

STANDARD INSIGHTS

# CONSUMER REPORT

Malaysia



2024

# About the Report

In March 2024, Standard Insights conducted an online survey to explore consumer behavior in Malaysia.

The report explores the thoughts and feelings of Malaysian consumers, revealing their attitudes, priorities, and spending patterns. It provides insights into their economic views, environmental awareness, and personal goals. The report examines important areas such as budgeting habits, travel preferences, and streaming habits, offering a clear understanding of what motivates Malaysian consumers in the present day.





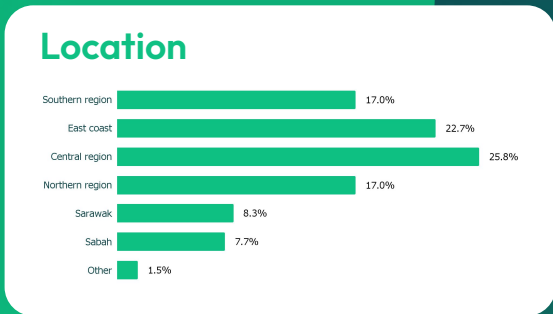
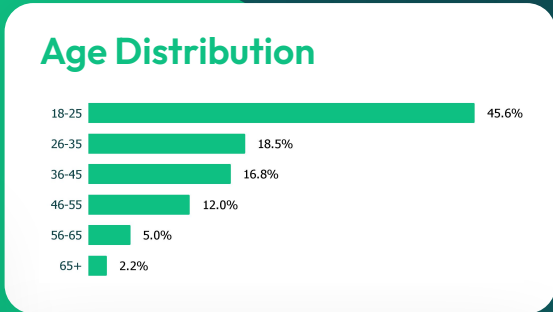
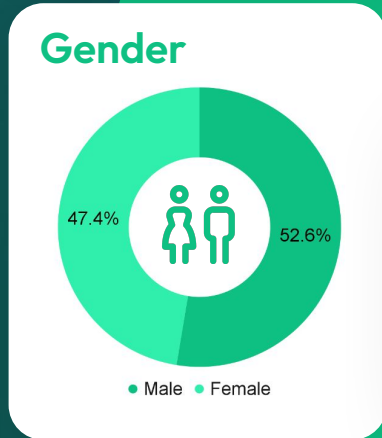
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# Methodology

In order to be qualified for the research and ensure the relevance of the data gathered, the respondents needed to have the following characteristics:

- Living in Malaysia
- Be over 18 years old



Note: Respondents not living in Malaysia were removed from the survey

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# General Attitudes and Beliefs

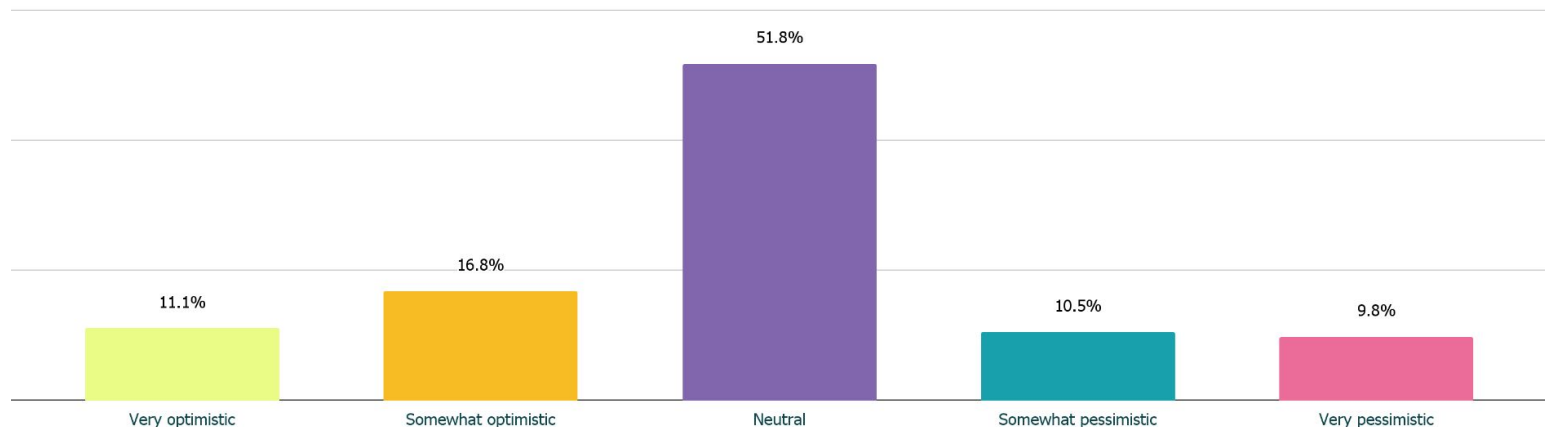
# Future Outlook

**Respondents were predominantly neutral, with a leaning towards somewhat optimism.** The 65+ age group appeared most neutral, while the 26-35 age bracket was notably optimistic. Both genders showed similar trends, with a majority being neutral to somewhat optimistic.

Geographically, the Southern region had the most neutral responses, while the Northern region and East coast were more inclined towards very optimistic outlooks.

How hopeful are you about the future?

Single Choice | 542 Participants | 542 Answers

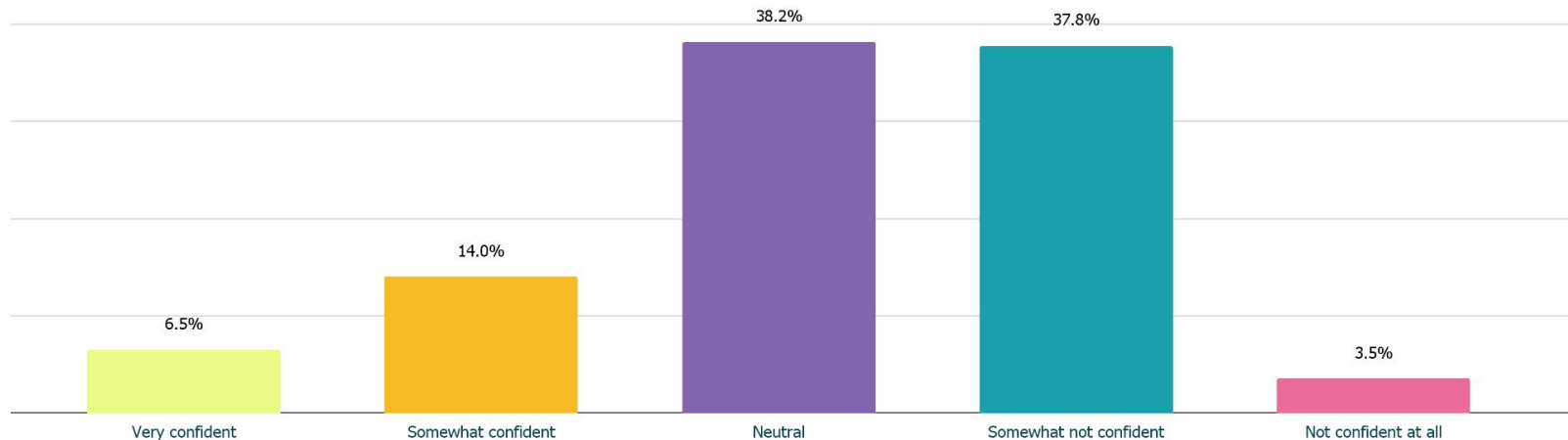


# Malaysia Economic Sentiment

**Most respondents expressed neutrality, followed by a somewhat lack of confidence.** The 36–45 age group emerged as the most skeptical, while 18–25-year-olds were the most neutral. Both genders showed similar patterns, with a majority being neutral but more females leaning towards somewhat not confident. The Southern region had the highest proportion of somewhat not confident responses, while the Central region exhibited the highest neutrality.

How would you rate your current confidence level in Malaysia's economy?

