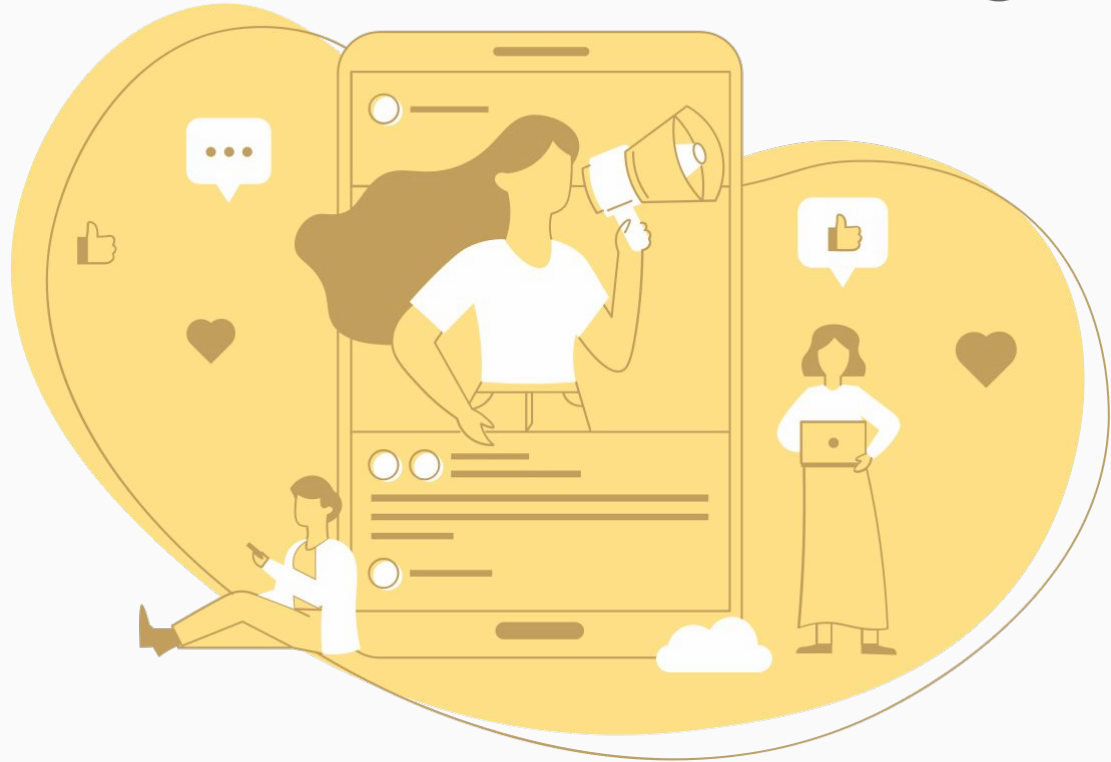


SAMPINGAN 2020

COVID-19 REPORT

June 2020





Research Details

Research Objectives

As the Covid-19 outbreak unfolded in early March, the outbreak presumably carrying a sobering effect on people's daily routine as well as their financial state and consumption. Understanding such changes, business can anticipate the substantial business risks and the hurdles of growth prospects for the months forward.

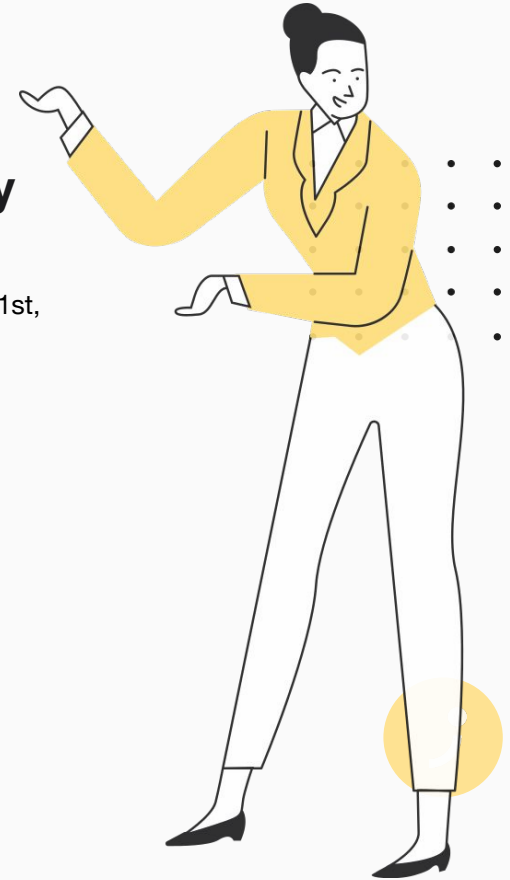
Hence, the key questions are:

