

CARSOME CONSUMER SURVEY

Consumer Sentiments towards:
Car Buying and Selling
Usage of Public Transport / Ride-hailing Services

CARSOME

Executive Summary

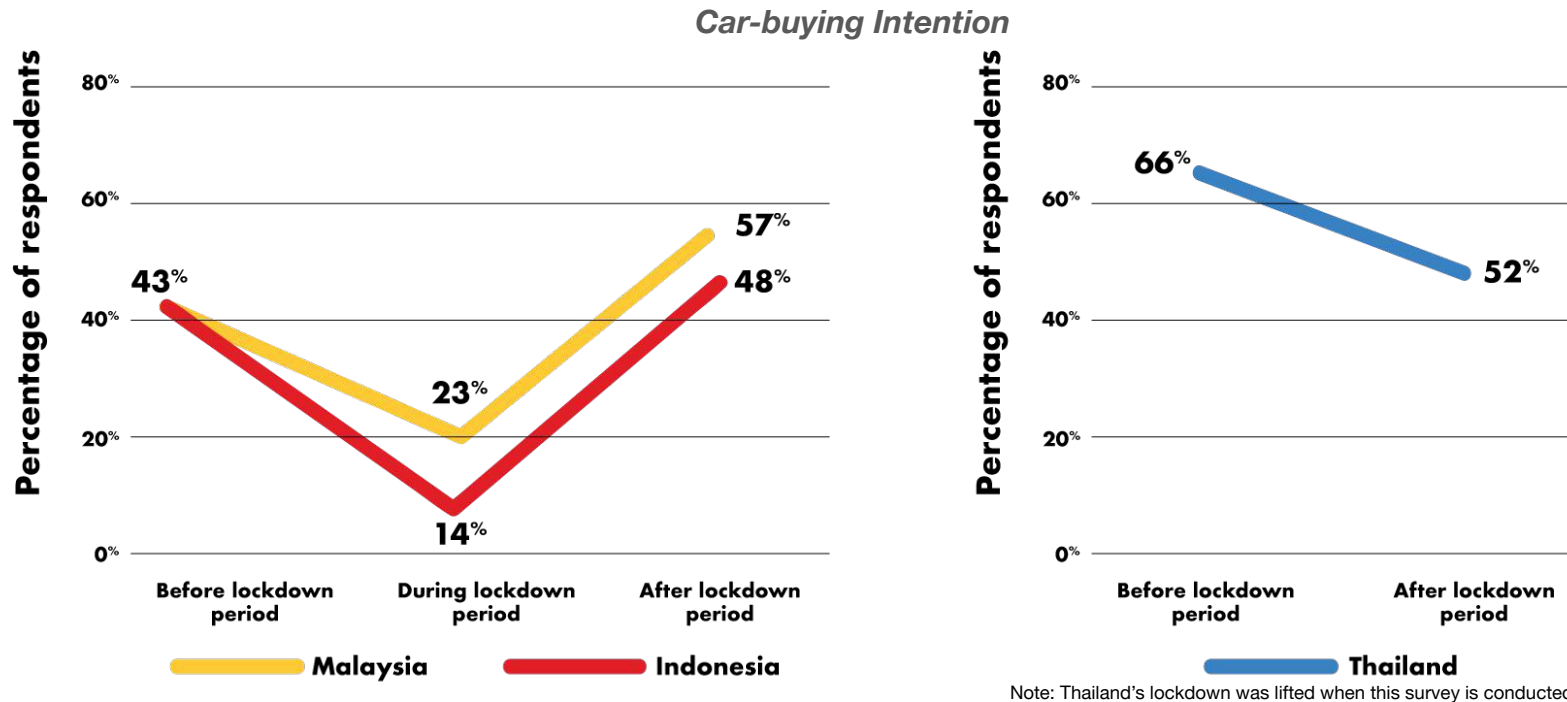
- The number of respondents intending to buy a car post-lockdown **increased** in Malaysia (up 32% compared to pre-lockdown) and Indonesia (up 12%).
- The number of people who want to sell their cars post-lockdown also **increased**, led by Malaysians (up 133% compared to pre-lockdown), followed by Indonesians (up 52%) and Thais (up 15%).
 - The most common reasons attributed to the car-selling intentions are to dispose of old cars and to get more cash on hand.
- The popularity of online used car selling platform **increased** 55% among Malaysian respondents, 34% among Indonesian respondents and 19% among Thai respondents.
- Most consumers in all three countries **do not feel comfortable** using public transport after the Covid-19 lockdown for fear of contracting the virus.

Methodology

- The survey was conducted by Carsome in October 2020 among 1,000 Malaysian consumers, 1,005 Indonesian consumers and 1,055 Thai consumers.
- The survey was carried out through online panels sourced by research agencies.

CAR-BUYING INTENTION

Compared to pre-lockdown, there is a 32% increase in the number of Malaysian respondents wanting to buy a car post-lockdown whereas the increase is 12% in Indonesia. The number of Thai respondents who want to buy a car sees a 21% decline post-lockdown.