Single Choice | 542 Participants | 542 Answers

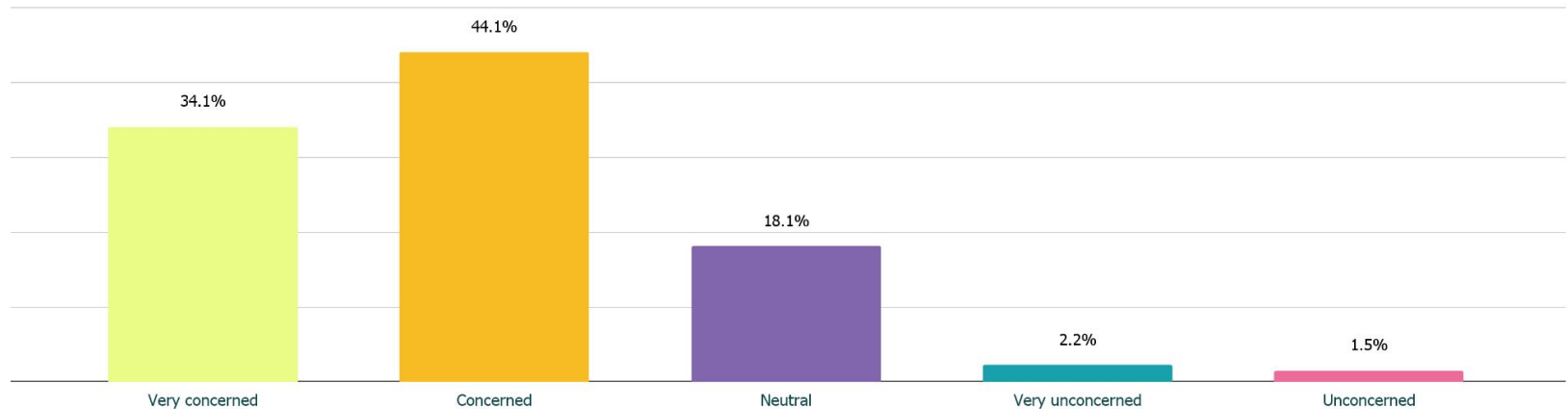


# Environmental Concern

Environmental concerns are pervasive, with the 18-25 age bracket displaying the highest degree of responsiveness, particularly among those expressing significant worry. Females exhibited greater concern compared to males, and geographical disparities revealed the Southern region as having the highest overall level of concern, while the East Coast and Northern regions had a higher proportion of very concerned respondents. Sarawak, Sabah, and the Central region demonstrated a more evenly distributed range of responses.

How concerned are you about environmental issues?

Single Choice | 542 Participants | 542 Answers



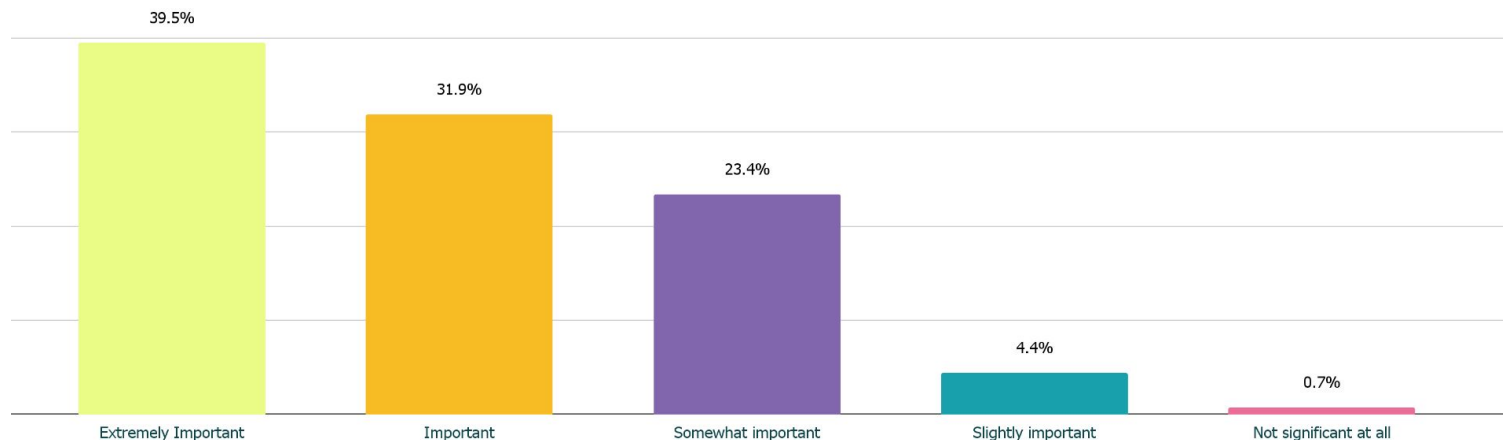


# Importance of Sustainable Living

Sustainable living garners widespread importance across all demographics, with a majority rating it as "extremely important" or "important" and fewer considering it "somewhat important". Younger age groups (18-35) are more inclined to view it as "extremely important". Females tend to prioritize sustainable living as "extremely important" more than males. Geographically, the Northern region and Sabah show the highest regard for it as "extremely important", while the Southern region and East coast consider it "important".

How important is sustainable living to you?

Single Choice | 542 Participants | 542 Answers

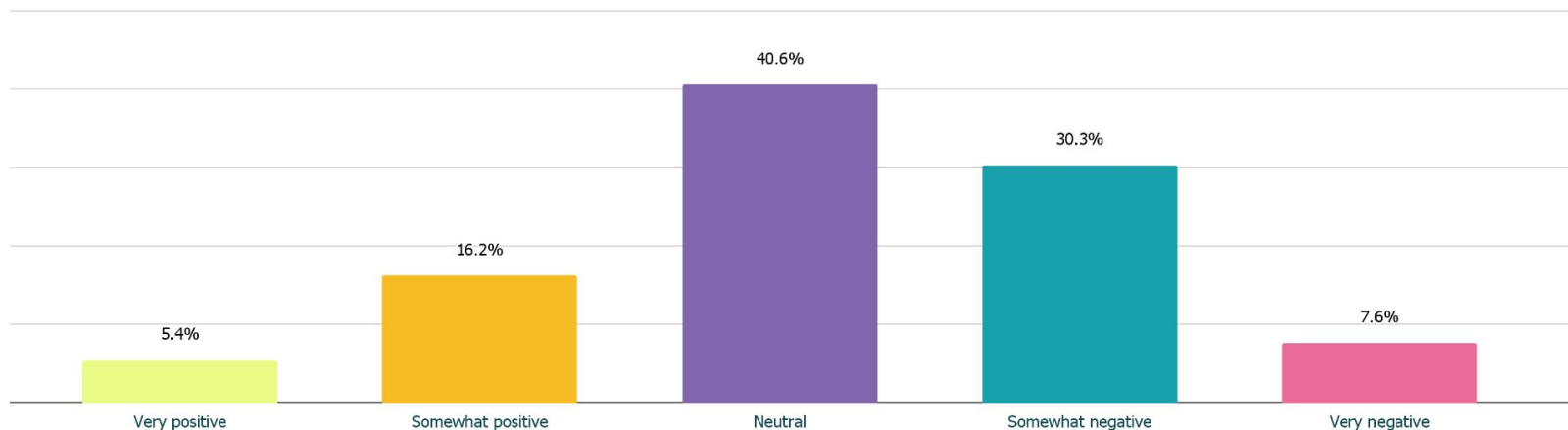


# Impact of Social Media on Society

**The majority of respondents hold a neutral to somewhat negative perspective on social media's impact on society.** Among different age groups, those aged 36–45 and 18–25 express the most neutral opinions. Both genders exhibit similar views, with slightly more females leaning towards neutrality. Geographically, Southern region, and Sarawak show the highest neutral responses, while Sabah, the Northern region, and East Coast tend towards more negative views. The central region demonstrates a balanced perspective.

How do you view the impact of social media on society?

Single Choice | 542 Participants | 542 Answers



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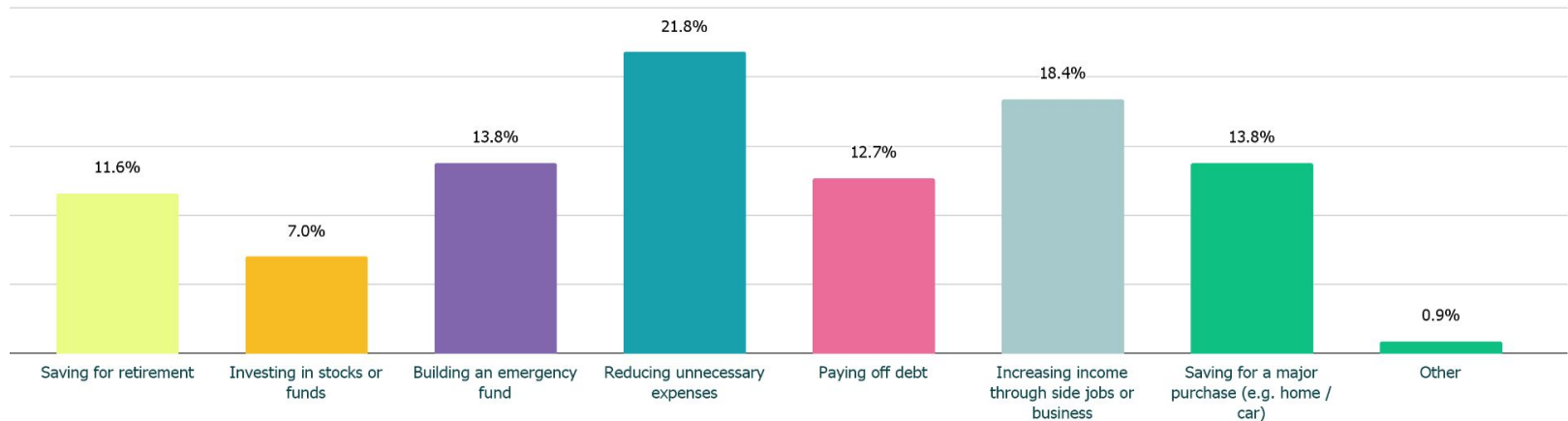
# 2024 Budgets and Priorities

# Financial Goals

**"Reducing unnecessary expenses" emerges as a prevalent financial goal across all demographics.** It is particularly common among the 18-25 and 46-55 age groups. Additionally, "increasing income through side jobs or business" gains traction, especially among 36-45 year olds. Both males and females prioritize reducing unnecessary expenses. Geographically, it ranks highly in all regions, especially in the Central and Sabah areas. However, diverse financial goals exist across regions, with building an emergency fund being emphasized in the Southern region and Sarawak.