- How are people's daily activities?
- How are people's financial state?
- How has consumer shopping behavior changed during the pandemic particularly the shopping channels and spending trends?

Research Methodology

The survey was distributed via Sampingan platform between May 26th, 2020 to May 31st, 2020.

- The number of participants: 1.248.
- The Margin of Error: <3%
- Confidence Level: 95%,
- Total population size: 267,700,000.





Survey Highlights



Changing attitudes on people's mobility

After the pandemic, most people have limited their activities outside their homes. Most of them only go out to get the daily essentials and work, though there are a considerable group of people who implement the remote work context.

People's financial condition are worsening

People's financial state has been disrupted by Covid-19 and many are still struggling responding to the pandemic. We estimated that the majority of respondents have 40-60% income reduction which holds true across occupation and age.

Shifting behaviour on the customer spending

With the crisis drags on, 70% of the respondents have reduced their consumption. People have also reset their consumption spendings, where the cutbacks are reflected in discretionary spending categories.

Consumers are reducing in-person channels and shifting toward online solution to get the daily essentials

The pandemic has shifted the consumers main shopping channel from a crowded and huge market to a channel highlighting safety and proximity. The online commerce, peddler, and mini market are the top picks recompensing the new behaviour.

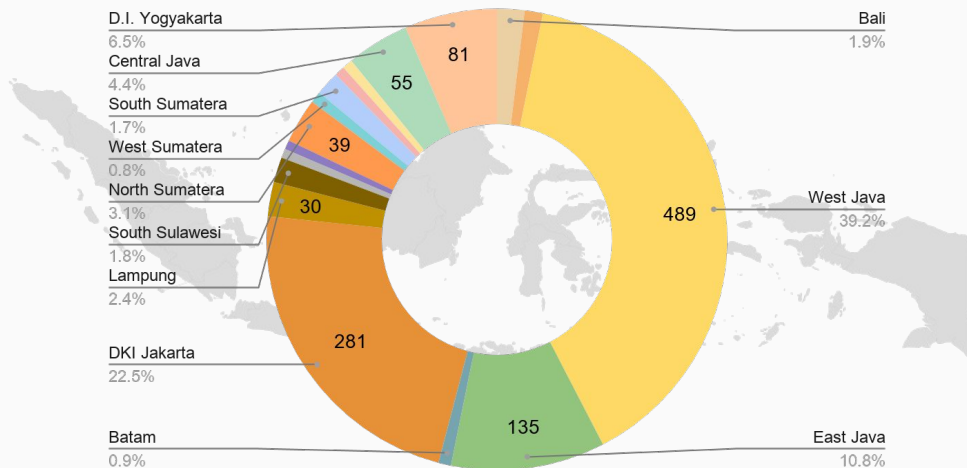
Not only cutting back consumption, consumers shopping frequency are also decreasing

The consumers incidence of shopping has decline during the pandemic, and in fact the majority of them did not stockpile the daily supplies. Nonetheless, they stated intent to stockpile if the pandemic is accelerating and prolongs for another months.



