

The logo for MRTS CONSULTING is centered within a white square on a blue background. The text "MRTS" is in a large, bold, serif font, and "CONSULTING" is in a smaller, all-caps, sans-serif font below it.

MRTS
CONSULTING

*helping you launch &
grow your business*

A decorative graphic consisting of several overlapping squares in various colors: blue, olive green, red, orange, and light green. A grey rectangular box is overlaid on the center of these squares, containing the title text.

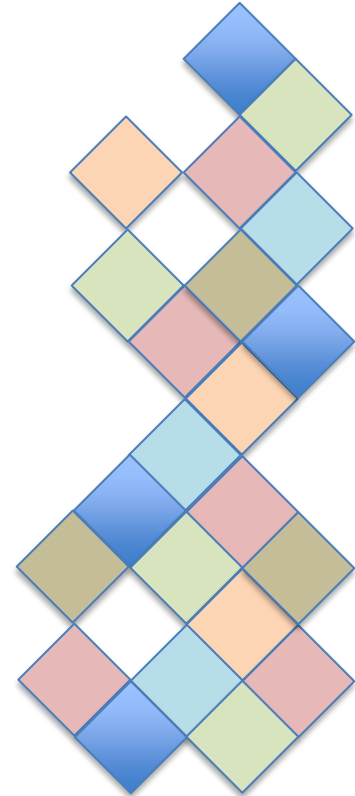
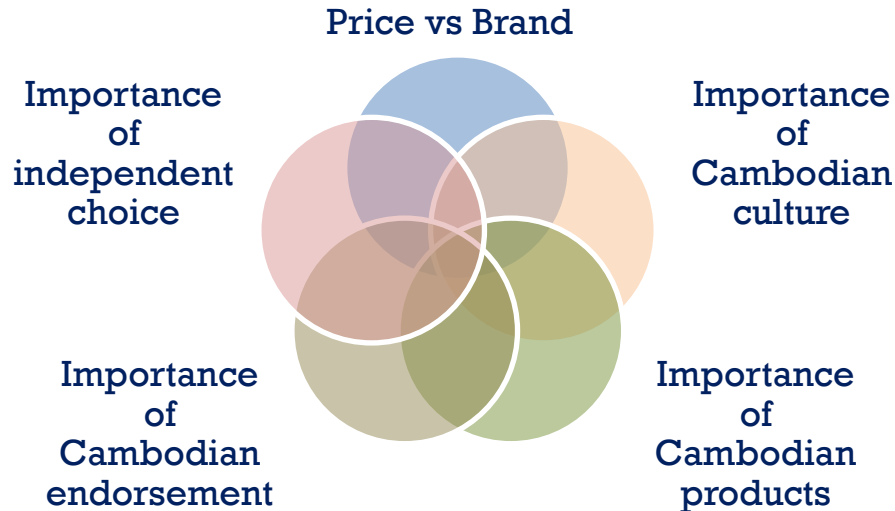
Young Cambodian Consumer Trends 2021

**A summary research report
April 2021**

Overview

MRTS Consulting completed a short research project early in 2021 to explore shopping preferences among Cambodian millennials.

Implemented via an online survey, the research examined 5 dimension of shopping influence:



Snapshot: Cambodian millennial shoppers

1

Cambodian millennial consumers are very discerning in terms of price

2

Millennial consumers are equally attracted to Cambodian and international brands

3

But they really like products that reflect Cambodian culture

4

Adverts using famous Cambodians resonate well

5

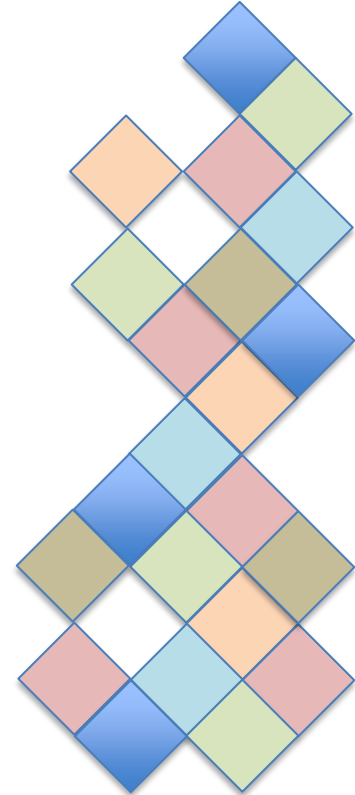
Millennial consumers like to make independent choices

What drives millennial shopper choices?