For Malaysian respondents who do not intend to buy a car, the reasons given are:

- Financial constraint due to unstable income
- Saving money for other commitments
- Existing car is still in good condition

For Indonesian respondents who do not intend to buy a car, the reasons given are:

- Lack of budget
- Comply with PSBB rules to stay at home
- Focus on other priorities (job and family commitments)

For Thai respondents who do not intend to buy a car, the reasons given are:

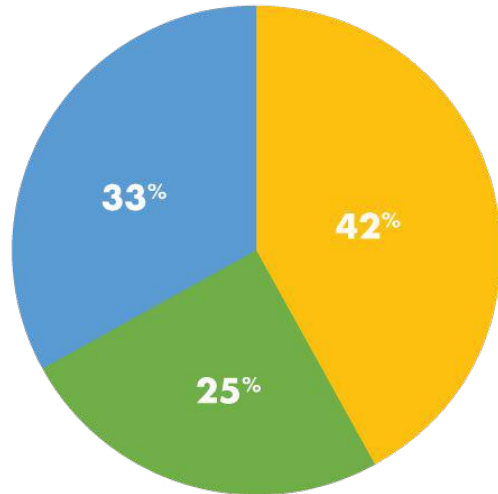
- Financial constraint
- Already own a car
- Uncertain of economic future post-pandemic

*PSBB: Pembatasan Sosial Berskala Besar (Large-scale Social Restrictions)

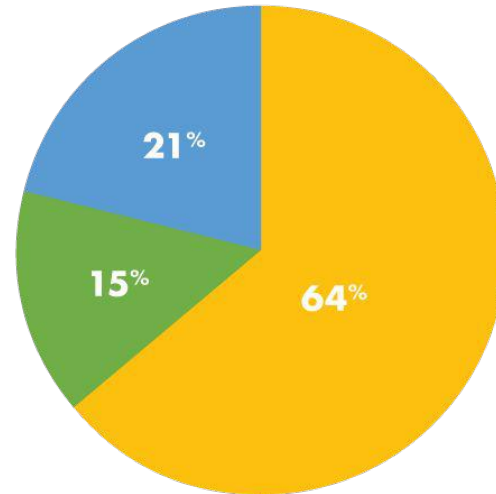
CAR-BUYING INTENTION

Most Malaysians plan to buy a car within 1-6 months while most Indonesians and Thais plan to buy a car within 7-12 months.