Respondent Demographic

Location



Sex



60.82%

total respondents: 759

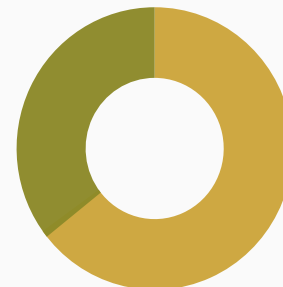


39.18%

total respondents: 489

Status of Marriage

Married
35.7%

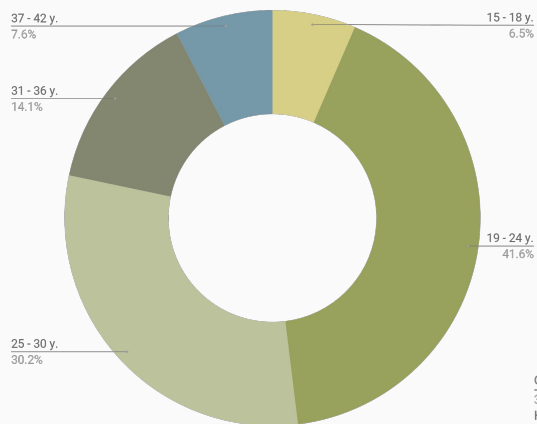


Not married
64.3%

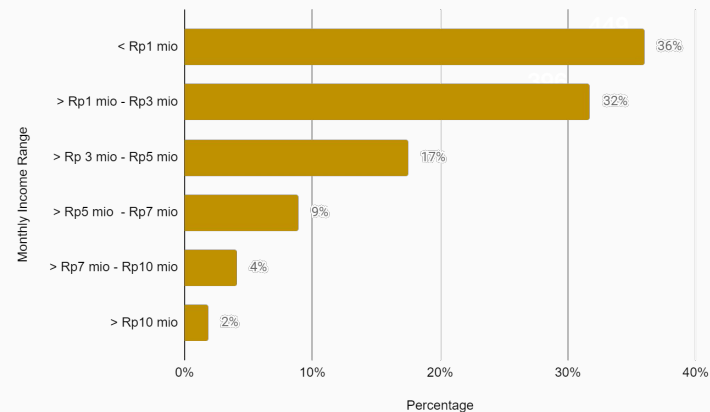


Respondent Demographic

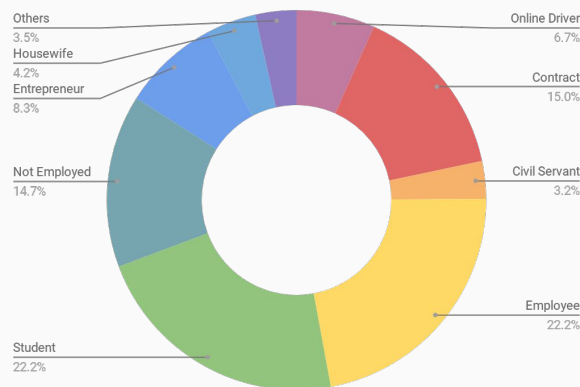
Age



Monthly Income

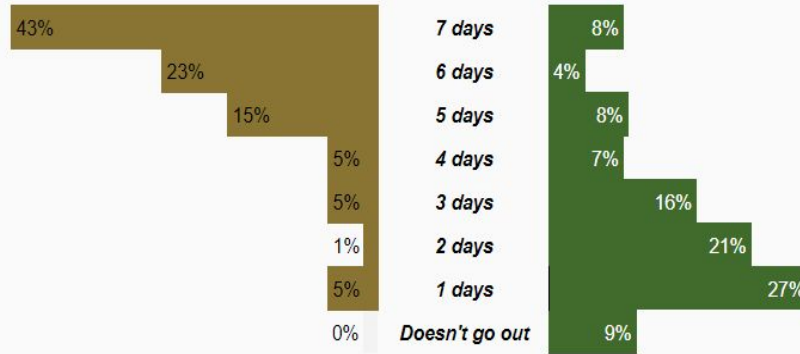


Occupation

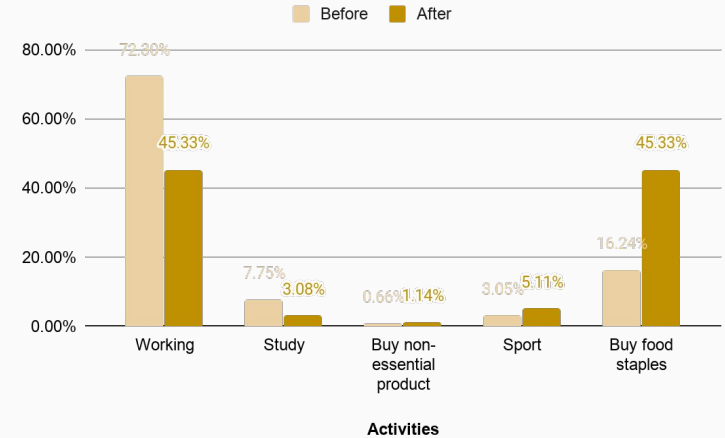




Since COVID-19 outbreak, Indonesians limit their mobility and have only ●○○ left their homes predominantly to shop for daily essentials and to work.



