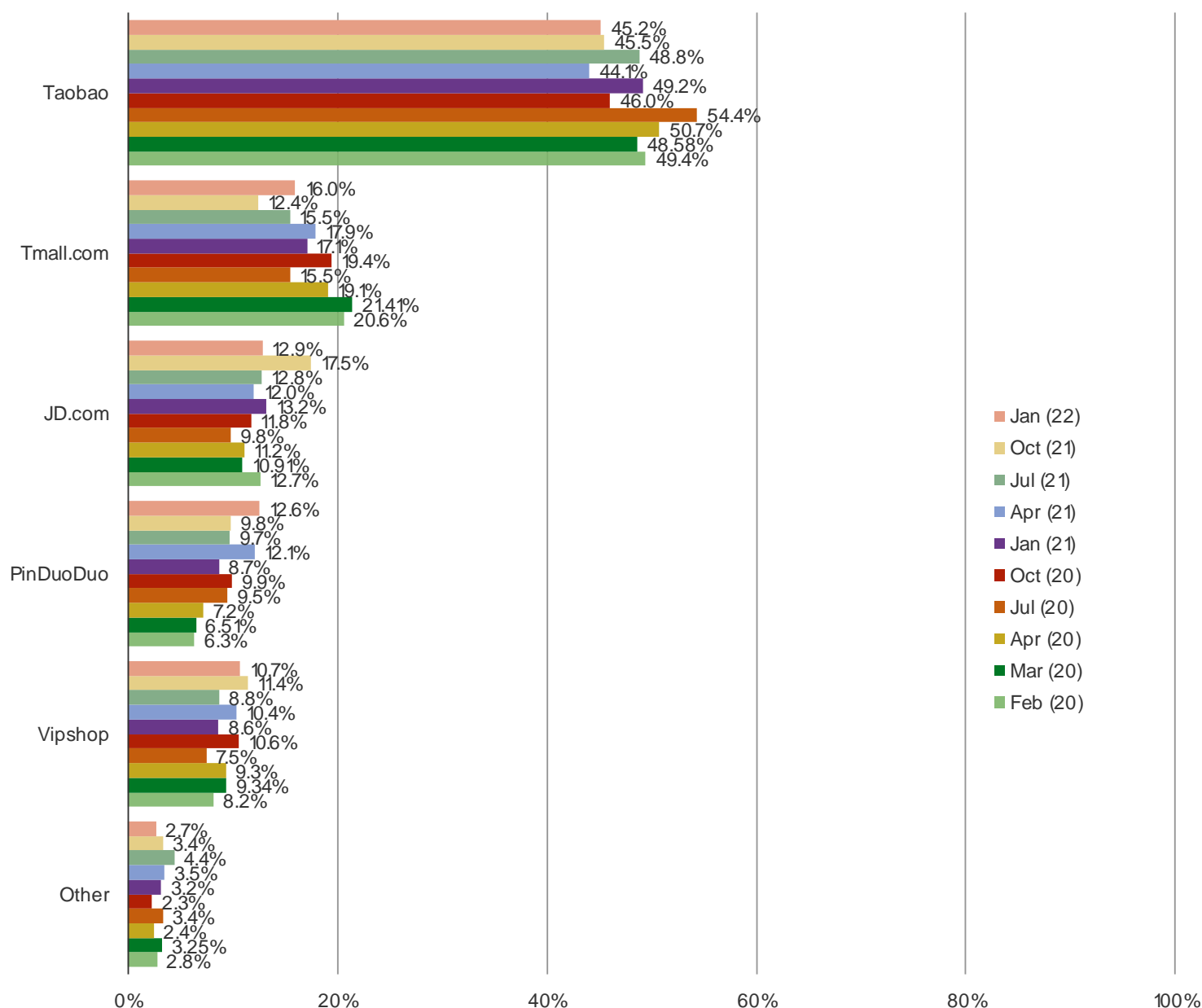
## DO YOU PLAN TO INCREASE OR DECREASE SPENDING ON THE FOLLOWING WEBSITES AND APPS?

Posed to all respondents.