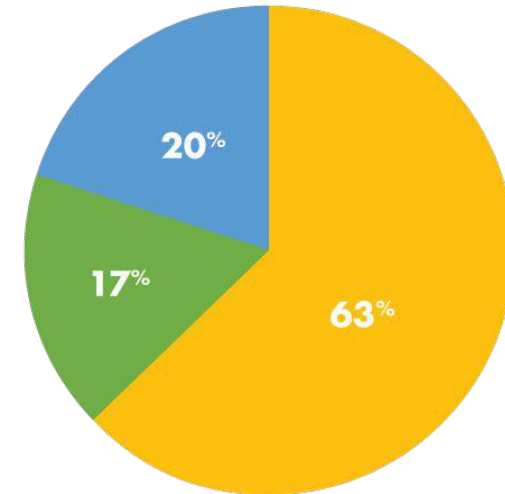
Timeline of Intended Car-buying



Malaysia



Indonesia



Thailand

● **Within 1-3 months** ● **Within 4-6 months** ● **Within 7-12 months**

Main reasons for buying a car within 1-6 months

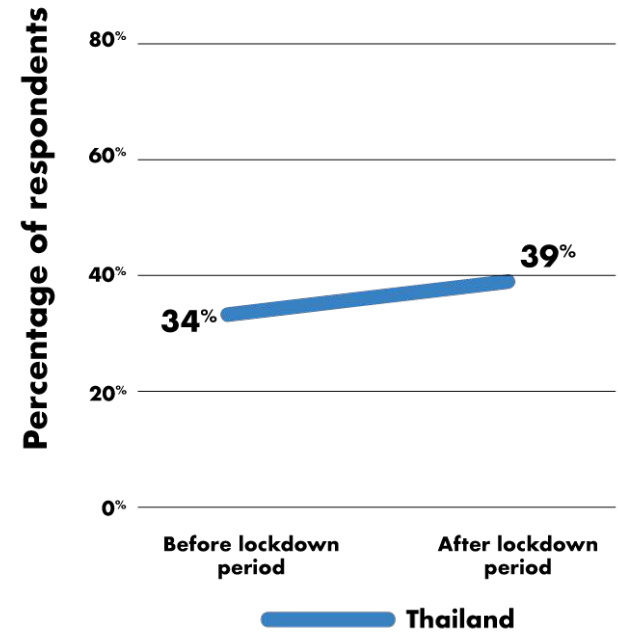
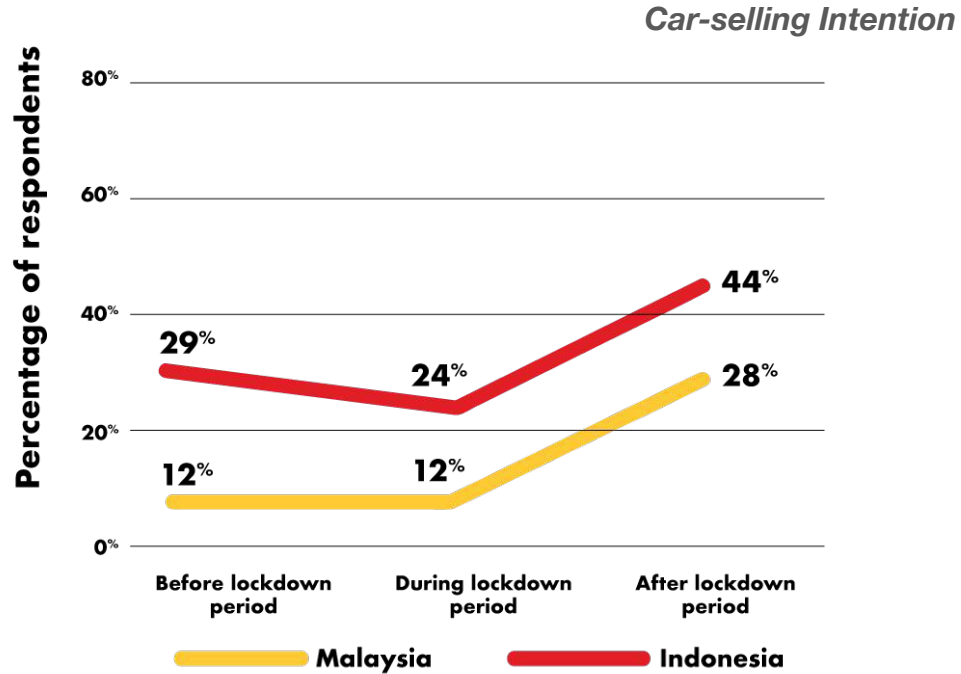
- Need a car urgently to carry out daily routine.

Main reasons for buying a car within 7-12 months

- More confident on purchasing power at that time.
- Will have enough budget or stable income by that time.

CAR-SELLING INTENTION

Compared to pre-lockdown, the number of people who want to sell their cars increased in all three countries, led by Malaysia (up 133%), followed by Indonesia (up 52%) and Thailand (up 15%).



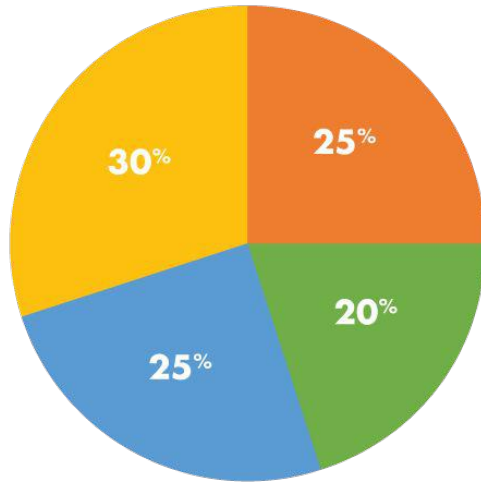
Note: Thailand's lockdown was lifted when this survey is conducted

The main reason for decreased car-selling intention during the lockdown in Malaysia and Indonesia is that the respondents are still satisfied with the current conditions of their cars.

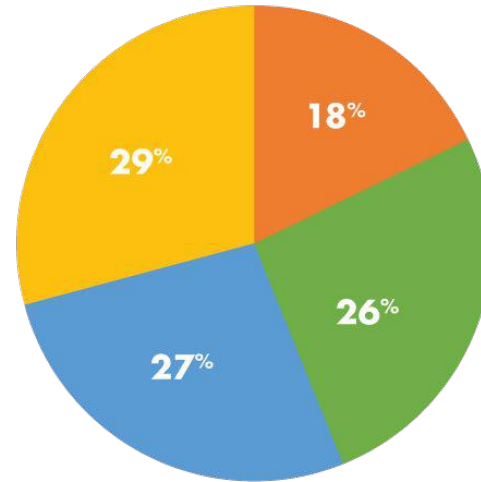
CAR-SELLING INTENTION

Of the Malaysians, Indonesians and Thais planning to sell their cars, they plan to sell within 12 months.

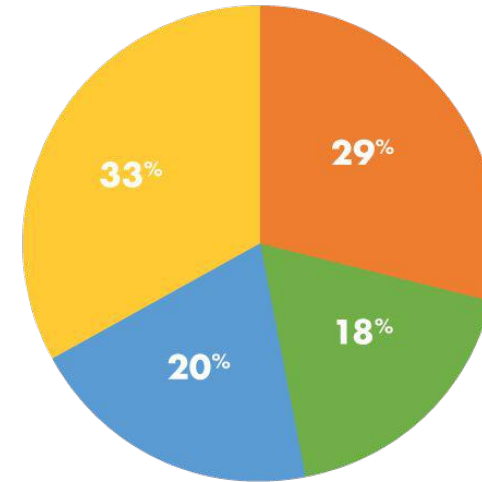
Timeline of Intended Car-selling



Malaysia



Indonesia



Thailand

- **Within 1-3 months** ● **Within 4-6 months** ● **Within 7-12 months** ● **More than 12 months**