With the Large Scale Social Restriction (PSBB) regulation applied, there are a lot more indoor activities. Prior to the outbreak, the majority of people spent 7 days a week outdoor, which by now has **reduced significantly to 1-2 days per week**. This holds true to all ages and occupations.



The primary reason for people to engage in outside home activities is only to fulfill the daily supplies and work, though the number of people who still work outside their home is much less.

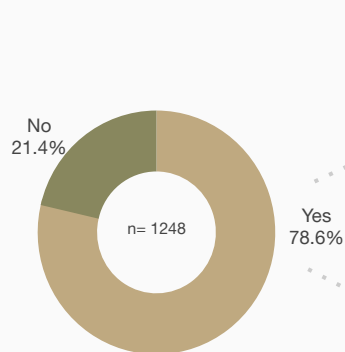
Interestingly, sport activities rise which most likely is due to the increasing awareness of health and fitness especially during this period.



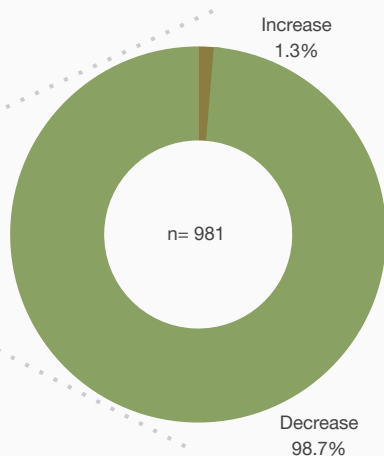
Nearly four-fifths of the respondents' income are changing due to pandemic, where 99% of them encounter an economic downturn



Does the pandemic affect your financial condition?

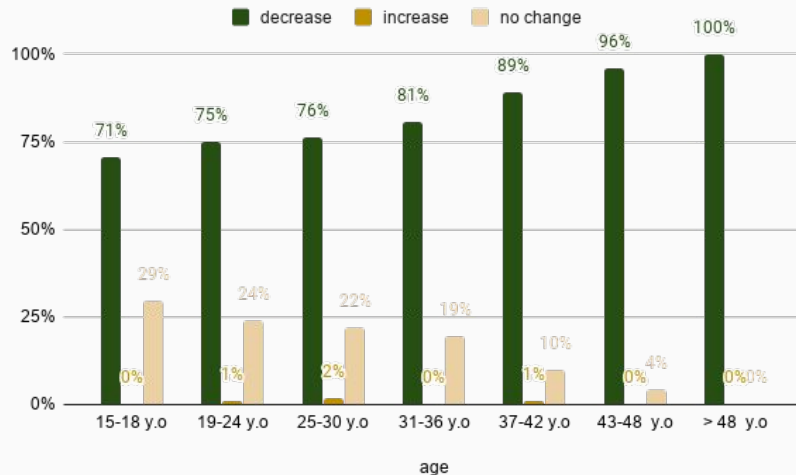


How is the pandemic impacting your primary income?



79% of all respondents stated that their **financial state are impacted by the pandemic**, and **99%** of them **experienced a decline in income** while only 1% earned more after the COVID-19 outbreak.