What are your primary financial goals for 2024?

Multiple Choice | 542 Participants | 1323 Answers

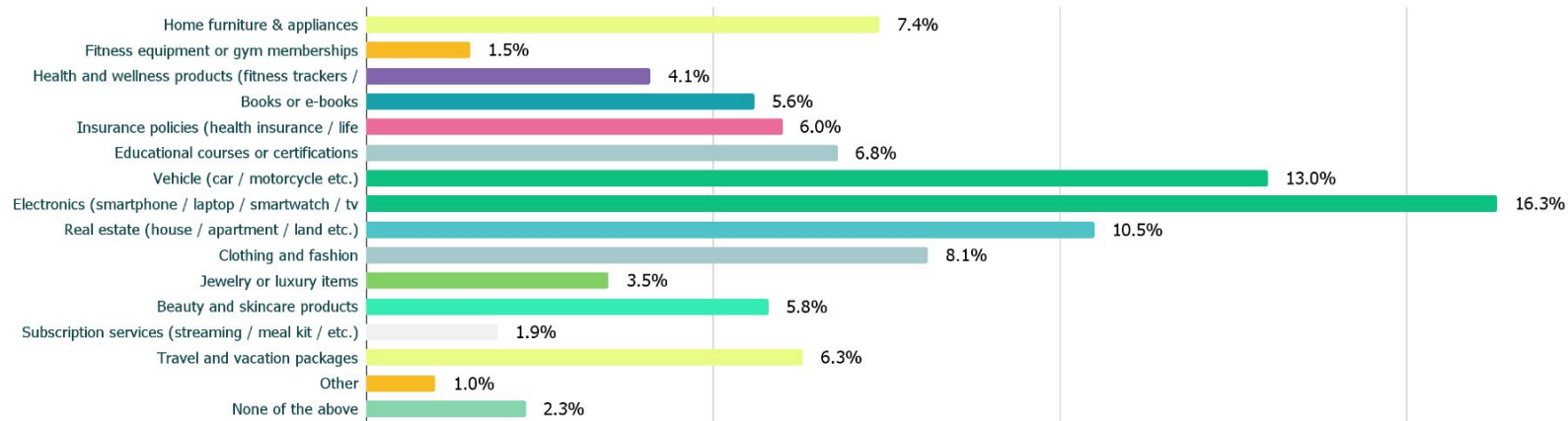


## Planned Purchases

In 2024, the top items people plan to purchase are **Electronics, Vehicles, and Real Estate**. Among different age groups, those aged 18-25 are most interested in Electronics, while ages 26-55 prioritize Real Estate. The older generations leans towards Travel Packages, and Health Products. Both genders show a preference for Electronics, with males also interested in Vehicles and Real Estate, while females exhibit slightly lower interest in these items. Across all regions, Electronics remain consistently popular, followed by interest in Vehicles and Real Estate. The Central region shows the highest interest in all three categories.

Which major items do you plan to purchase in 2024?

Multiple Choice | 541 Participants | 1440 Answers

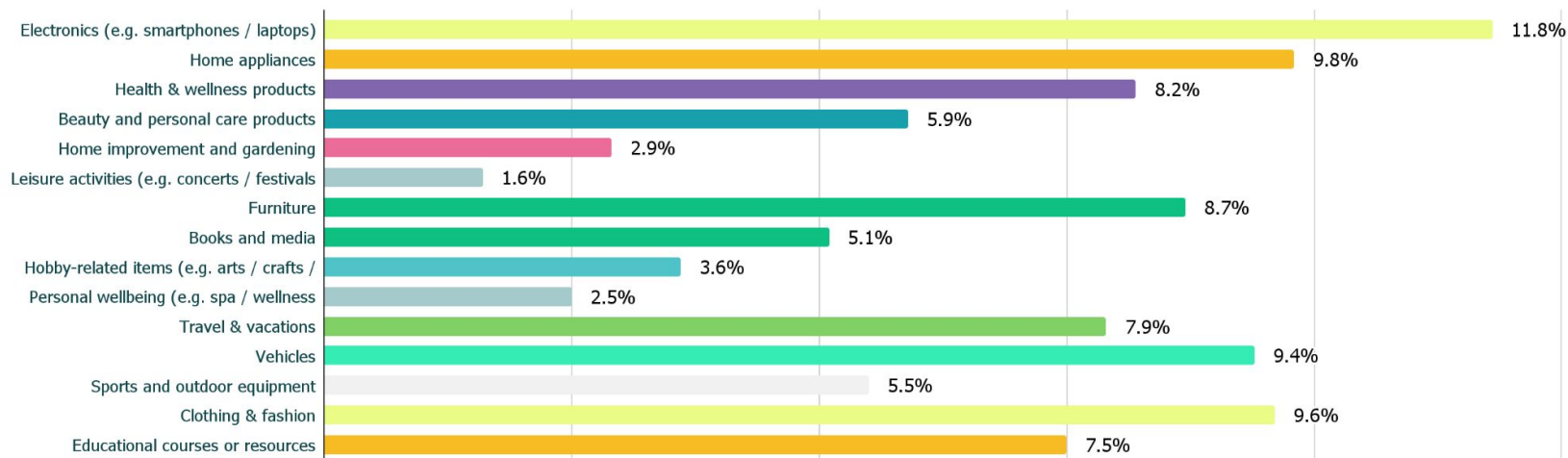


## 2024 Product Category Ranking

**Younger age groups prefer electronics more, while older age groups lean towards health & wellness products.** Males are more into electronics, while females prefer home appliances. Across regions, electronics are most popular in Sarawak while home appliances are favored in the Northern region but not as much in the East Coast. Sports and outdoor equipment are generally unpopular across all demographics and locations.

Rank the following product categories you are most interested in purchasing in 2024.

Ranking | 542 Participants | 8130 Answers

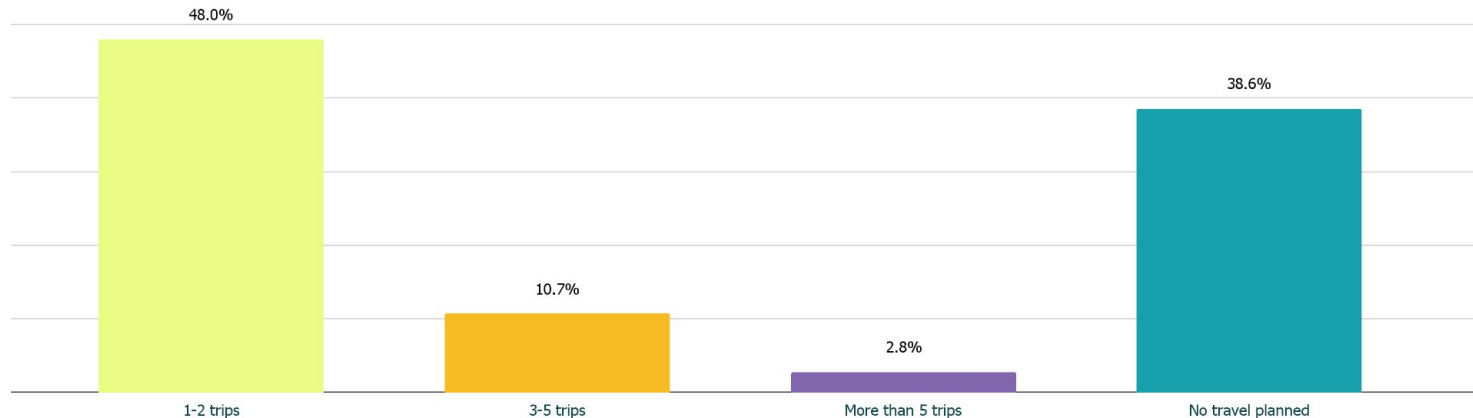


# Travel Intentions

In 2024, most respondents intend to travel 1-2 times, followed by those with no travel plans and a minority planning 3-5 trips. Among age groups, the 18-35 age brackets show the highest interest in 1-2 trips, while those aged 65 and above are evenly split between 1-2 trips and no travel. Both genders express similar preferences, with 1-2 trips being the most popular choice. Geographically, the Southern region and Sarawak indicate a higher inclination towards 1-2 trips, while the Northern region leans towards no travel. The Central region and East coast show a balanced mix of planned trips and no travel.