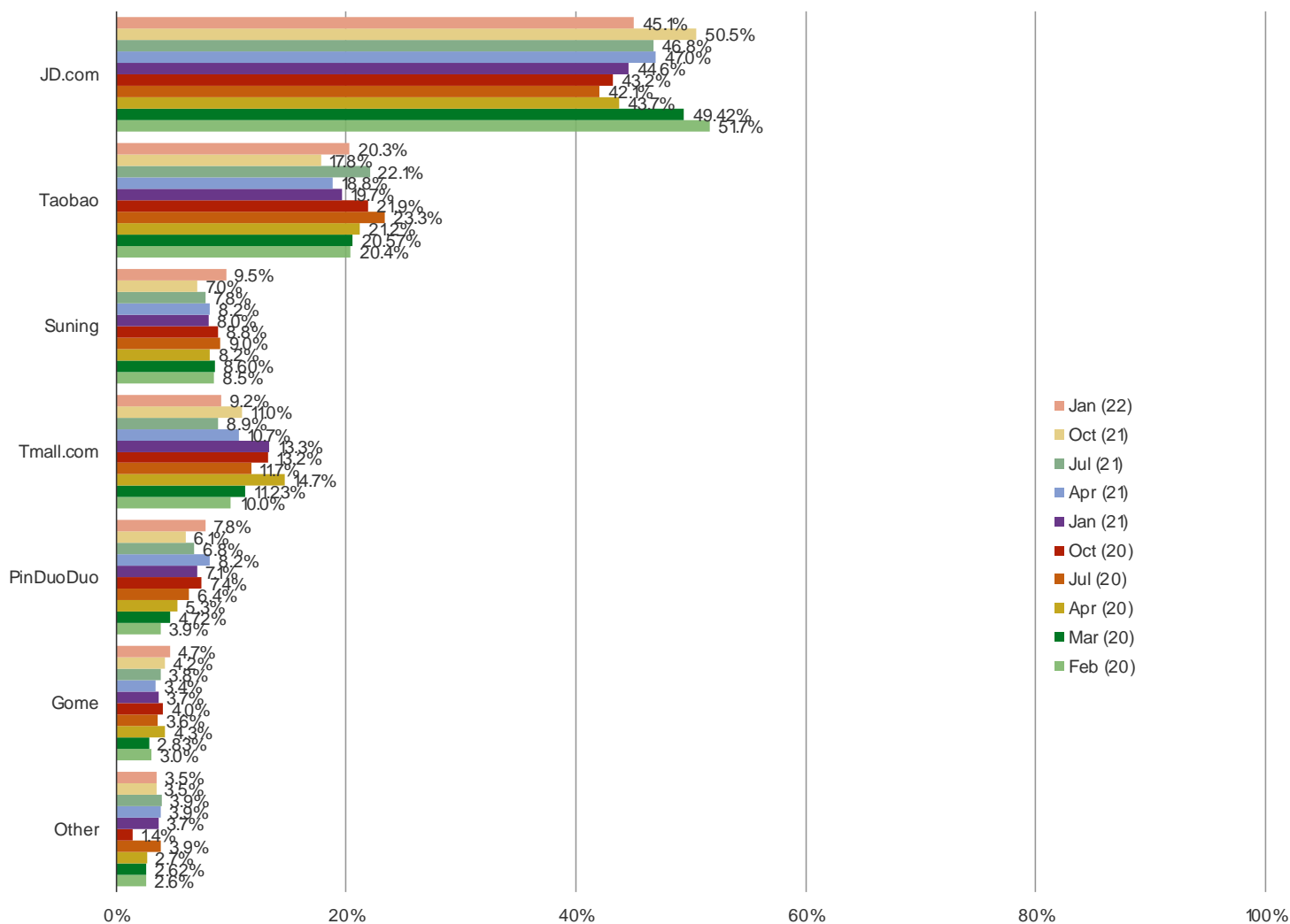
## WHICH SITE DO YOU USE MOST TO BUY APPAREL?

Posed to all respondents.



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

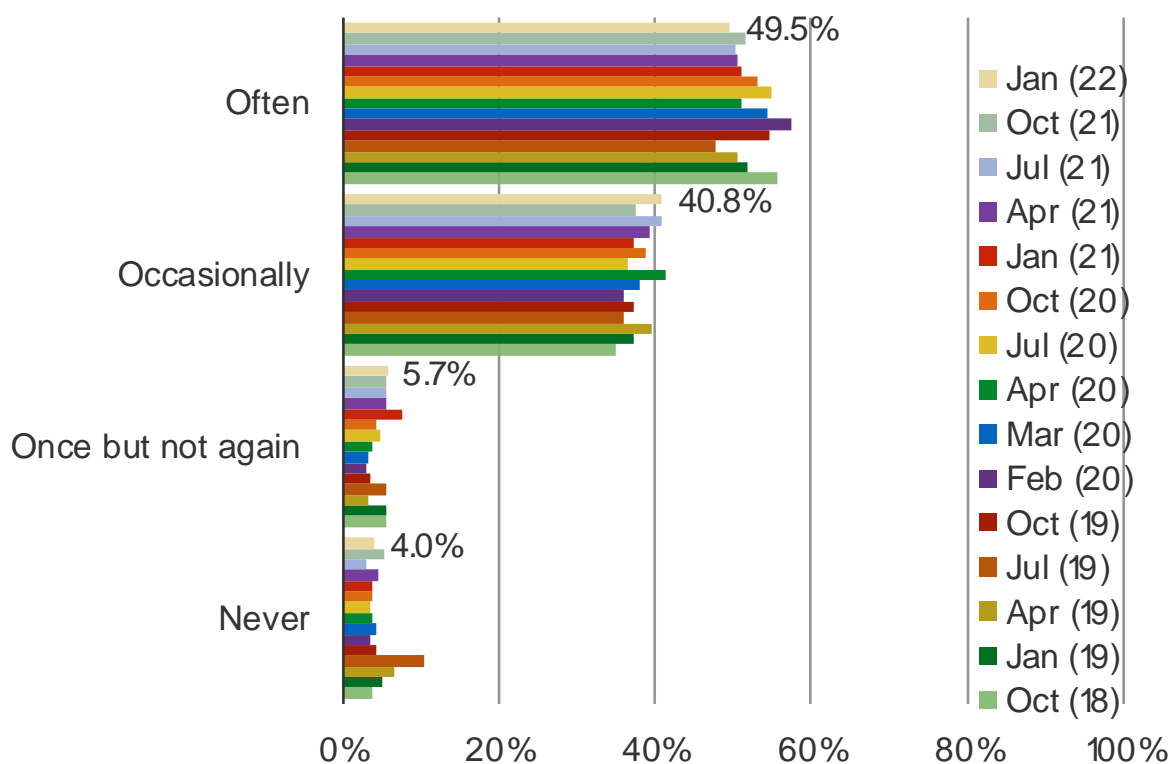
Posed to all respondents.