The Impact in Age Group



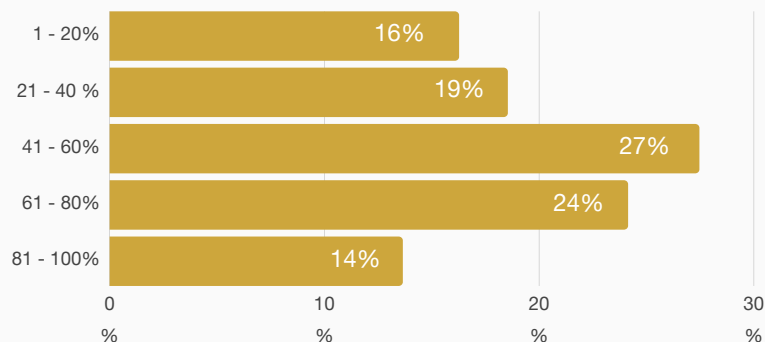
The percentage of people who experienced a decline in income increases with age. On the contrary, the younger the age, the higher the percentage of people whose income remain unchanged.



People without a permanent employment and entrepreneurs are particularly the most downbeat about the percentage of income reduction

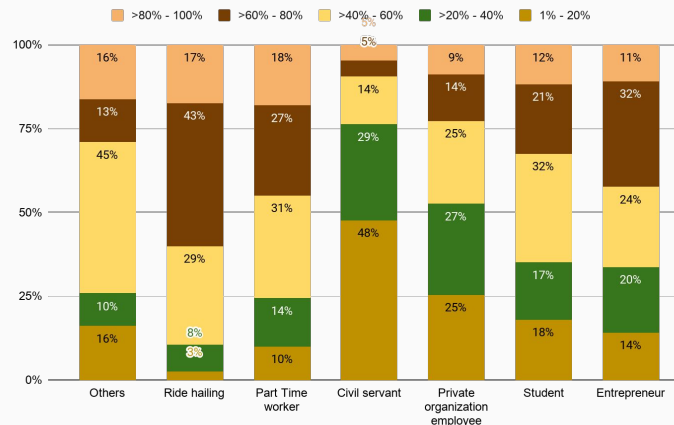


The share of respondent reporting the percentage of income decline during pandemic



In most of the cases, their income has **plummeted 41% - 60%.**

Income Reduction based on Occupation



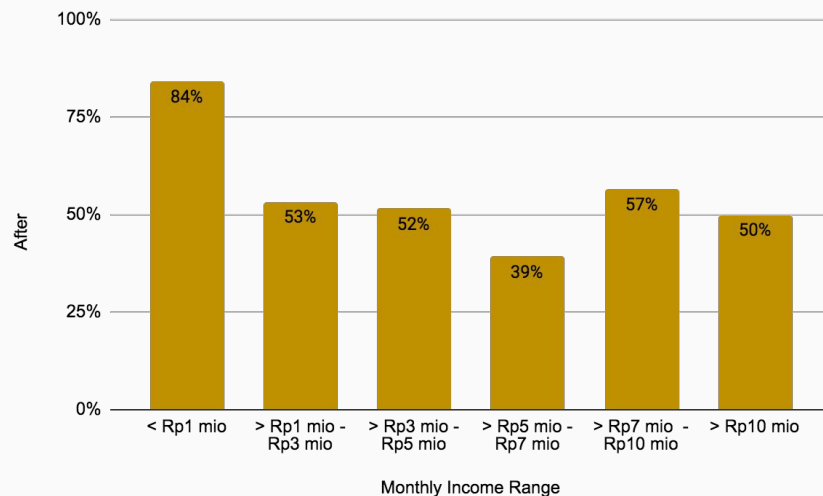
Ride hailers, part time workers and entrepreneurs are most likely to experience more than 60% decline in income.

To those included in the other group (freelancers, teachers, and telemarketers), most of them experience around >40-60% loss in their income.

The majority of people with income below 1 Mio/month are still engaged with in-person working activities.



The share of respondent who still work outside their house after the Covid-19 Outbreak



The majority (84%) of people with primary income below IDR 1 Million/month still work outside their home during the Large-scale social restriction.

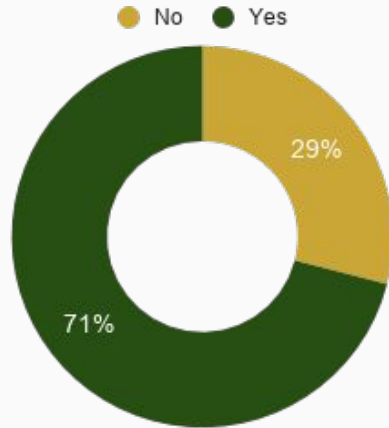
Meanwhile, on average, the proportion of people with income above 1 Million/month, fell to half across income bracket in terms of working activities outside their homes.