How many times do you intend to travel in 2024?

Single Choice | 542 Participants | 542 Answers

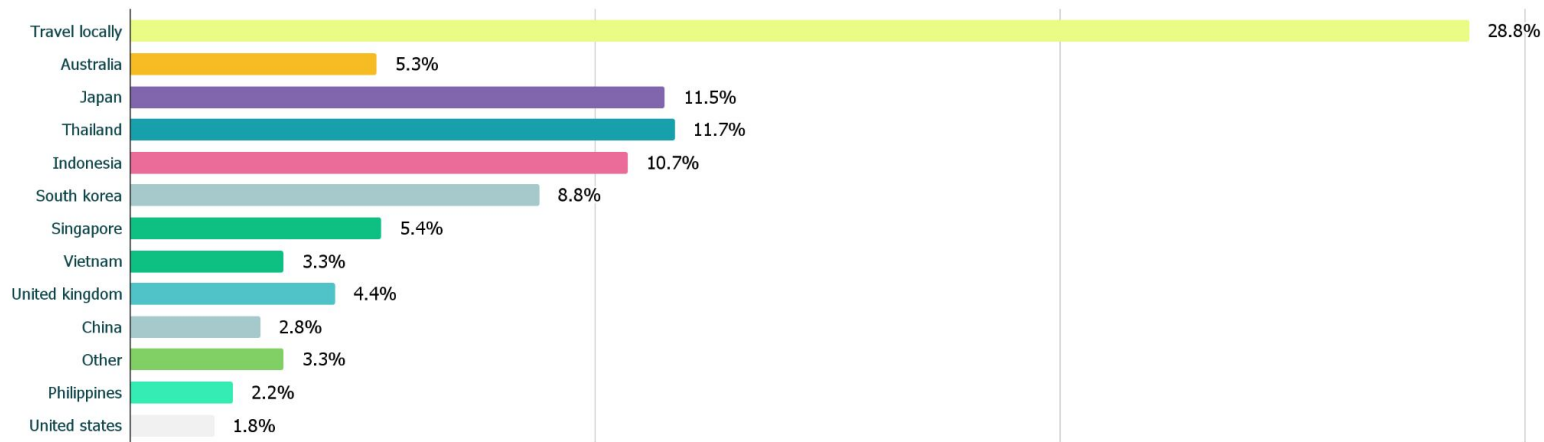


# Travel Destinations

In 2024, most respondents plan to travel locally, with Japan and Thailand also popular destinations. Among age groups, those aged 18-25 prefer local travel the most, while the 26-45 age groups show growing interest in Thailand. Males prefer local travel, Japan, and Indonesia, while females have similar preferences with a slightly higher inclination towards Thailand. Across locations, local travel is popular, with Japan and Indonesia favored by the Southern region and Sabah, and the Central region showing a preference for Thailand. This indicates a potential correlation between travel plans and geographical location.

If you have plans to travel in 2024 where do you intend to travel?

Single Choice | 333 Participants | 777 Answers



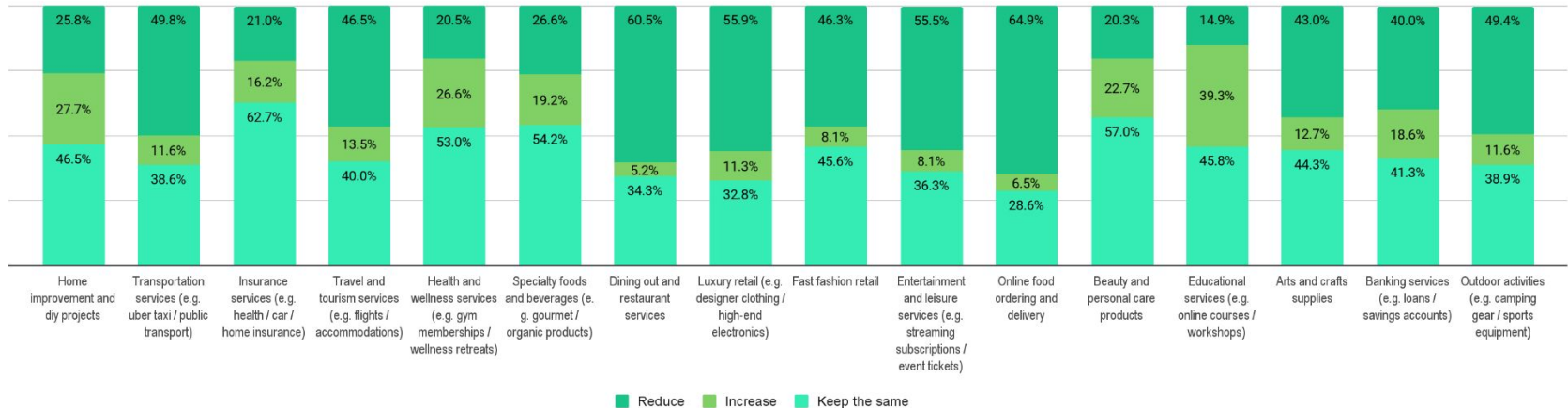


# 2024 Retail Spending Plans Survey

There's a mixed pattern in consumer spending intentions for different retail industries in 2024. While some categories like insurance services, health and wellness services, and specialty foods and beverages are expected to maintain or see an increase in spending, others such as transportation services, travel and tourism services, dining out and restaurant services, luxury retail, entertainment and leisure services, online food ordering and delivery, and outdoor activities are likely to experience a reduction in spending. This indicates a shift in consumer priorities towards essential needs and long-term investments.

For each retail industry indicate whether you plan to reduce keep the same or increase your spending in 2024.

Matrix | 542 Participants | 8672 Answers



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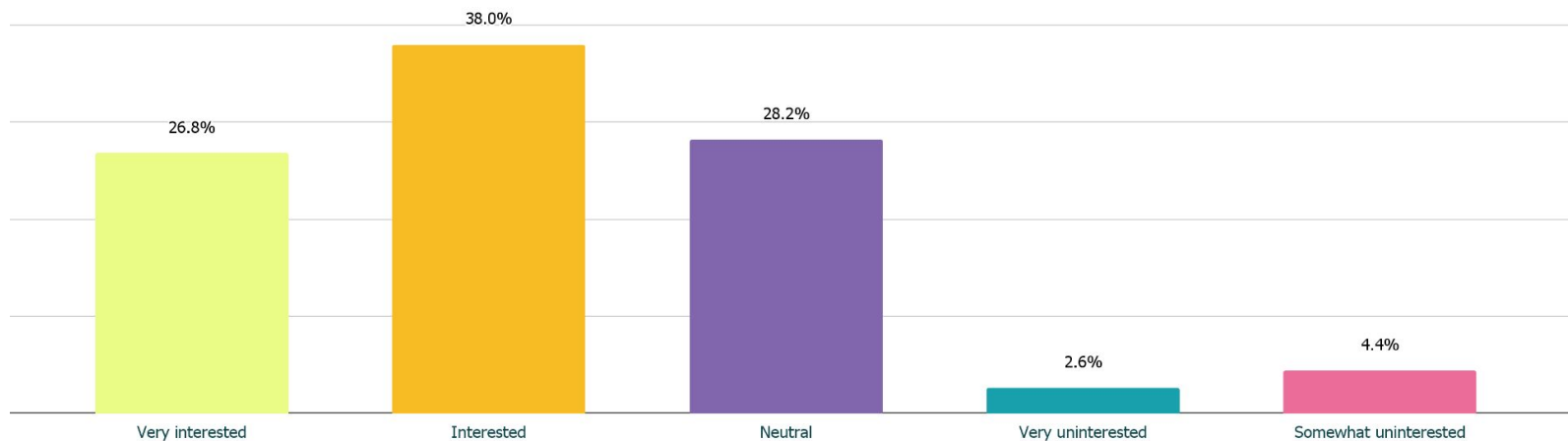
# Health & Leisure

# Health and Wellness

There is a notable enthusiasm for health and wellness among respondents, with the 18-35 age bracket showing the greatest interest. This interest diminishes with increasing age across all demographics. Moreover, males demonstrate a slightly higher interest compared to females. Geographically, the Northern region displays the strongest interest in health and wellness, closely followed by the Central region.

How interested are you in health and wellness?