All other things being equal, is it price or brand that drives product choice?

What other factors play a role in choosing what to buy?

Is there a preference for Cambodian vs International products?



Cambodian millennials are discerning in terms of price

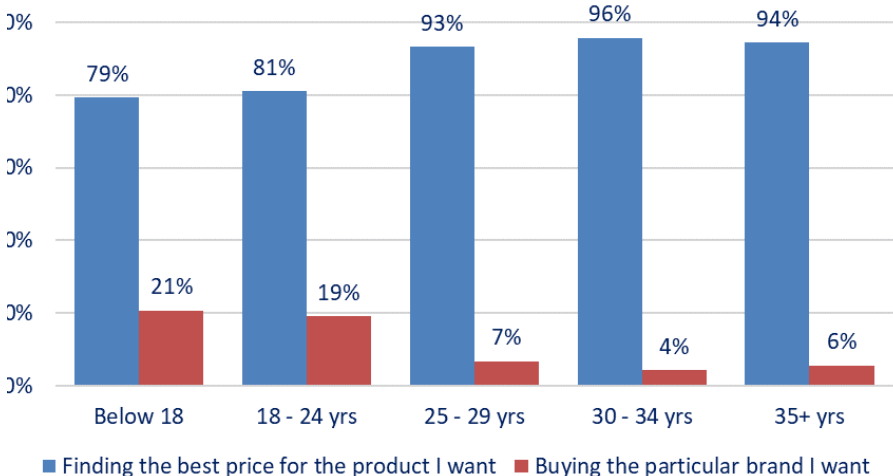
In choosing between price and brand, Cambodian shoppers look for the best price.

And price plays an even stronger role in older age groups.