DEEP-DIVE ON BABA

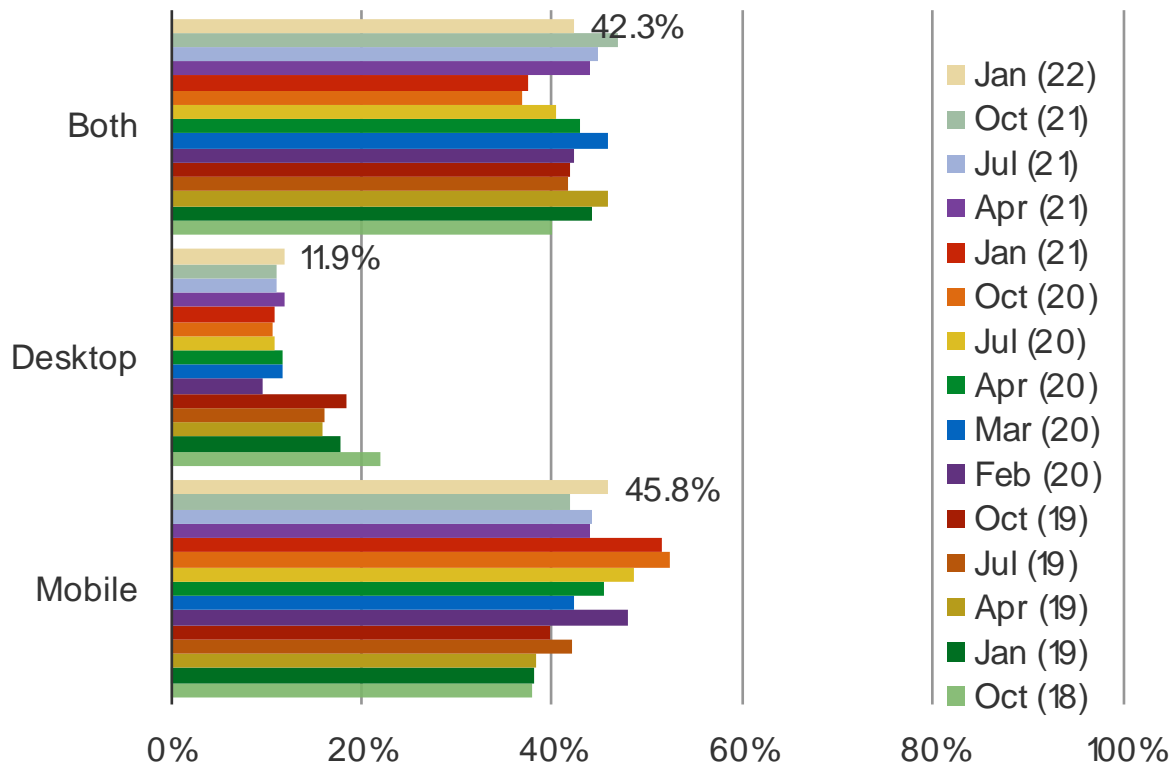
## HOW OFTEN DO YOU USE ALIBABA?

Posed to all respondents.