Single | 542 Participants | 542 Answers

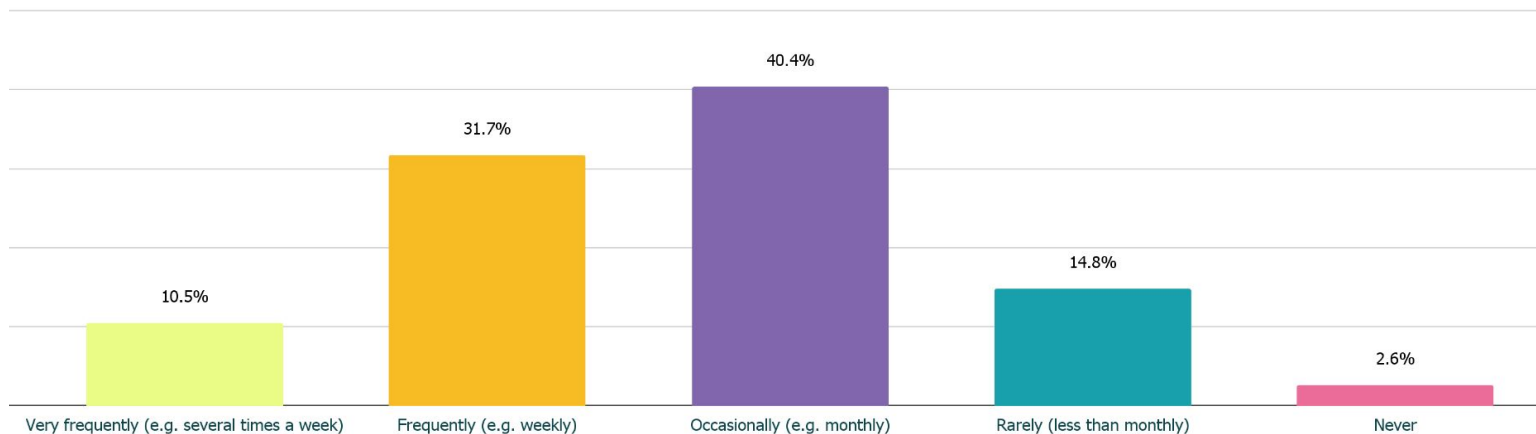


## Engagement in Physical Exercise or Sports Activities

**The majority of respondents engage in physical exercise occasionally, with frequent and rare exercise following.** Across age groups, adults aged 36-55 typically exercise occasionally, while older adults tend to alternate between frequent and occasional exercise. 18-25 are more likely to exercise frequently. Males exercise frequently while females predominantly exercise occasionally. The Southern, Northern, Central region and East Coast, mainly exercise occasionally. Sabah, Sarawak have a balanced mix of occasional and frequent exercise.

How often do you engage in physical exercise or sports activities?

Single Choice | 542 Participants | 542 Answers

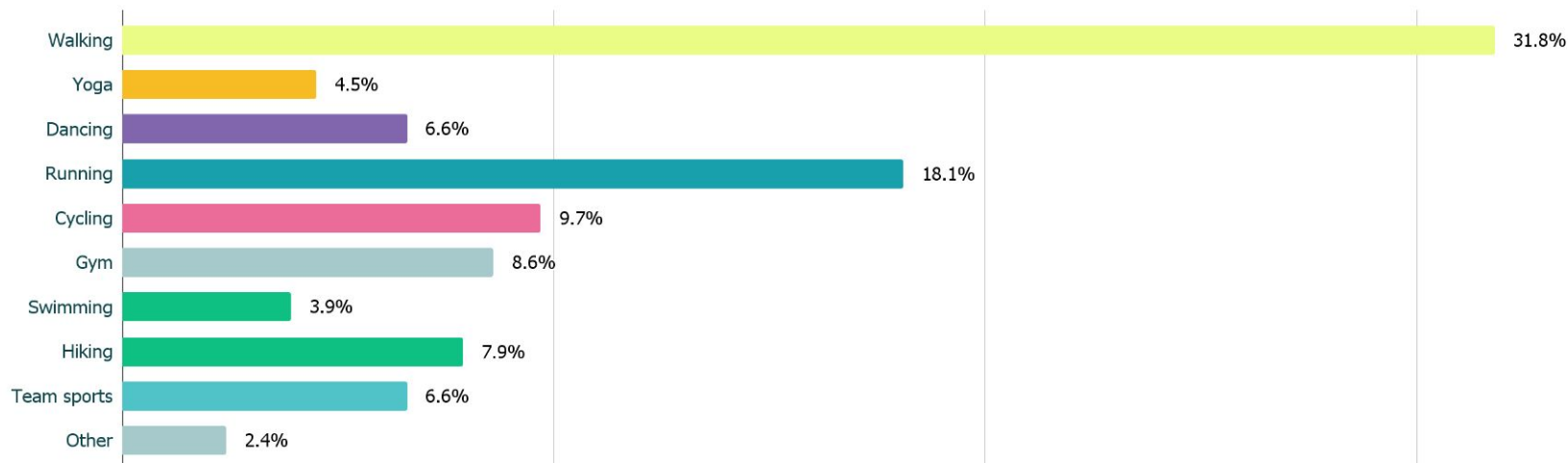


# Preferred Physical Activities or Sports

**Walking emerges as the most popular physical activity across all demographics, including age groups, genders, and locations.** While walking is prevalent among all age groups, 18-25 year olds also demonstrate high participation in running and gym activities. Both genders favor walking and running, while dancing is notably popular among females. Geographically, hiking stands out in the Southern region, cycling is prominent in Sarawak and the Northern region, and gym activities are favored in Sabah and the Central region.

Which physical activities or sports do you primarily engage in?

Multiple Choice | 528 Participants | 1144 Answers

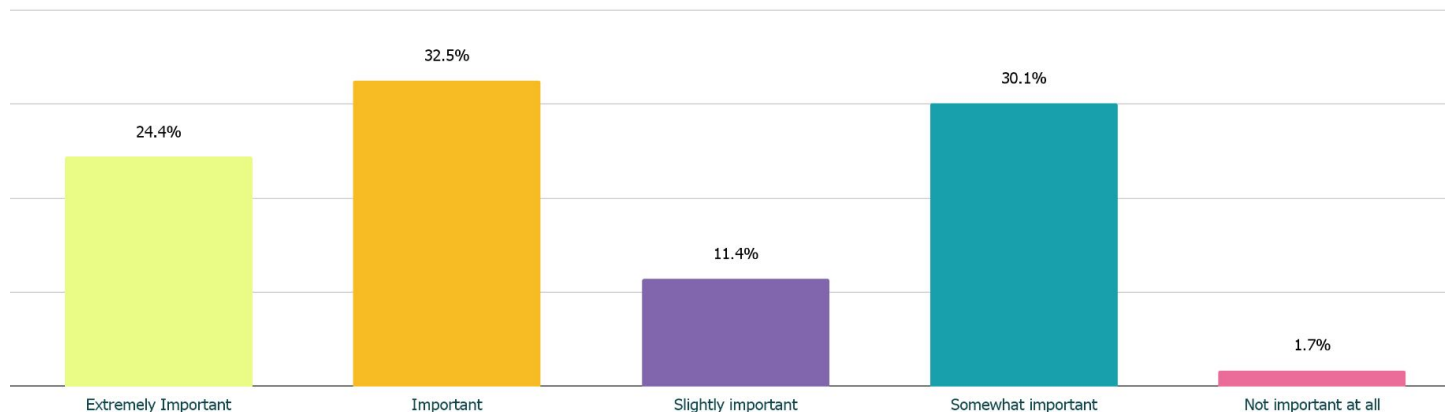


## Importance of Physical Activity or Sports in Daily Routine

**Physical activity is universally deemed important across all demographics.** Among age groups, the 18-25 age bracket considers physical activity the most significant, while the importance slightly decreases among the 65+ group. Males generally place more significance on physical activity compared to females. Geographically, the East Coast region values physical activity the most.

How important is physical activity or sports in your daily routine?