What is usually most important, Price or Brand

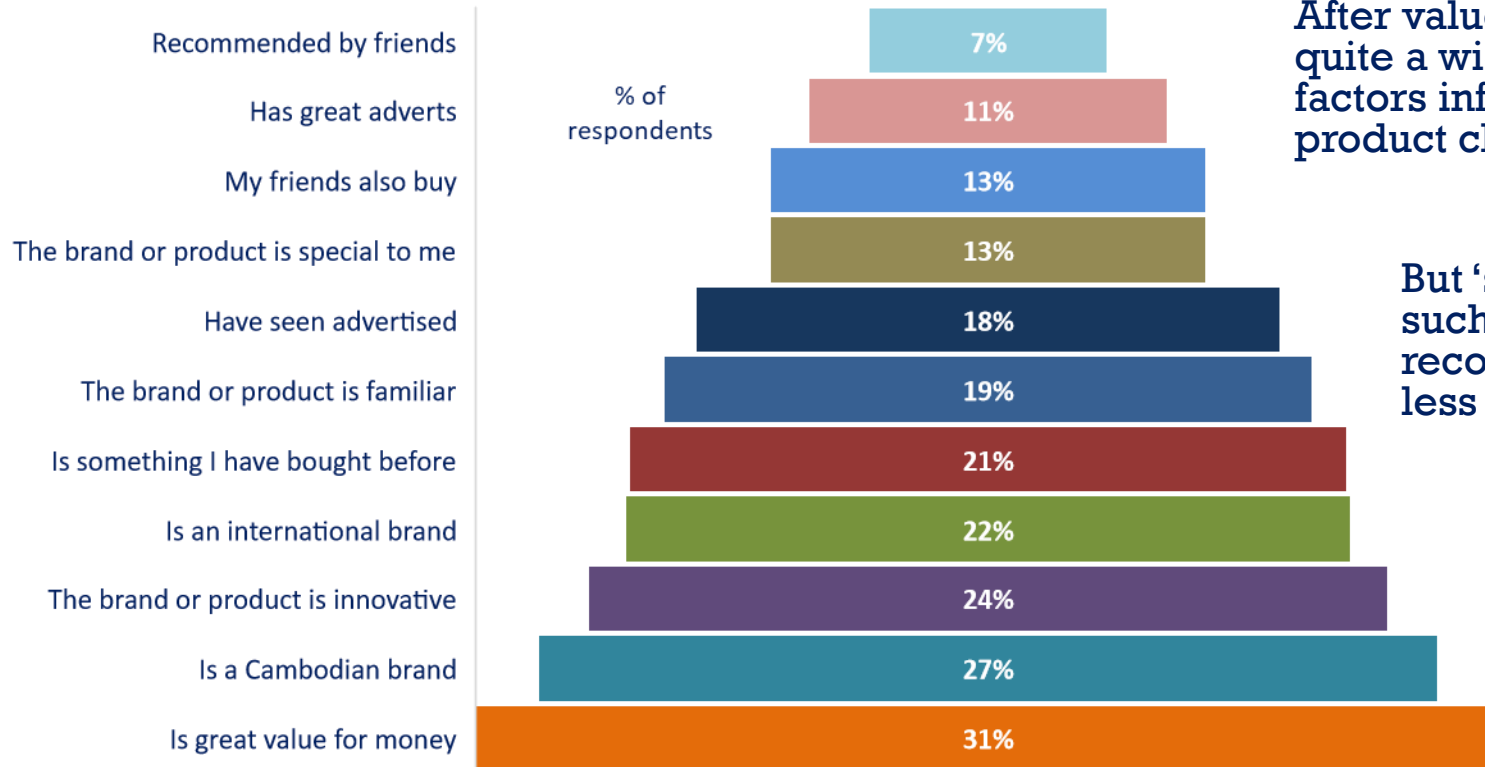


What is usually most important, Price or Brand



Innovative Cambodian brands are popular

Are these important in choosing what to buy?