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

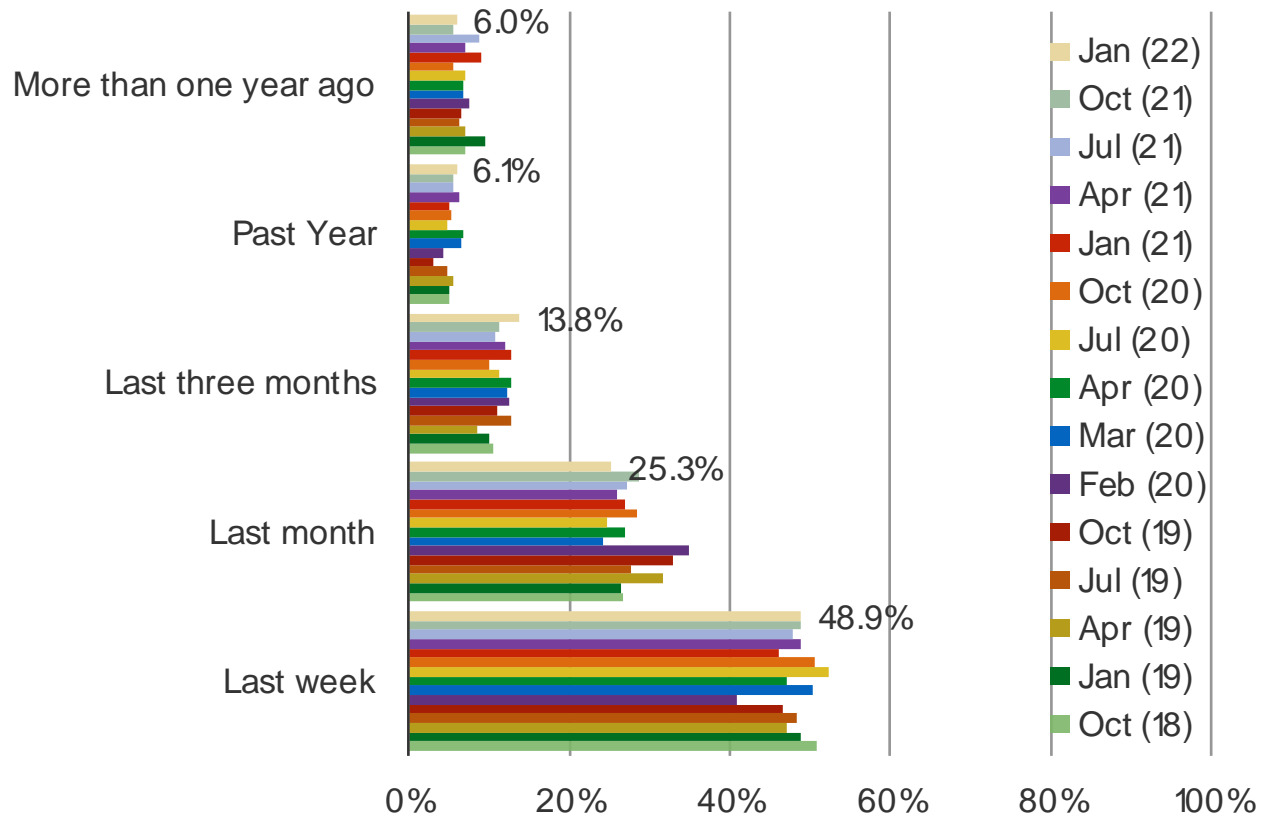
Posed to respondents who said they have used Alibaba.





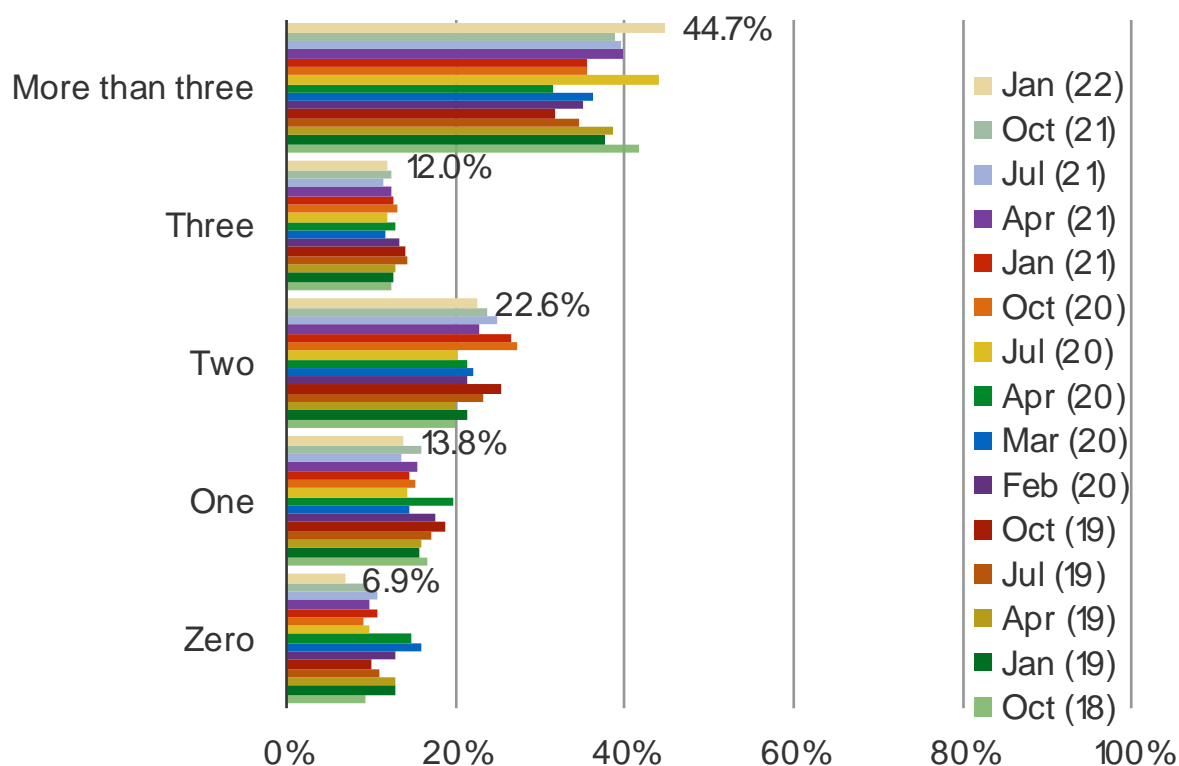
## WHEN WAS THE LAST TIME YOU BOUGHT SOMETHING ON ALIBABA?