Reasons for selling cars within 1-6 months

- Replace old car with a new car
- Need cash on hand

Reasons for selling cars within 7-12 months

- Replace old car with a new car

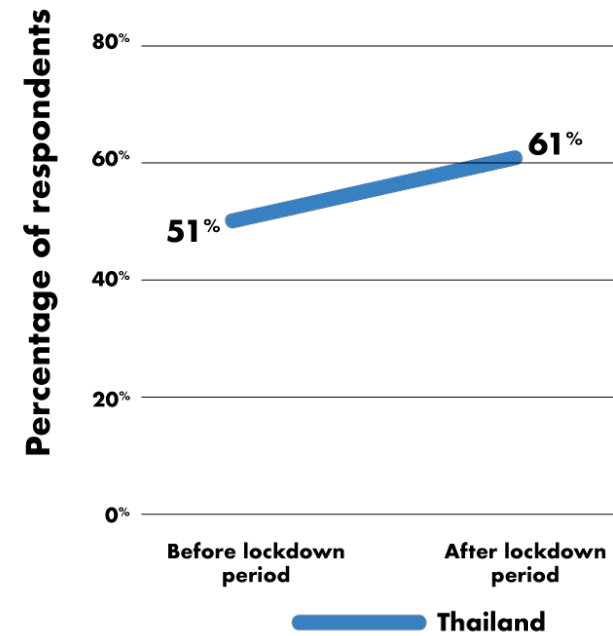
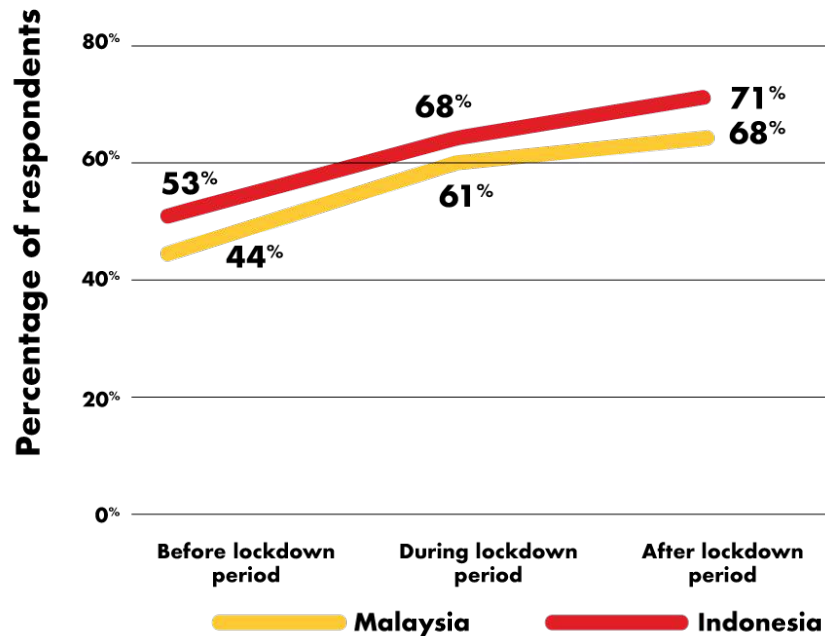
Reasons for selling cars after 12 months

- Confidence on getting a good deal during that period as the economy should be more stable by then

CAR-SELLING PLATFORM

Online used car selling platforms in Malaysia and Indonesia gained a lot of popularity after the lockdown period, especially in Malaysia, which saw a 55% increase in popularity, followed by Indonesia (34%) and Thailand (19%).