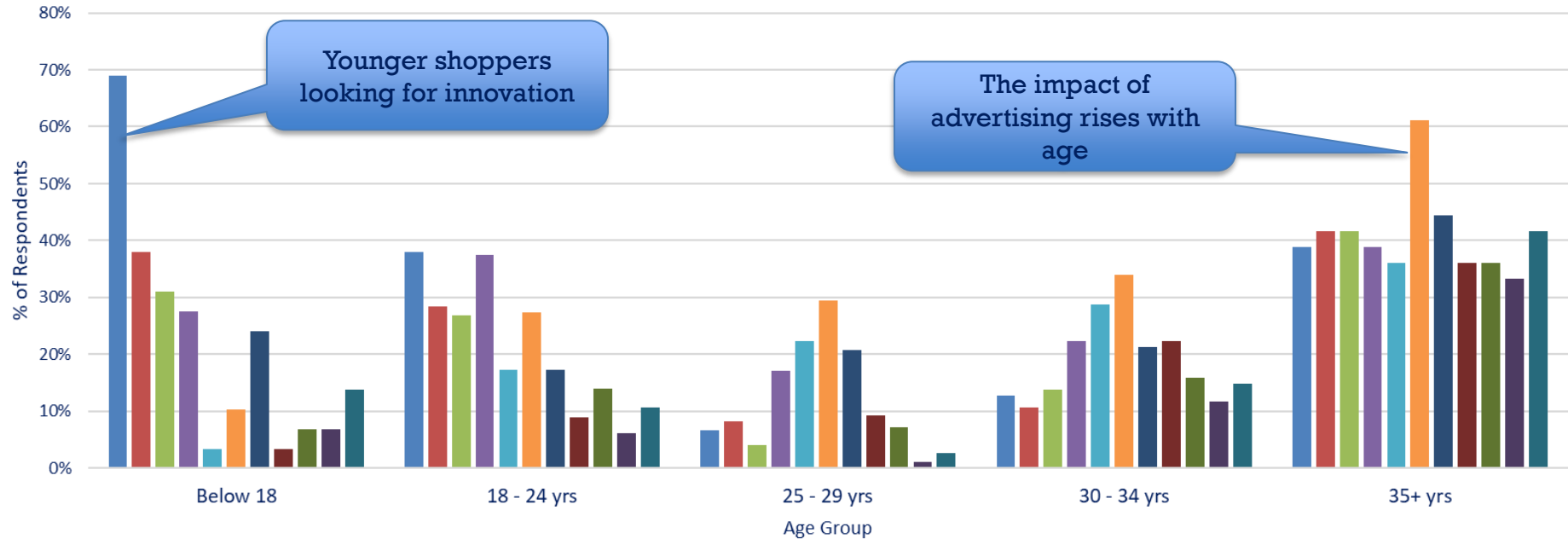


After value for money, quite a wide range of factors influence product choice.

But 'social' influences such as what friends recommend or buy are less important.

Younger millennials look for innovative products

Are these important in choosing what to buy?



- The brand or product is innovative
- The brand or product is familiar
- Have seen advertised
- Is a Cambodian brand
- Is something I have bought before
- Has great adverts
- Is great value for money
- The brand or product is special to me
- Recommended by friends
- Is an international brand
- My friends also buy

Millennial shoppers like international products

How important is it to you to buy Cambodian brands rather than international brands?



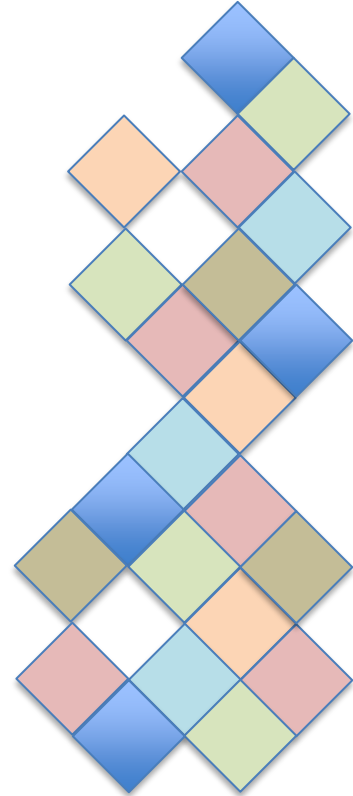
There is a clear appetite for international brands though national Cambodian brands are still very attractive.

Especially if they are good value and innovative.