Posed to respondents who said they have used Alibaba.



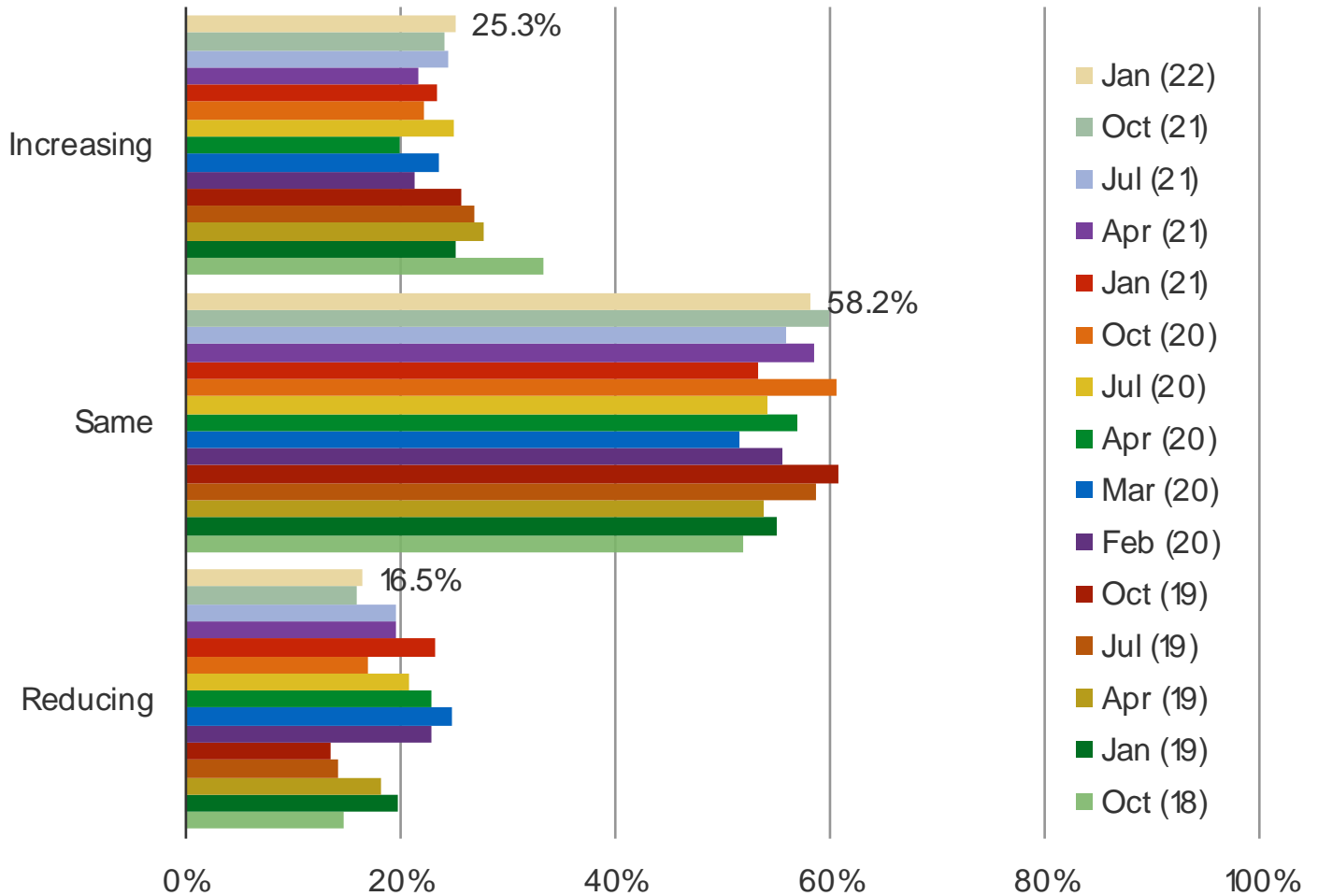
## HOW MANY ITEMS HAVE YOU PURCHASED FROM ALIBABA IN THE PAST MONTH?

Posed to respondents who said they have used Alibaba.