Popularity of Online Used Car Selling Platform

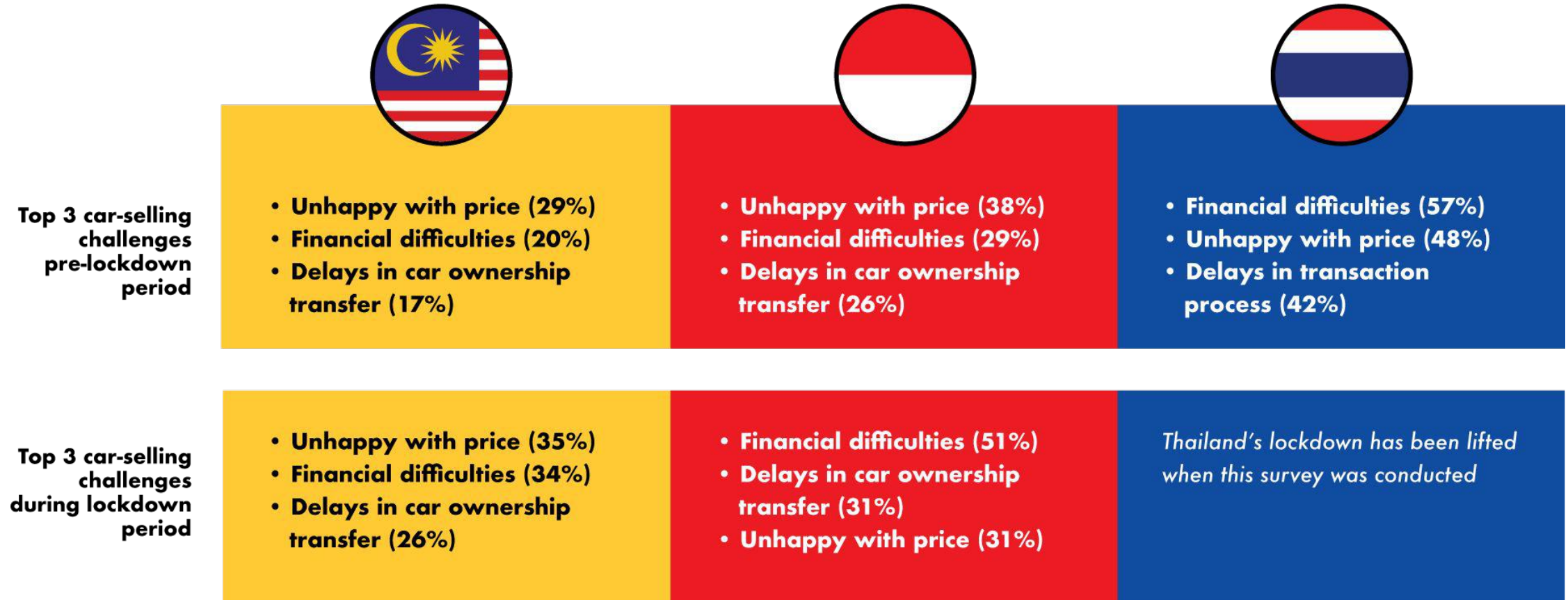


Note: Thailand's lockdown was lifted when this survey is conducted

The significant increase of preference in used car selling platform indicates the accelerated digitalisation in the used car market due to the ease of selling through online platforms.

CAR-SELLING CHALLENGES

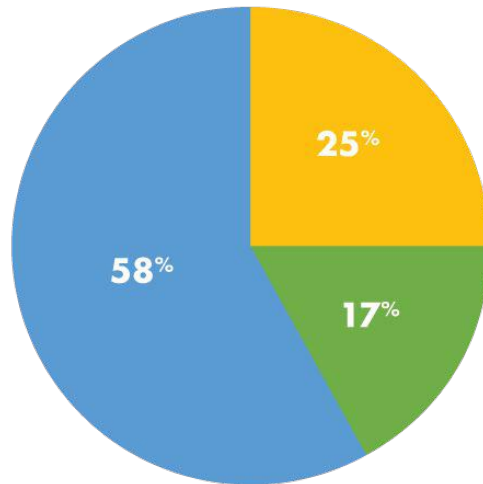
The main challenges of car selling in Malaysia, Indonesia and Thailand are dissatisfaction with price offered and financial difficulties such as inability to settle loans.



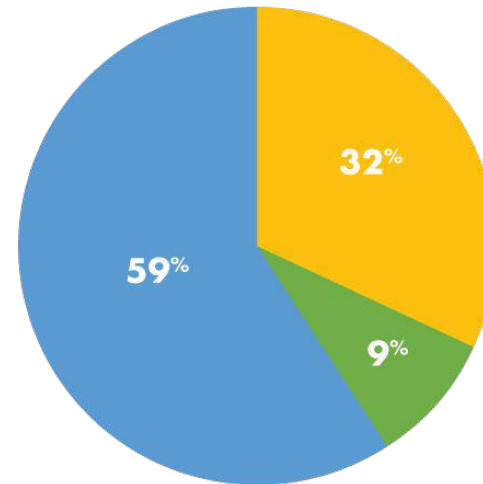
PRIVATE CAR USAGE

More than 50% of Malaysians and Indonesians decreased their car usage during the lockdown. Meanwhile, in Thailand, car usage during the lockdown is balanced between increase, no change and decrease.

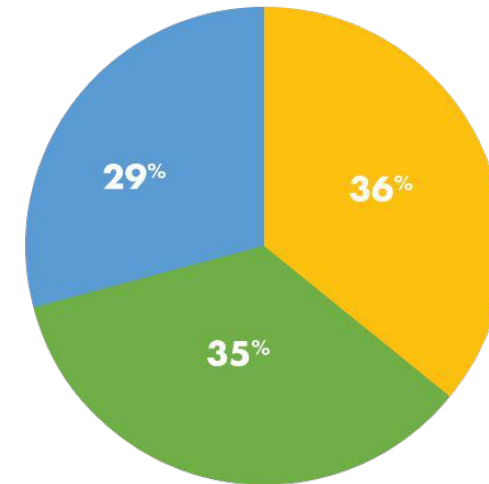
Change in Frequency of Car Usage during Lockdown Period



Malaysia



Indonesia



Thailand

● Increase ● Decrease ● No Change

Malaysians, Indonesians and Thais who increased their car usage chose to avoid using public transport during the lockdown to minimize contact with strangers.