Cambodian influences

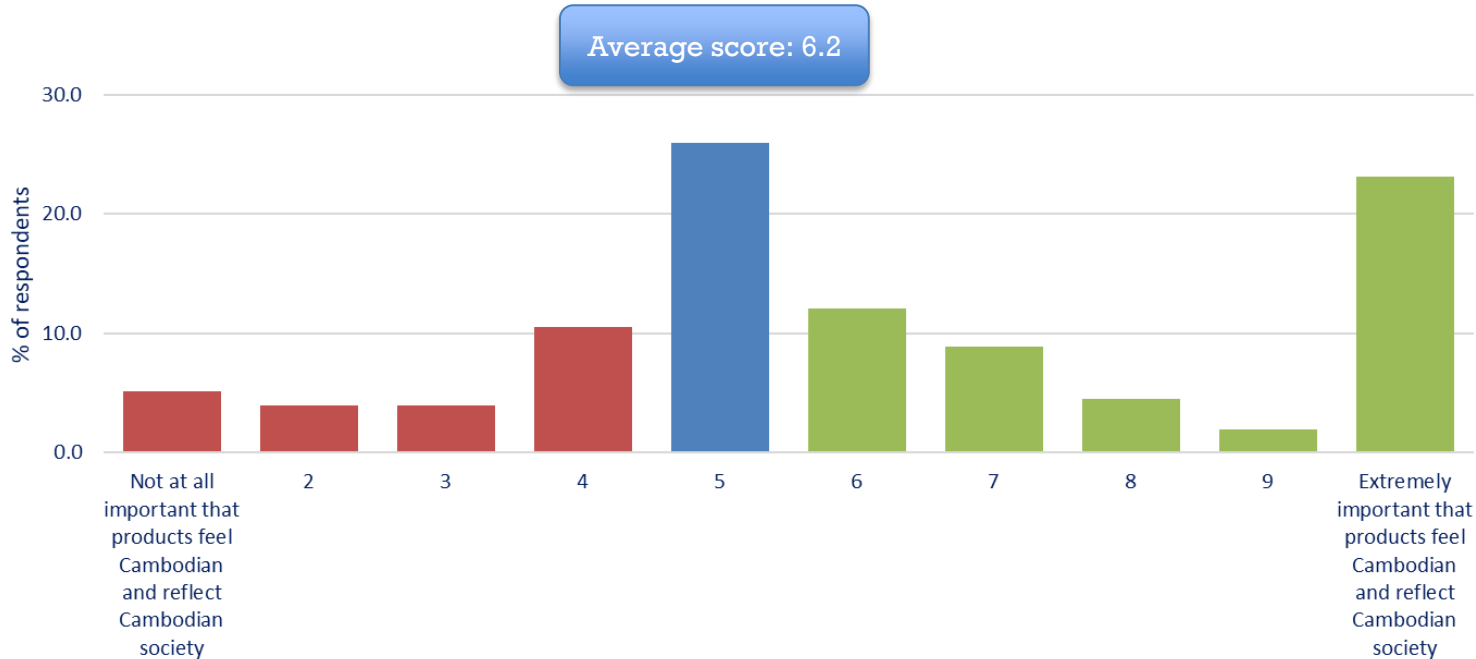
How important is it that products feel Cambodian and reflect Cambodian society?

How important is it that products are advertised with famous Cambodian people?



It helps if products feel Cambodian

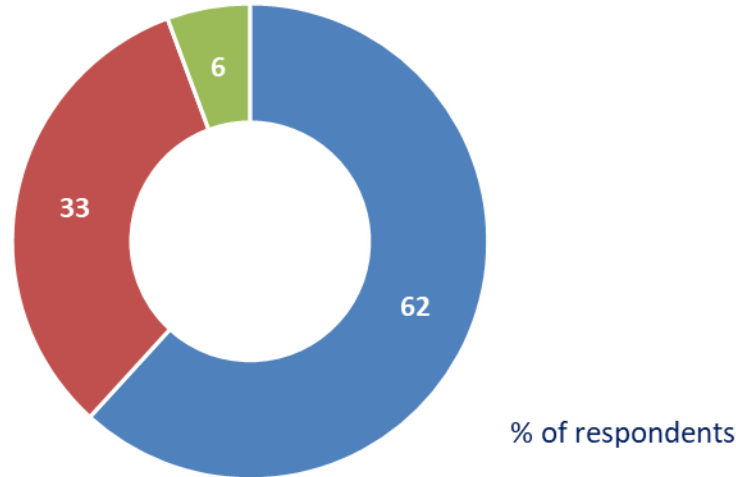
How important is it to you that products feel Cambodian and reflect Cambodian society?



While shoppers don't mind if products are international, they do prefer products that have a connection to Cambodian society.

Millennial shoppers like adverts using famous Cambodians

Do you prefer products that are advertised with famous Cambodian people, or famous international people?



■ Famous Cambodian people ■ Famous international people ■ No preference

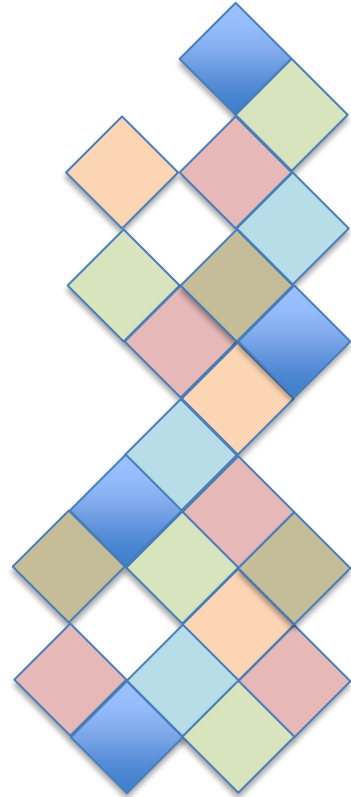
Shoppers have a clear preference for products that are advertised using famous Cambodian people.