●●● The majority of consumers decrease their spending value and the impact is reflected in certain categories

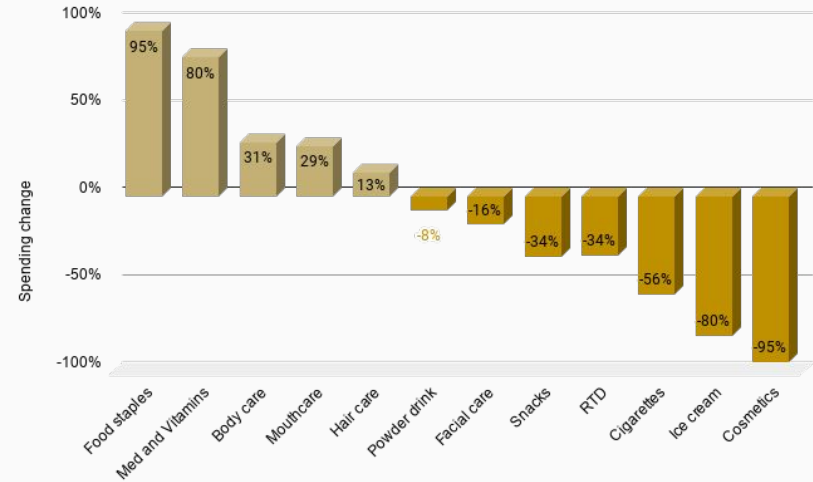


Are you cutting back consumption?



71% of consumers claimed that they trim down their spending volume when shopping during the pandemic.

Impact on certain categories



Once the consumer decided to cut back spending, they made a strong distinction between the necessities and optional spending. This reflected as selected categories grow during the epidemic which are the food staples, vitamins or supplements, and personal hygiene products, while, other categories decline.

●●● Likewise, people have re-prioritized the daily essentials



Top categories prioritised



Food Staples
95%



Medicines & Vitamins
44%



Bodycare
35%



Mouth care
28%



Haircare
25%



Powder drink
19%

Top categories reduced/cancelled



Snacks
55%



Ready to drink
46%



Ice cream
45%



Cosmetics
39%



Facial care
36%



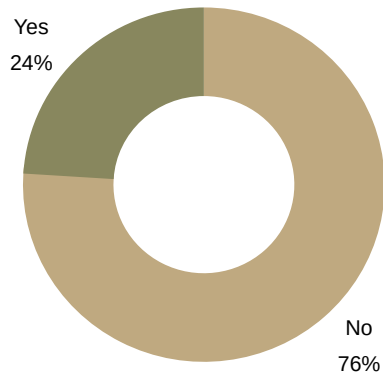
Cigarettes
28%

Though people prioritise buying Powder drink, it is most likely people lessen the spending value on this category.



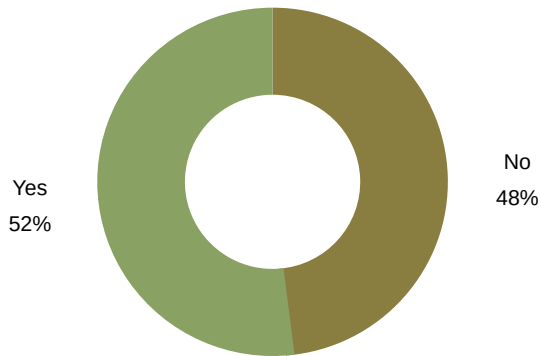
In terms of volume, consumer does not stockpile, thus far, stockpiling intention may arise if the outbreak continues

Do you stockpile the daily supplies?












More than three quarters **(76%)** of the respondents do not stockpile.

Will you stockpile supplies if the pandemic situations continue for the months onward?



Then again, **52%** of respondents intend to stockpile if the pandemic prolonged for another months.