Single Choice | 542 Participants | 542 Answers



# Preferred Free Time Activities

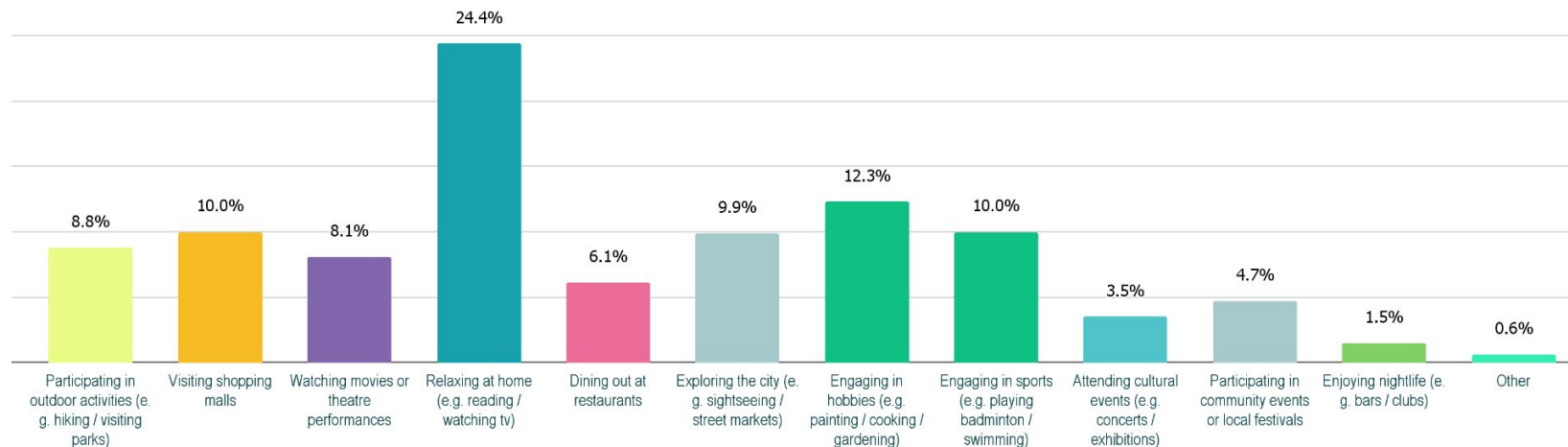
**"Relaxing at home"** emerges as the most favored free time activity across all demographics, including ages, genders, and locations.

Specifically, the 18-25 and 36-45 age groups demonstrate a preference for "Relaxing at home", while the 65+ age group leans towards "Engaging in hobbies". Both males and females favor "Relaxing at home", although males also show a strong inclination towards "Engaging in sports".

Geographically, "Relaxing at home" is the top choice in all regions, with "Engaging in hobbies" being popular in the Northern region and East Coast, and "Visiting shopping malls" in the Southern region and Sabah.

What are your preferred activities during your free time?

Multiple Choice | 542 Participants | 1623 Answers



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# Future of Work

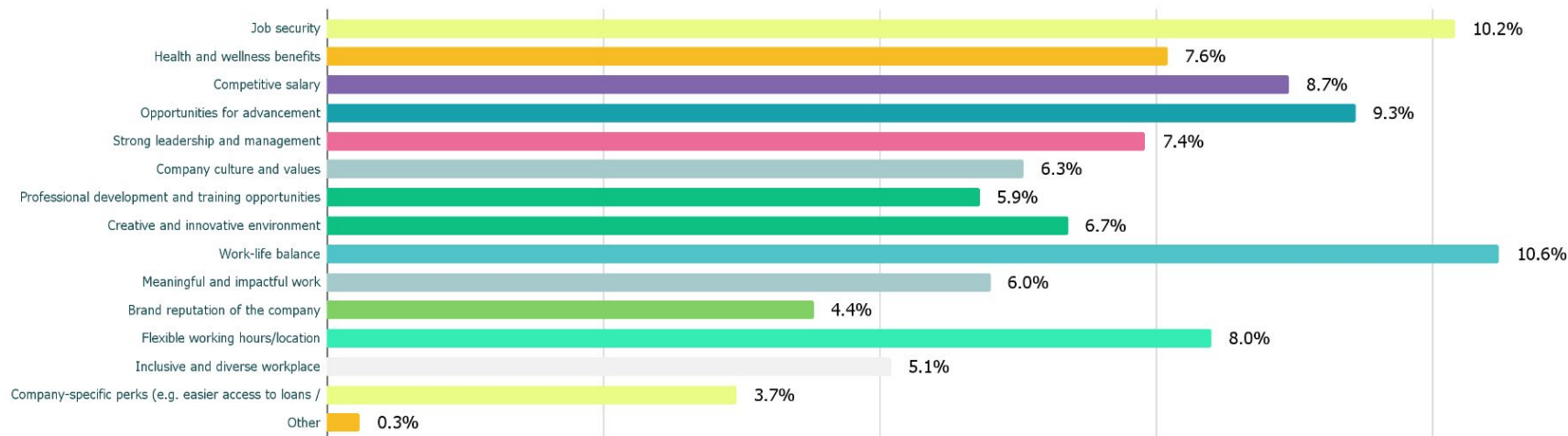


# Job Preferences

The top three important factors in a job are consistently identified as **Work-life balance**, **Job security**, and **Opportunities for advancement** across all demographics. Among age groups, younger individuals prioritize Job security and Work-life balance the most, while older age groups also value these factors but to a lesser extent. Both males and females rank Work-life balance and Job security as top factors, indicating gender parity in these preferences. The Central, Southern, and East coast regions exhibit the highest responses for Work-life balance and Job security. The Northern region and Sarawak similarly prioritize these factors.

What are the most important factors for you in a job?

Multiple Choice | 542 Participants | 3088 Answers

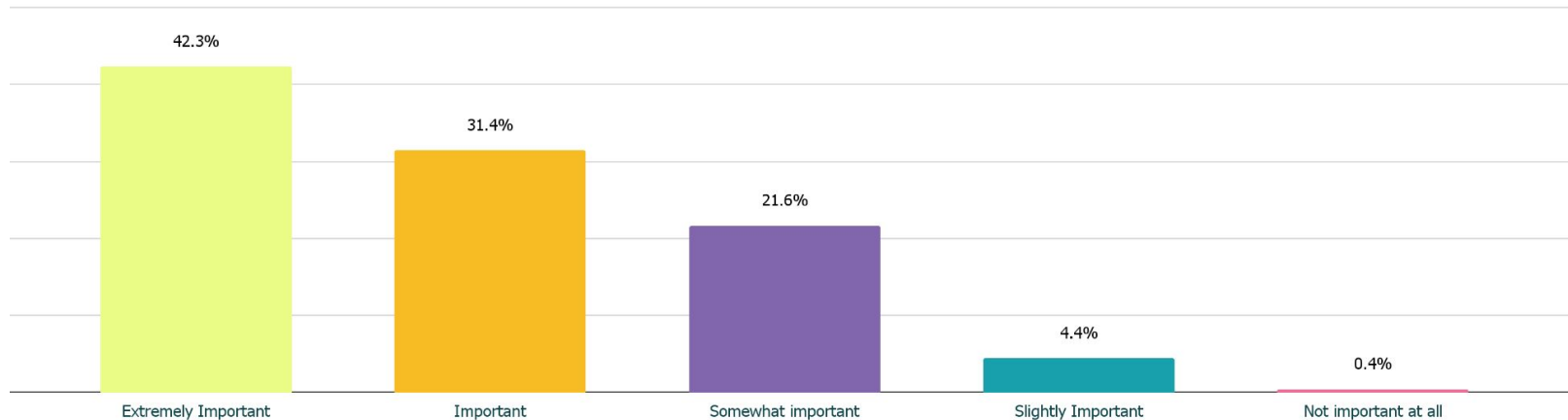


# Work-Life Balance

In Malaysia, work-life balance has emerged as a crucial factor for job satisfaction, especially after the pandemic. A significant **42.3%** of Malaysians rate it as their top priority, with over 31.4% acknowledging its importance to their overall well-being. The pandemic shifted priorities, increasing demand for jobs that allow for both professional growth and personal time. As a result, there's a noticeable shift towards more autonomous and flexible work arrangements.

How important is work-life balance to you?