Social influences



How important is advertising to choosing what to buy?

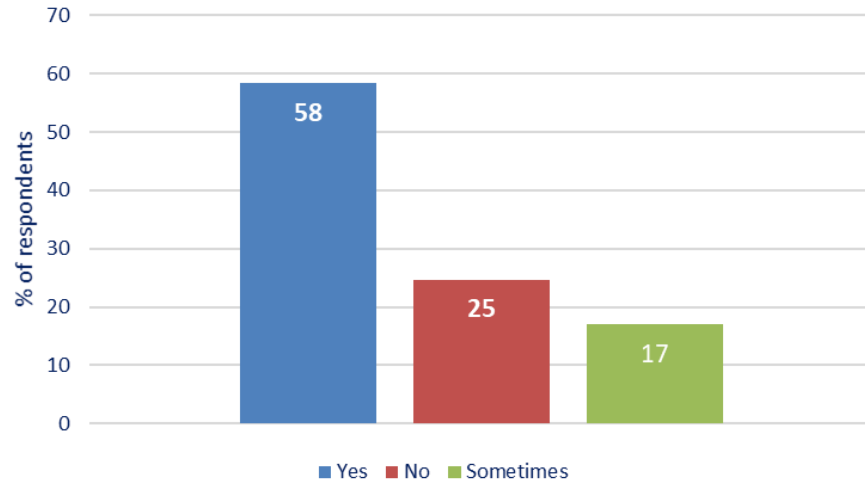
How independent are Cambodian shoppers?



Millennials like to feel independent

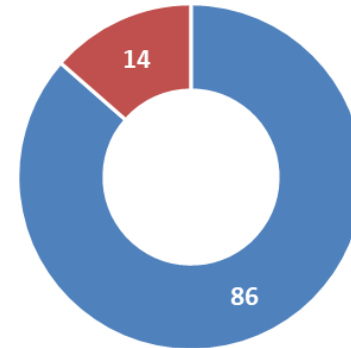
Millennial shoppers are happy to buy products that they have not seen advertised. This independence also means they don't always need to follow recommendations from family and friends.