 Supermarket	<div>  Stock availability </div> <div>  Proximity </div> <div>43%</div> <div>19%</div>
 Traditional market	<div>  Value for money </div> <div>  Proximity </div> <div>53%</div> <div>20%</div>
 Minimarket	<div>  Proximity </div> <div>  Accessibility </div> <div>70%</div> <div>13%</div>

In terms of shopping venue, supermarkets, traditional markets & mini markets used to be the people's top picks **before the virus outbreak.**

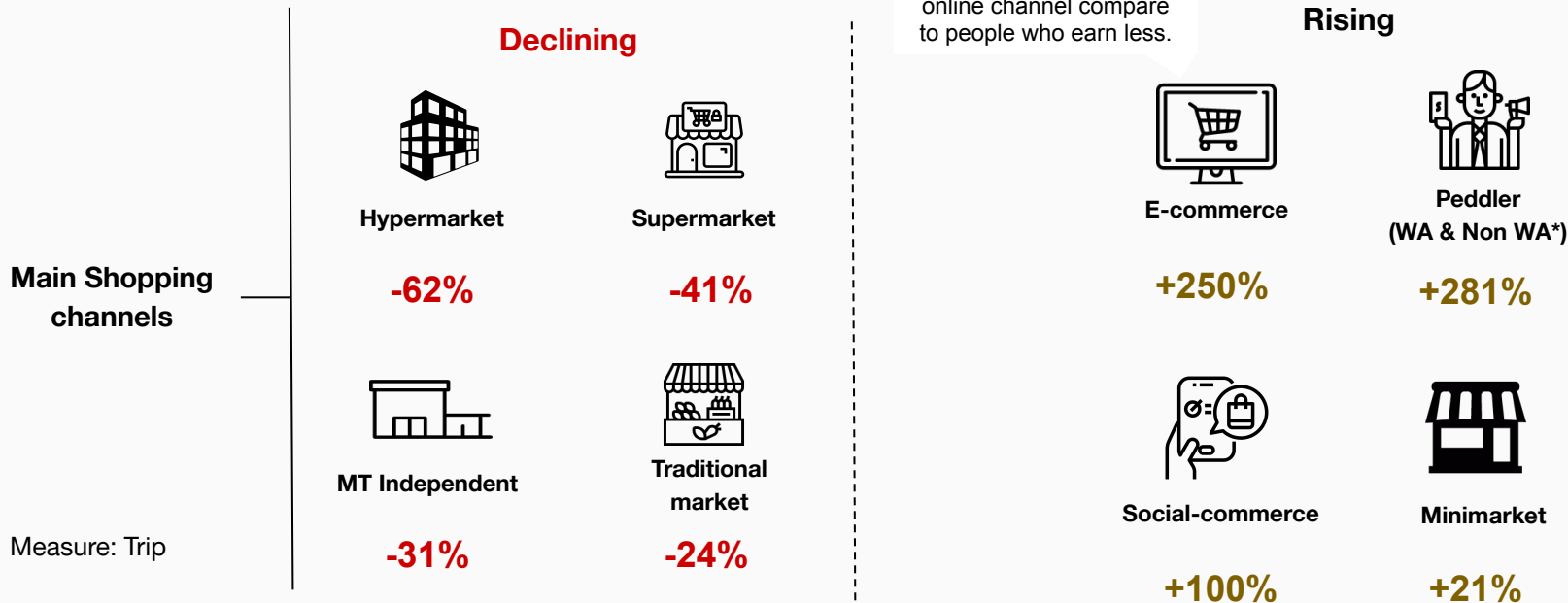
Before the pandemic, though the proximity is the most mentioned variable when considering a shopping place, people decide their shopping venue mainly depend on the product categories and volume they'd like to buy.

A total of 43% of consumers go to supermarkets when they have a specific product or brand they'd purchase. While, 53% pick the traditional market when they need to buy a large number of products at a lower price. Furthermore, 70% of consumers shop at mini market for quick errands.

After the pandemic, Indonesians shift their shopping channel preferences, from a crowded & huge market, to a place highlighting proximity and safety



People with income IDR >3 Mio/ month have a higher acceptance rate of online channel compare to people who earn less.