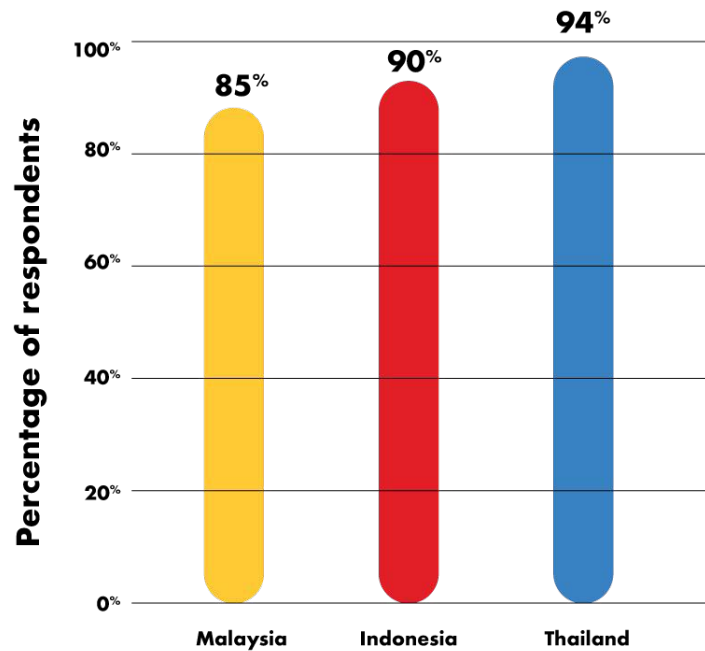
Malaysians, Indonesians and Thais who decreased their car usage generally chose to go out less frequently or only when necessary.

Those whose car usage frequency did not change are mostly car owners who do not use public transport or e-hailing services even before lockdown.

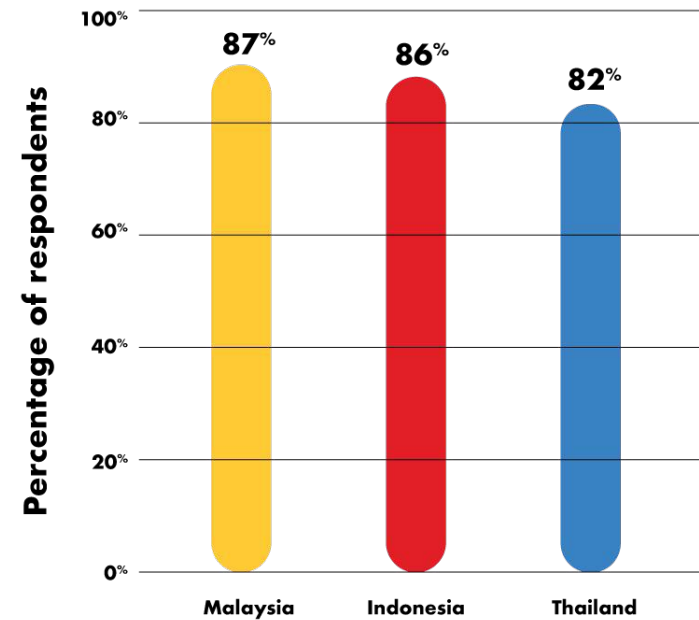
COVID-19 IN VEHICLES

More than 80% of Malaysians, Indonesians and Thais are aware that Covid-19 can spread in vehicles and of the measures they can take to prevent the spread of the virus.

Awareness on Risk of Covid-19 Transmission in Vehicles



Awareness on Covid-19 Preventive Measures for Vehicles



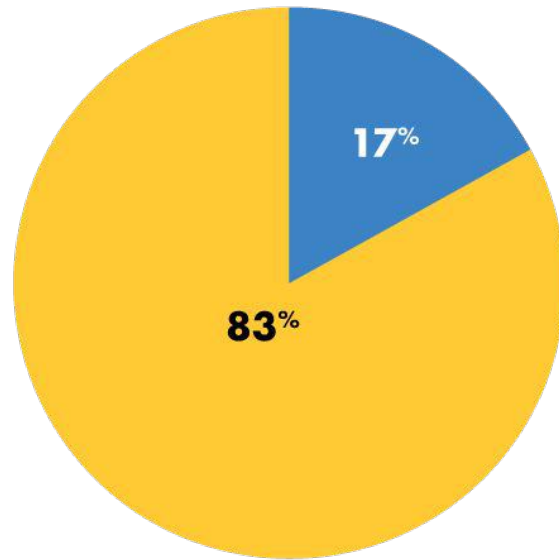
The three most common Covid-19 preventive measures respondents from all three countries took are:

- Disinfect the interior and exterior surfaces of the car regularly.
- Wear a face mask while driving.
- Place a hand sanitiser, tissue and covered rubbish bin inside car.