Would you buy a brand or product that you have NEVER seen advertised



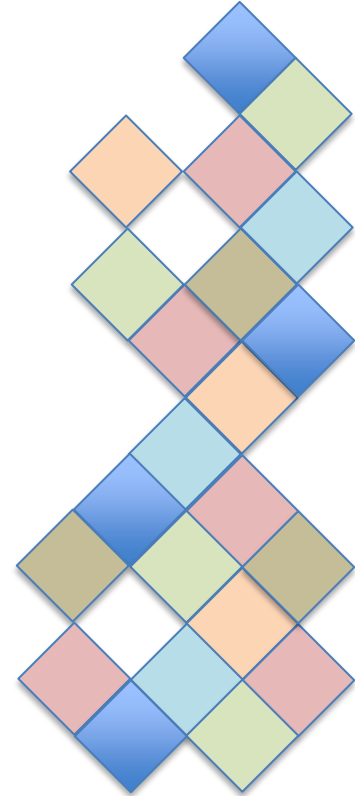
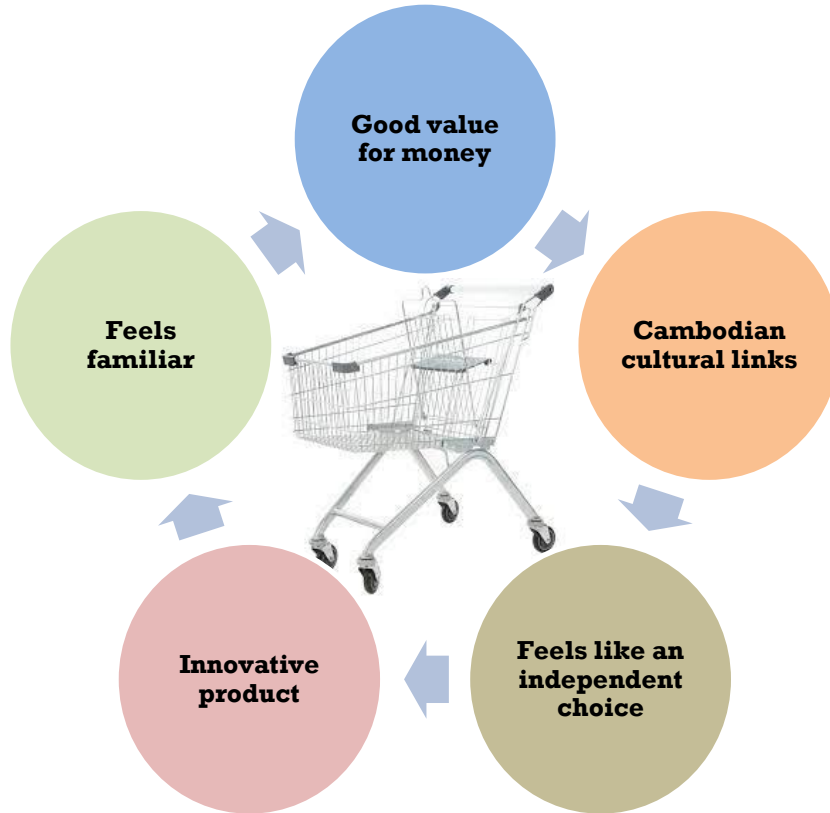
Generally do you prefer to be very independent in what you buy, or do you prefer to follow recommendations from friends and family

- Prefer to be independent
- Prefer to follow recommendations from friends and family



% of respondents

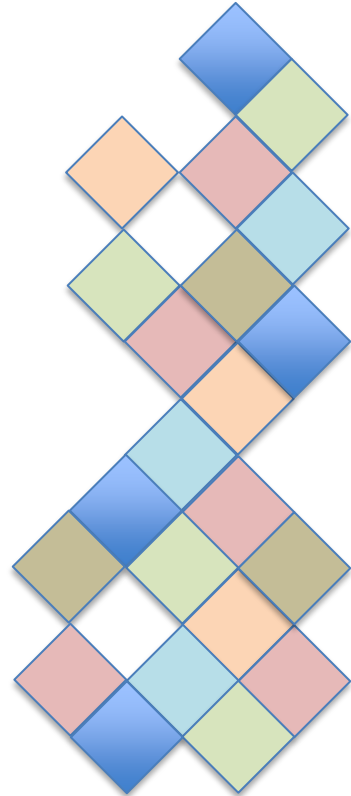
The millennial shopping sweet spot



MRTS Consulting conducted an online survey using its independent consumer panel in Cambodia providing a sample spread by:

- Age
- Income
- Gender

531 responses were gathered during January to March 2021.



CONTACT US



EXPERIENCE

Over 15 years of experience in marketing and research in Cambodia.



LOCAL KNOWLEDGE

Strong knowledge of local markets which can help our clients to design effective research as well as reporting for business needs.



CONFIDENCE

We undertake work only when absolutely confident in our abilities.



EXCELLENT SERVICE

We are supportive, reliable and quick in responses with friendly manner throughout.



RETURN ON INVESTMENT

What we provide exceeds simple Return on Investment.



FRIENDLY APPROACH

We do everything to ensure that it was not only useful, but also pleasant to work with us. If our client is not also our friend after the shared work, we do not recognize the work as completely successful.

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Website: www.mrtsconsulting.com

The logo for MRTS Consulting is centered within a white square border. It features the letters "MRTS" in a large, bold, white serif font. Below "MRTS", the word "CONSULTING" is written in a smaller, white, all-caps sans-serif font.

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