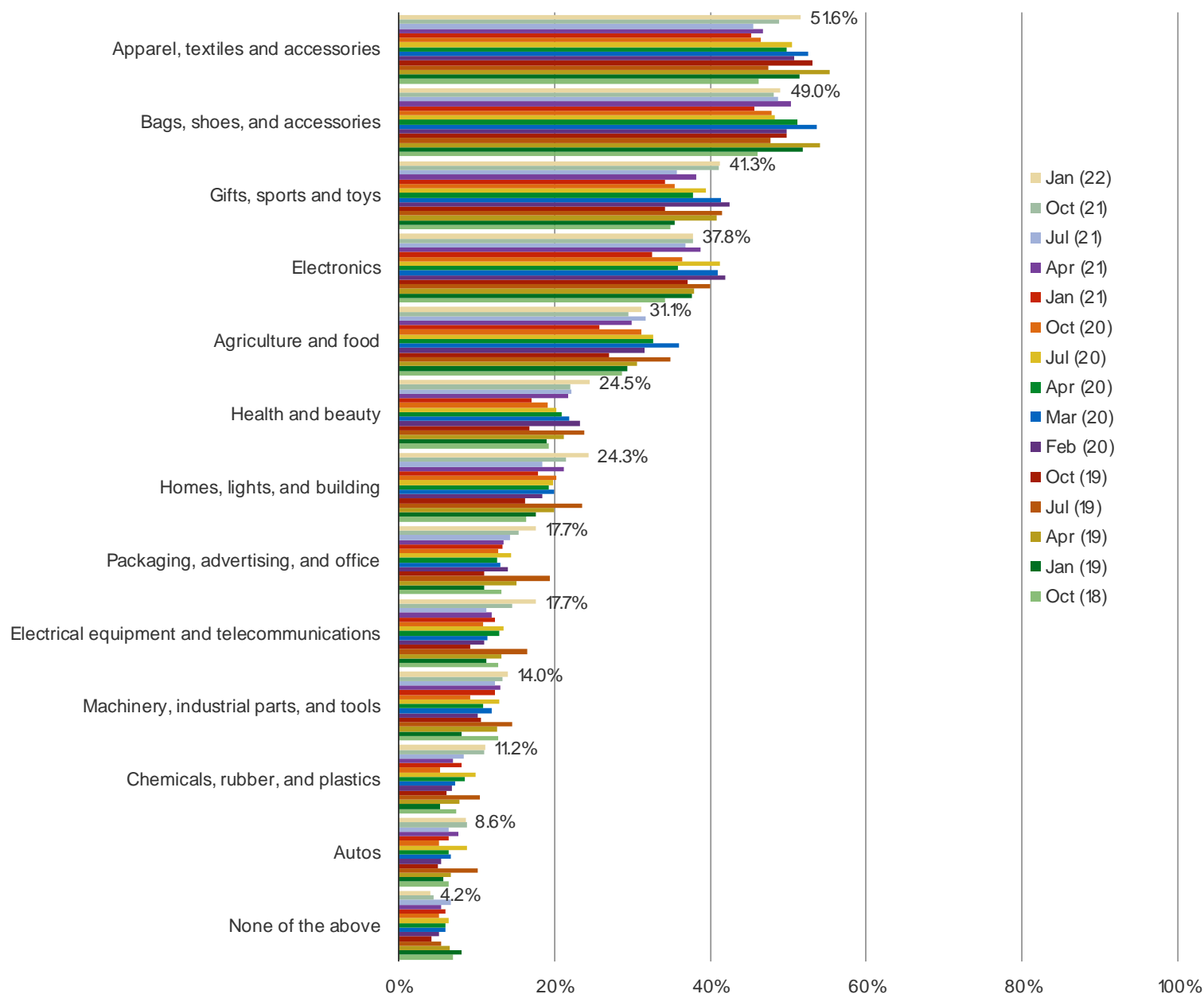
HAVE YOU CHANGED HOW OFTEN YOU SHOP ALIBABA RECENTLY?

Posed to respondents who said they have used Alibaba.