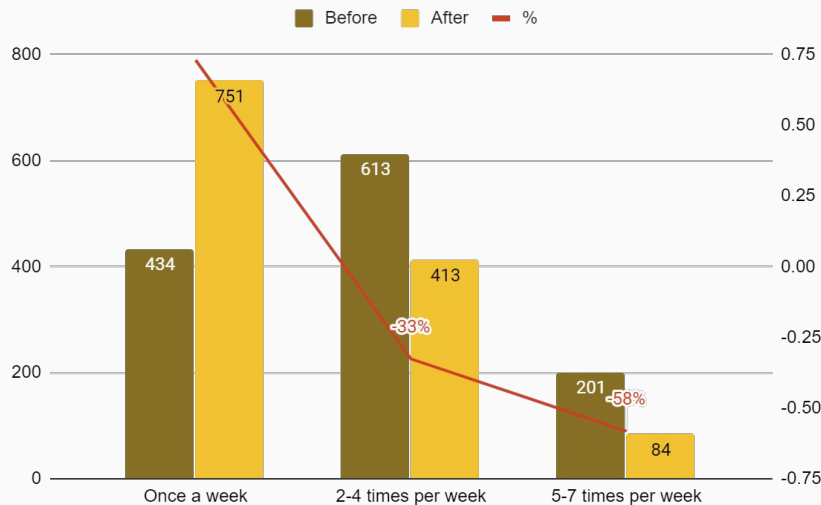


*WA: WhatsApp, as many of consumers order daily supplies to the Peddlers via WhatsApp

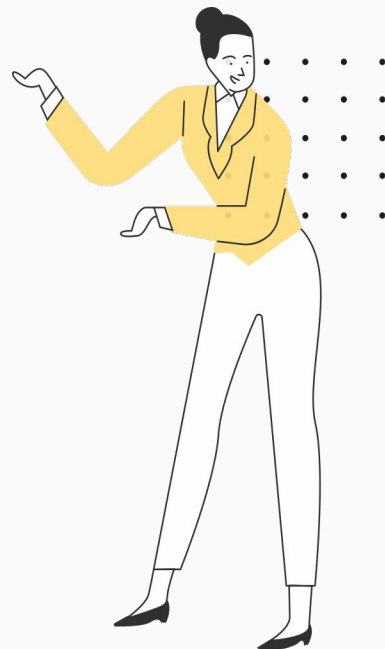


Although people are reducing high-contact channels as well as shifting to online channels, the consumer shopping frequency remains low

The number of respondent reporting the their changing of shopping frequency before and after the Covid-19



Over 59%
of the participants'
shopping frequency
decreased. A wide number
of respondents reduced
their incidence of shopping
to once a week.





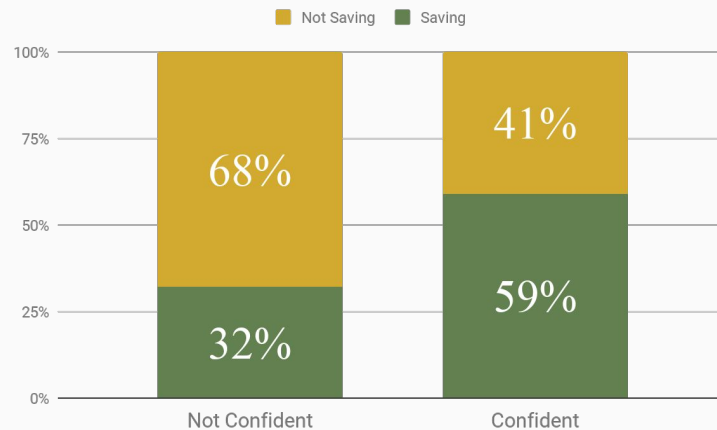
Although people are spending less, more than half of respondents continue to predict a positive near-term viewpoint for their finances

Despite that the pandemic is identified as a threat to the people's earnings, more than half of the respondents are still confident that they can manage their finances. This is perceived all across age, occupation and income level.

Are you financially confident for the next 1 - 3 months?



Are you financially confident for the next 1 - 3 months?



Additionally, people who do not save have a considerably negative outlook over their financial confidence, while 59% of those who save perceive positively on their finance for the next 1 to 3 months.



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