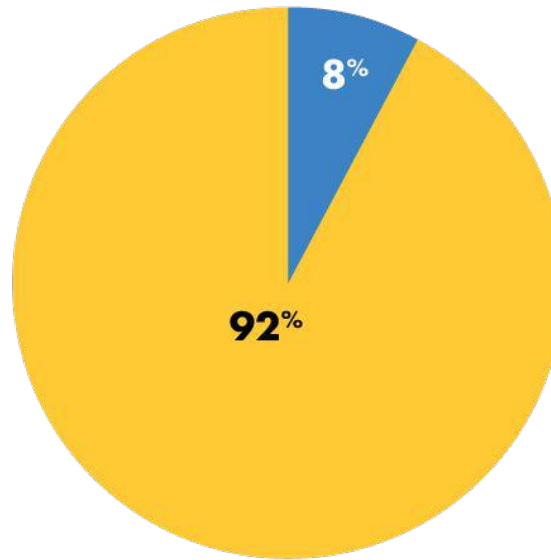
PERCEPTION ON USED CAR DEALERS OR USED CAR INSPECTION CENTERS

Nearly 9 out of 10 Malaysians, Indonesians and Thais trust that car dealers and used car inspection centers would do their best to reduce contact with Covid-19.

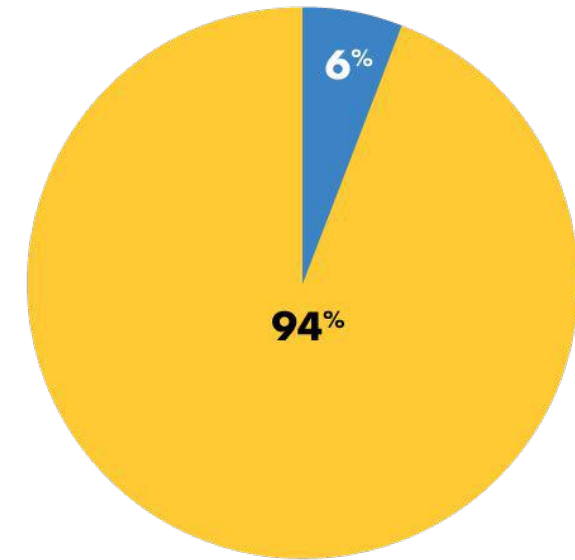
Perception on Used Car Dealers or Used Car Inspection Centers in Their Effort to Prevent the Spread of Covid-19