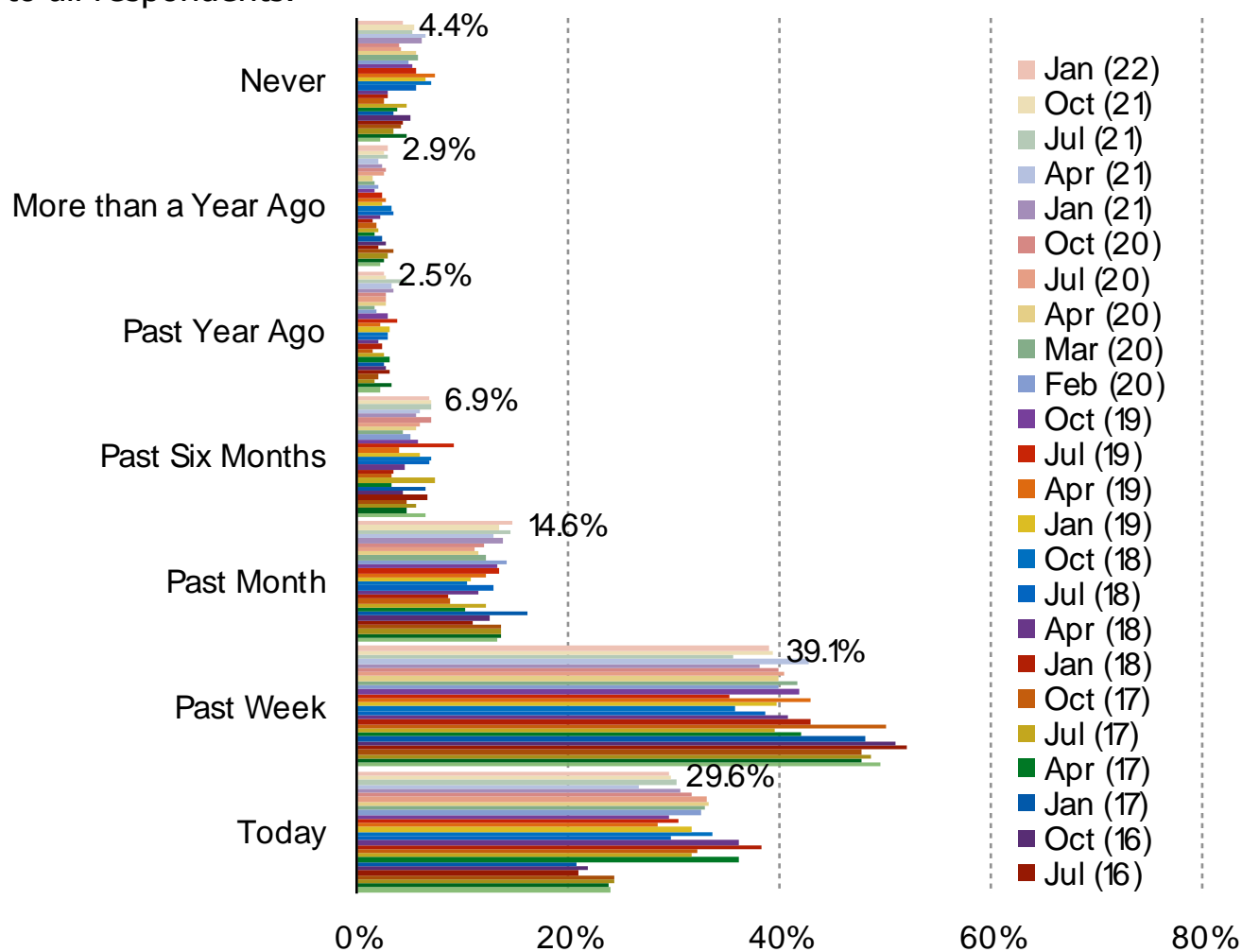
## WHAT TYPES OF PRODUCTS DO YOU BUY FROM ALIBABA?

Posed to respondents who said they have used Alibaba.



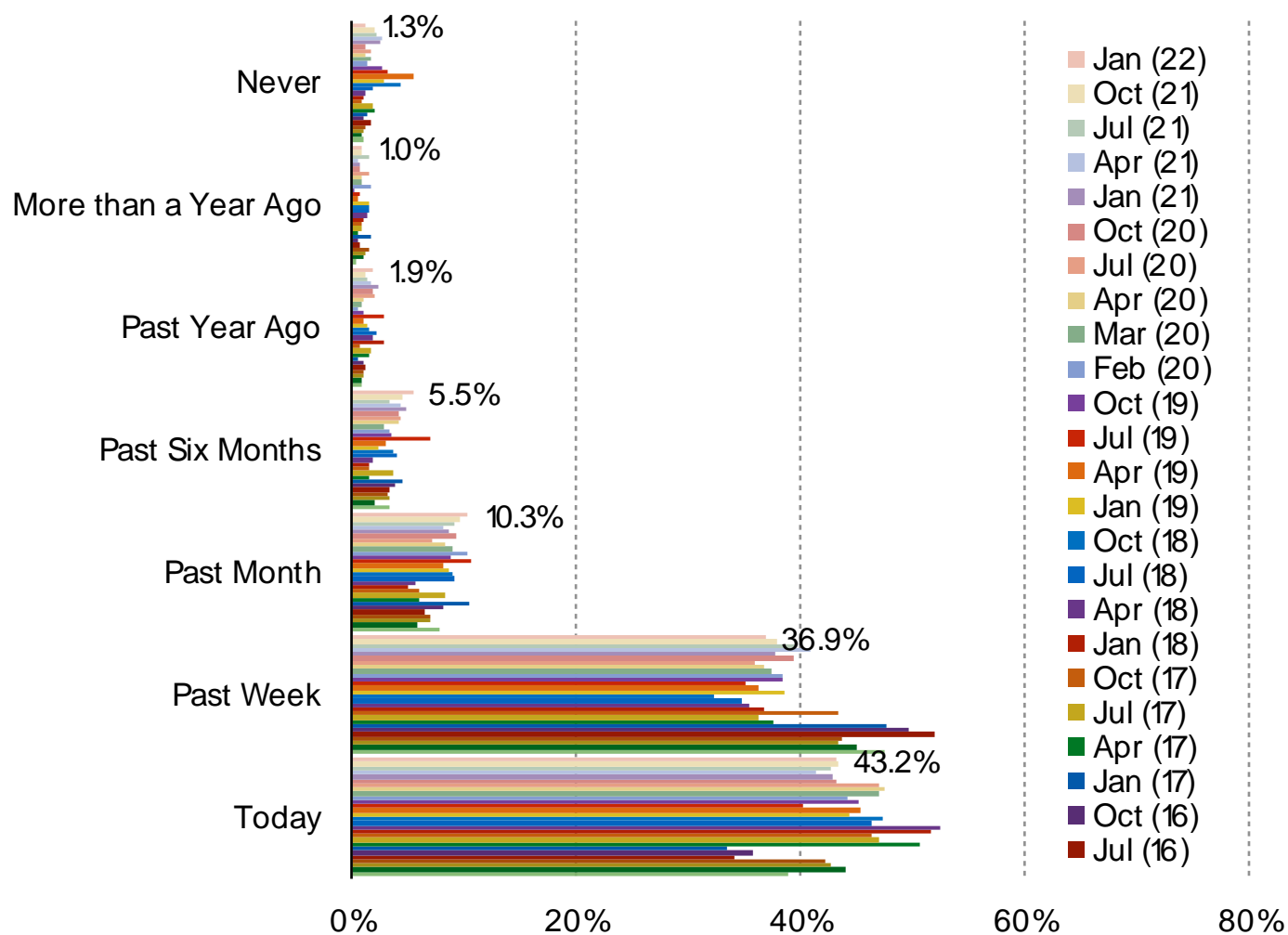
## WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM ALIBABA?