Single Choice | 542 Participants | 542 Answers

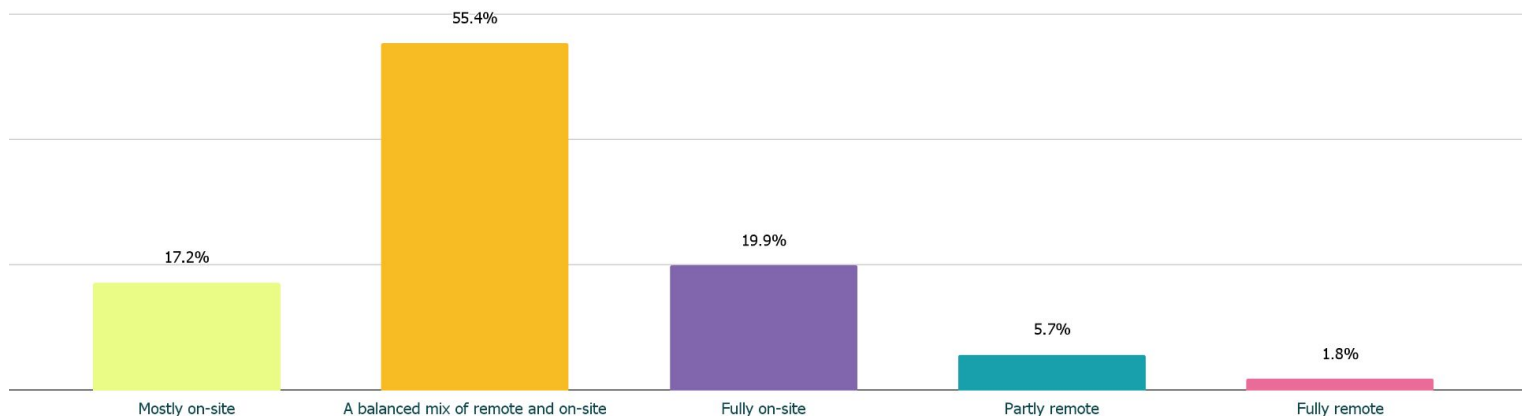


# Preferred Work Arrangement

According to our survey, over 55% of people in Malaysia prefer a hybrid work model, which combines the flexibility of remote work with the structure of on-site tasks. This model is gaining traction as it supports a balanced work-life routine lifestyle and recognizes individuals' diverse needs and ambitions. The hybrid model is not merely a trend but is becoming the new norm in Malaysia, promoting job satisfaction and a healthier work-life balance. Interestingly, while the hybrid model leads in preference, 19.9% of respondents still favor a fully on-site work arrangement, highlighting the ongoing value of traditional workplace settings. Conversely, being fully remote or partially remote is less favored, with only 1.8% and 5.7% of the vote.

Which work arrangement do you prefer?

Single Choice | 542 Participants | 542 Answers



# Views on Remote Working

Remote work, while offering numerous benefits, also brings several challenges.

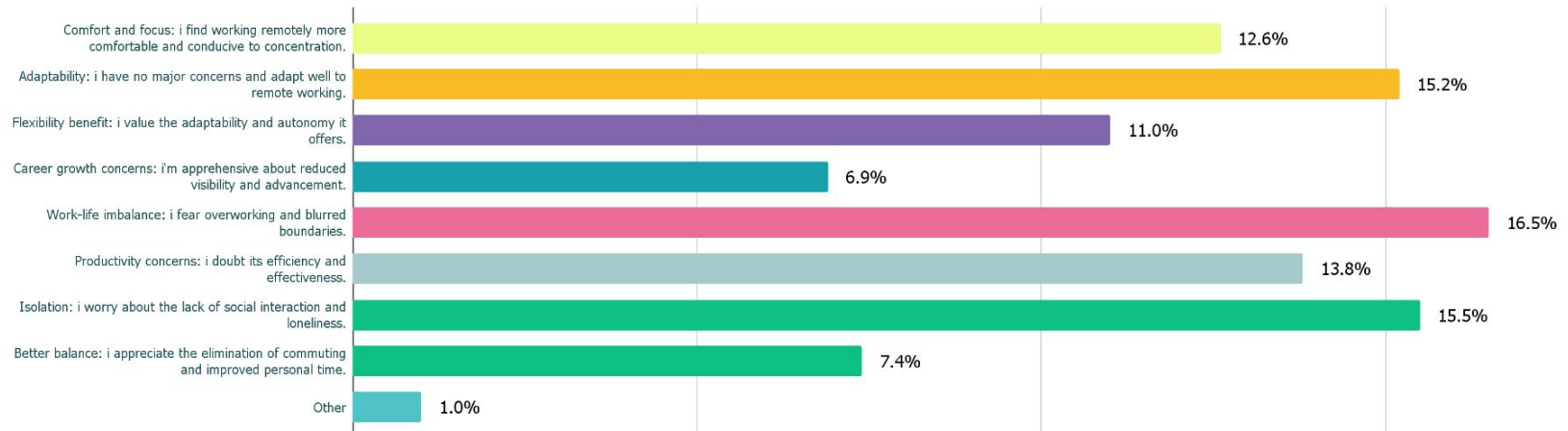
**Work-Life Imbalance:** About 16.5% of respondents are concerned about the potential for overworking and the blurring of boundaries between work and personal life.

**Isolation:** Another significant concern is social isolation, which 15.5% of respondents fear could lead to loneliness.

**Adaptability:** Despite these concerns, 15.2% of respondents feel they adapt well to remote working environments, indicating resilience and acceptance among a significant portion of the workforce.

What are your views or concerns about remote working?

Multiple Choice | 542 Participants | 1163 Answers

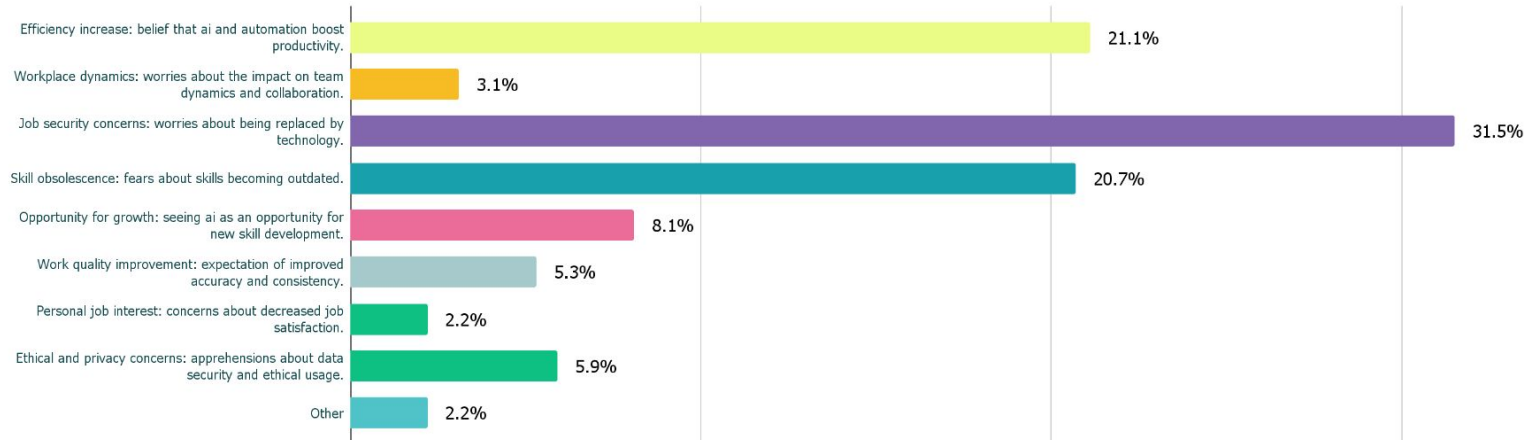


# Perceptions of Automation and AI

Our surveys indicate a complex sentiment towards AI and automation. Approximately **31.5%** of Malaysians fear being replaced by AI, while **21.1%** recognize its potential to enhance productivity. Additionally, **20.7%** expressed concerns over their skills becoming obsolete due to rapid technological advancements.

What are your views on automation and ai in the workplace?

Multiple Choice | 542 Participants | 546 Answers

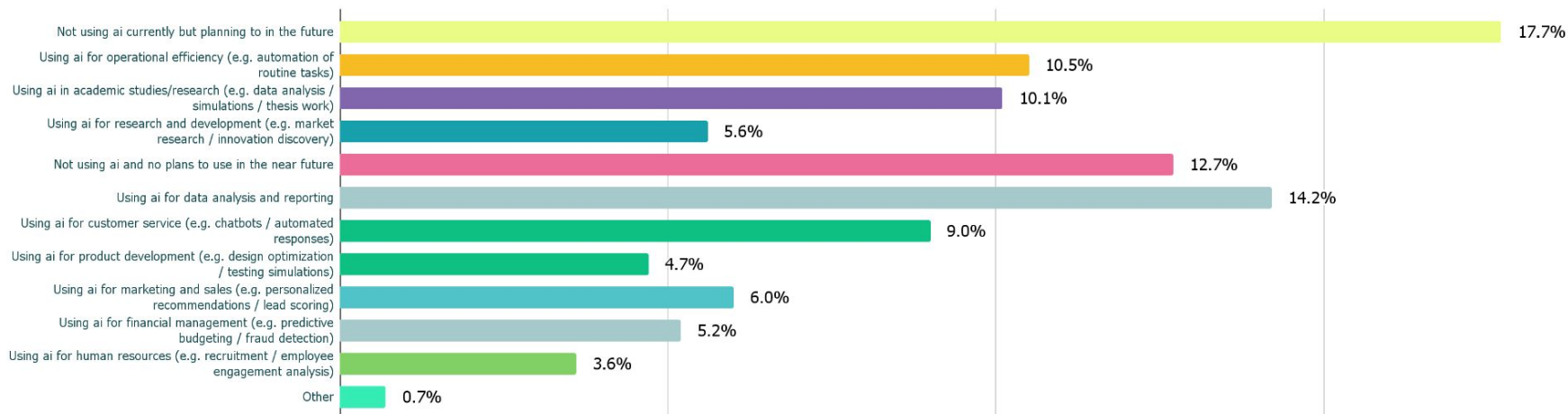


# Usage of AI

The majority of respondents, spanning all age groups, genders, and locations, are not using AI currently but plan to use AI in the future. Among age groups, the 18-25 bracket demonstrates the highest current usage of AI, particularly in academic studies and data analysis. Conversely, the 65+ age group exhibits the lowest current usage but shows interest in future adoption. Males are more inclined to use AI for data analysis and operational efficiency, whereas females have a higher percentage of non-users but express intent to adopt AI in the future. Geographically, AI usage for data analysis is prevalent across all regions, with Sabah leading in this aspect. Sarawak has the highest percentage of respondents not currently using AI but intending to do so in the future.