Malaysia



Indonesia

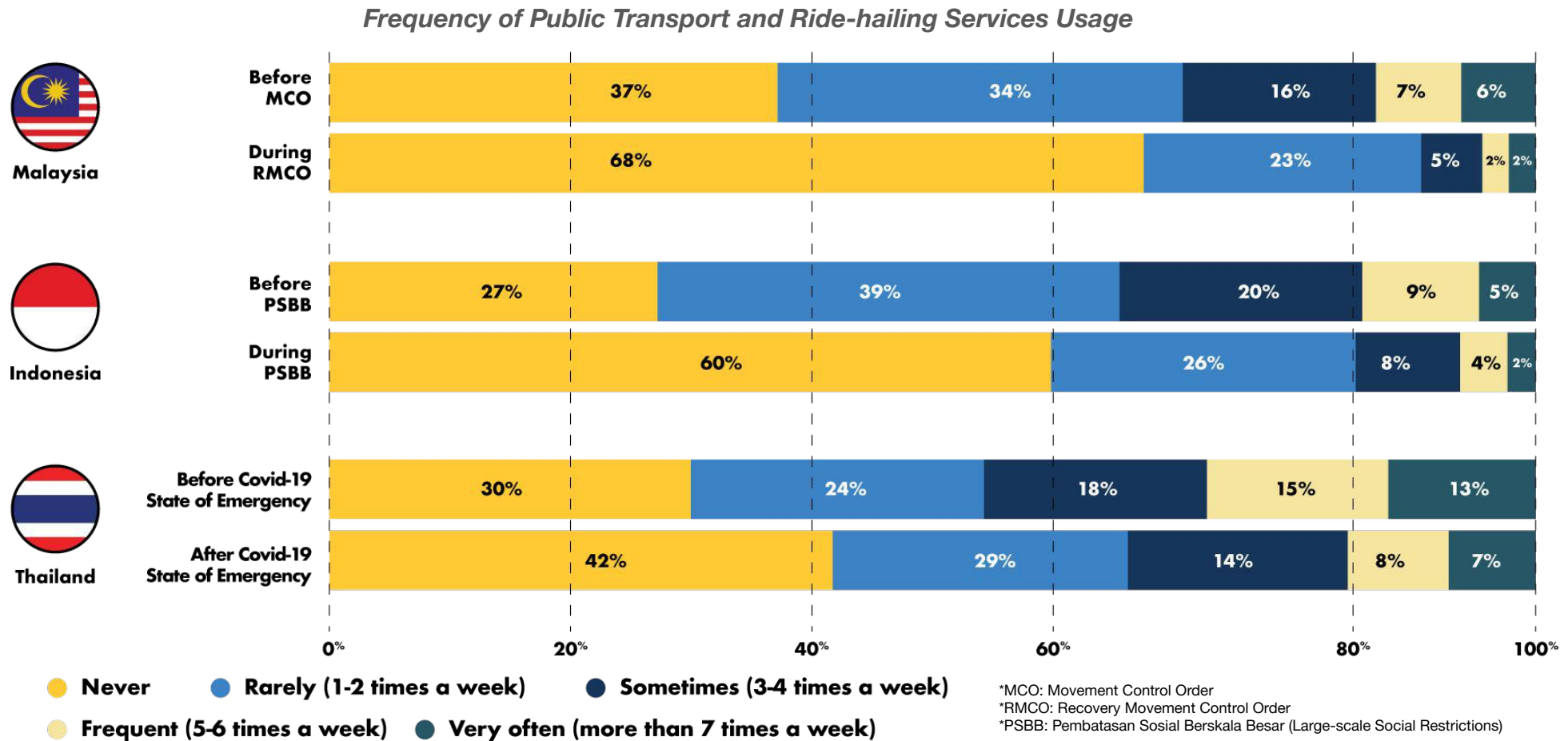


Thailand

● Positive ● Negative

PUBLIC TRANSPORT AND RIDE-HAILING SERVICES USAGE

The usage of public transport and ride-hailing services reduced significantly in Malaysia, Indonesia and Thailand during lockdown because respondents do not want to expose themselves to Covid-19.

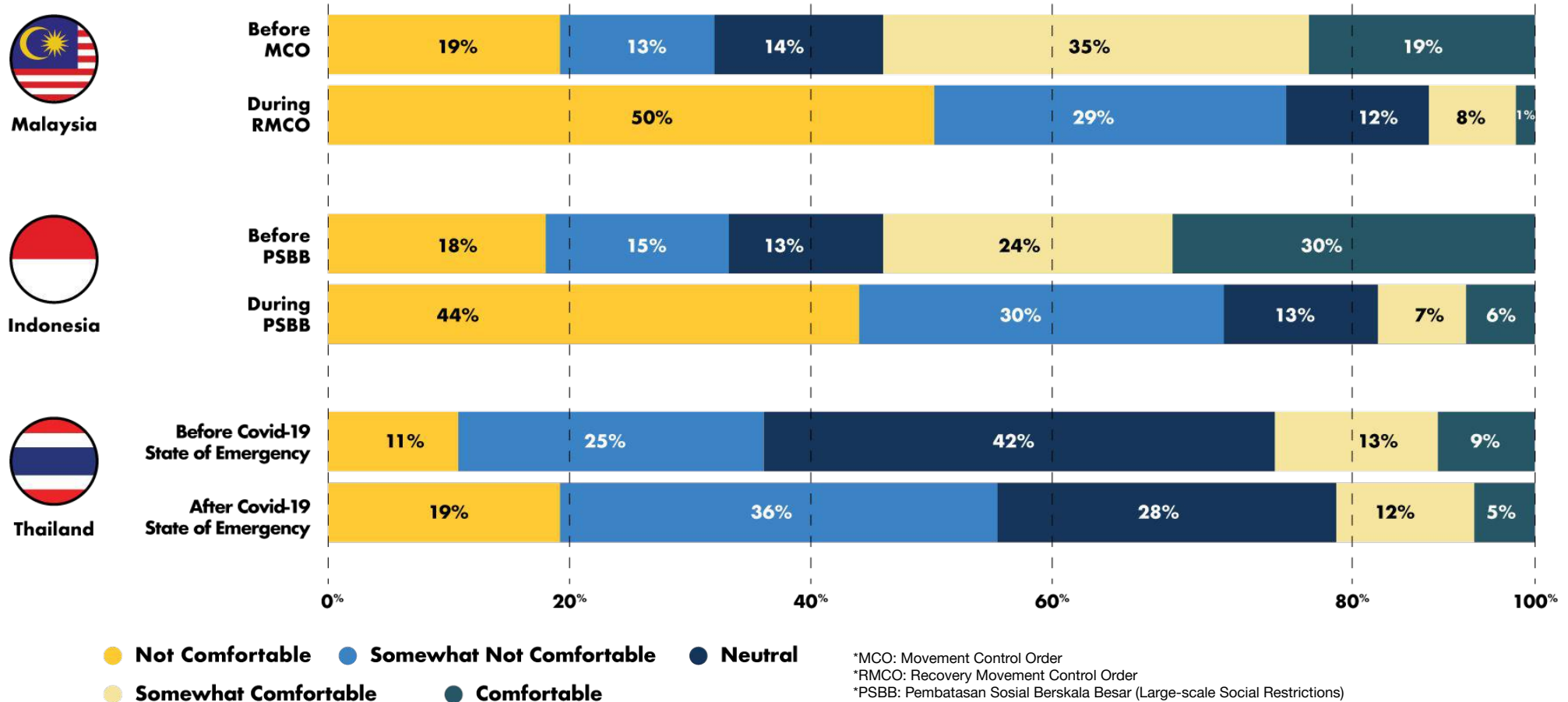


Therefore, they minimize going out and use their own transport to go to places instead of using public transport.

PUBLIC TRANSPORT AND RIDE-HAILING SERVICES USAGE

More than half of Malaysians, Indonesians and Thais are not comfortable using ride-sharing services or public transport compared to before lockdown for fear of contracting Covid-19.

Comfort Level on Sharing a Car Ride with a Strangers or Taking Public Transport





CAR SOME

The analysis presented in this report may be taken as directionally relevant but does not necessarily accurately reflect the realities to a brand, customer category, etc. The reader is advised not to take the conclusions or the inferences drawn as professional counsel or assume these to be premises on which they would make decisions.