Posed to all respondents.



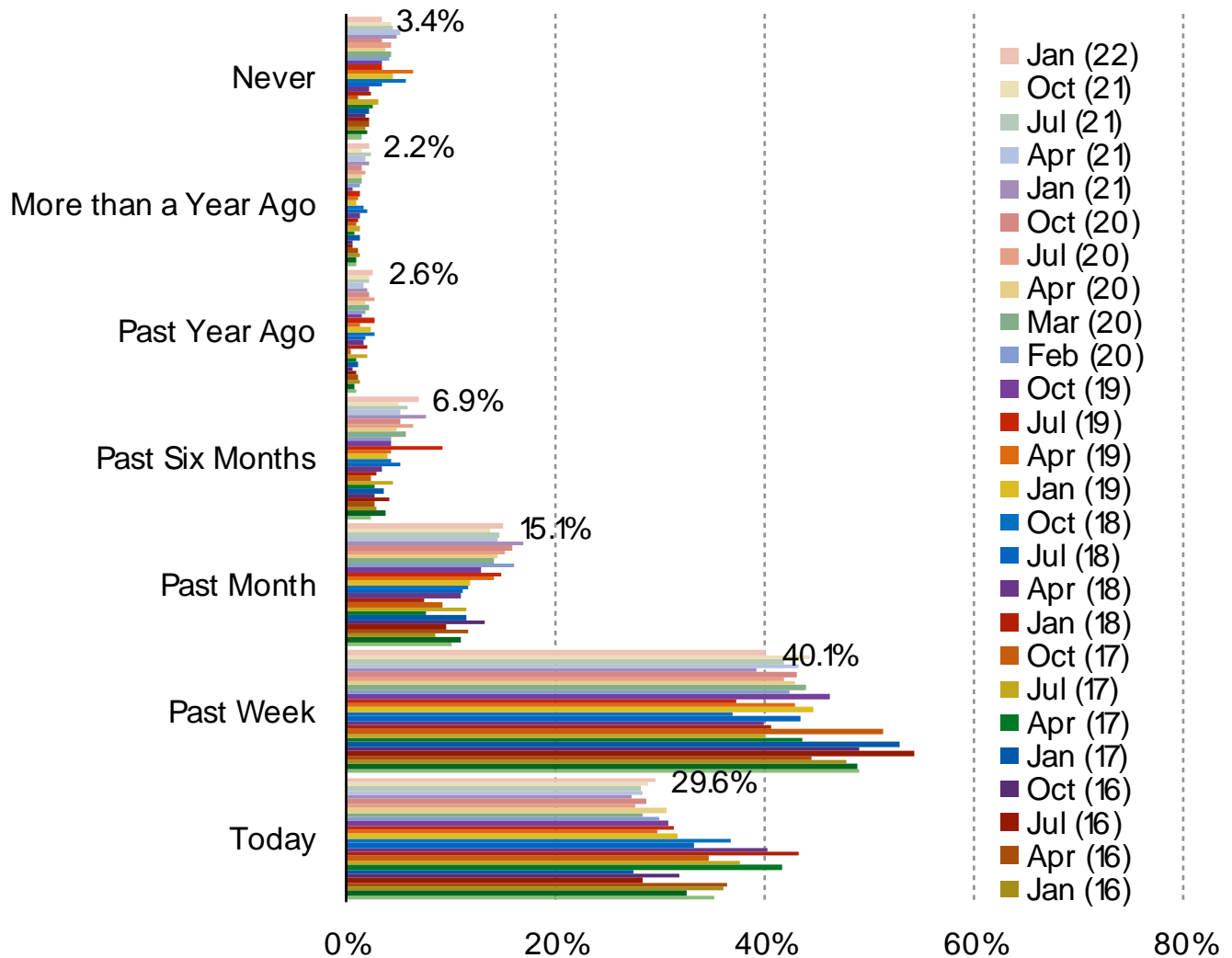
## WHEN IS THE LAST TIME YOU PURCHASED SOMETHING FROM TAOBAO?

Posed to all respondents.



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

Posed to all respondents.



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

Posed to all respondents.