Are you currently using ai to support work or studies-related tasks?

Multiple Choice | 542 Participants | 981 Answers

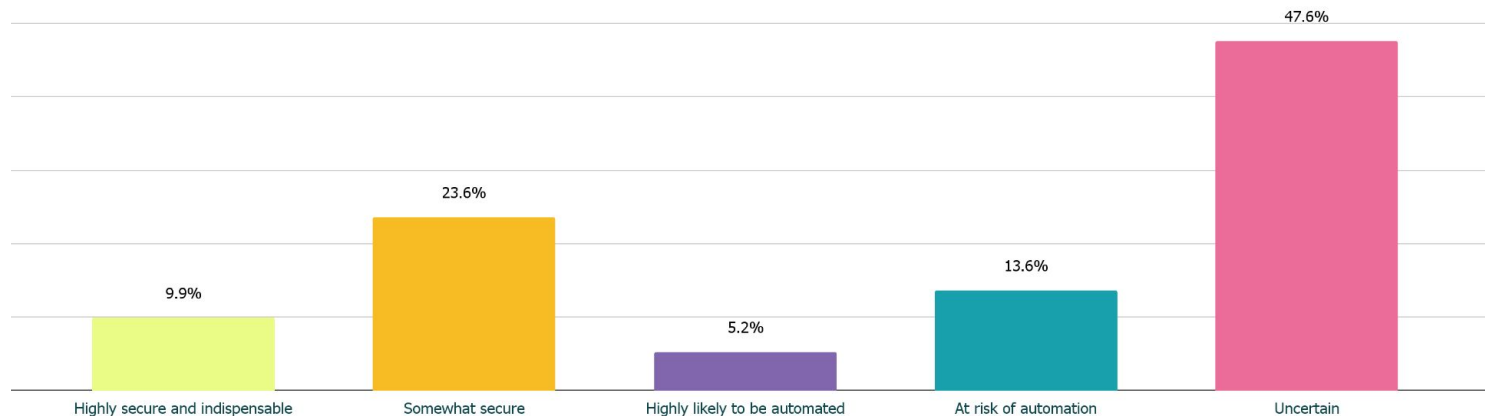


## Job Security Perceptions

The prevailing sentiment among respondents regarding their job future in the AI era is uncertainty, consistent across age, gender, and location. Uncertainty is highest among the 26–35 and 56–65 age groups, with slight increases in job security perception with age. Both genders share similar uncertainty, albeit slightly more pronounced among females. Geographically, the Southern region and the East Coast express the most uncertainty, while the Central region feels more secure. Sarawak exhibits the greatest concern about automation risk.

How do you perceive the future of your current job in the era of automation and ai?

Single Choice | 191 Participants | 191 Answers

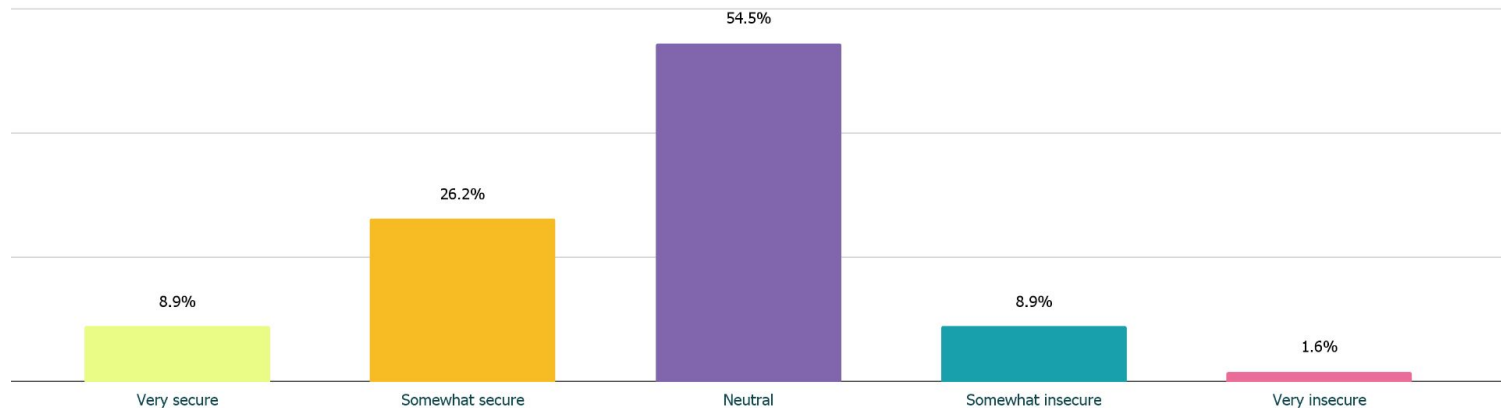


# Future Job Security Sentiments

**Most respondents express neutrality regarding their job security in the coming years, with variations across age, gender, and location.** Aged 56-65 and 65+ exhibit mixed feelings, with a notable number of neutral responses. The 46-55 age group leans towards feeling somewhat secure, while the 36-45 and 26-35 age groups are predominantly neutral. Interestingly, the youngest respondents (18-25) express the highest level of insecurity. Both males and females primarily feel neutral, with some leaning towards feeling somewhat secure. Respondents from all regions mostly feel neutral about their job security, with the Southern region showing the highest level of perceived security.

How secure do you feel about your job in the coming years?

Single Choice | 191 Participants | 191 Answers





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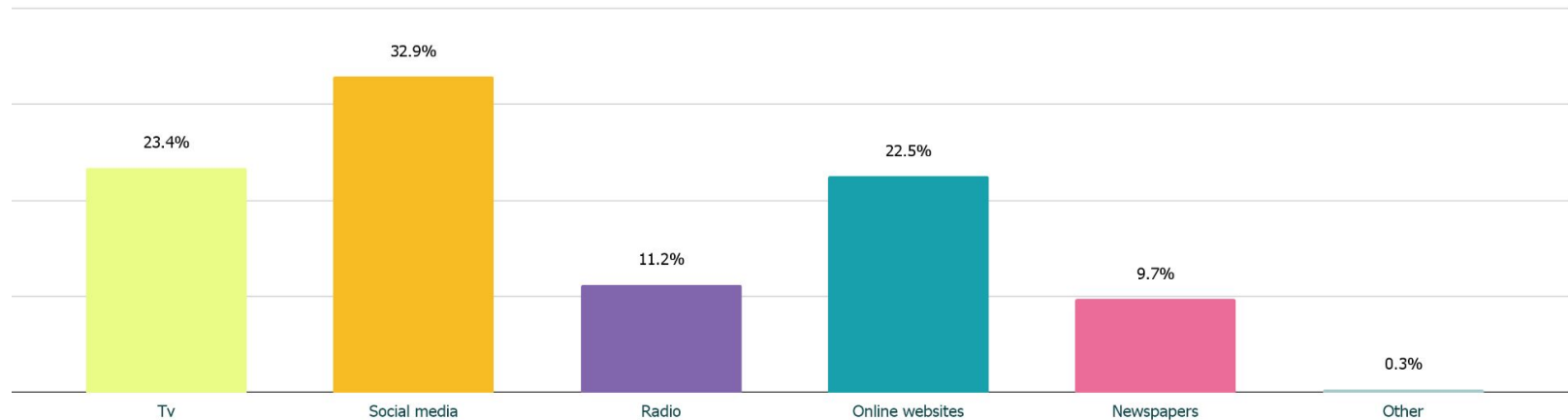
# Media Consumption and Information Sources

# News Source Preferences

**Social media emerges as the most favored source of news and information, followed by TV and online websites.** Across age groups, social media is preferred, with the highest percentage in the 18-25 age group. TV preference remains relatively consistent across all age groups, while online websites are less popular among the 65+ age group. Both males and females favor social media, although males show a greater inclination towards online websites than females. Geographically, social media is the leading source of information across all regions. The East Coast and Central region exhibit the highest preference for social media, whereas Sarawak displays the highest preference for TV.

Which sources do you prefer for news and information?

Multiple Choice | 542 Participants | 1318 Answers

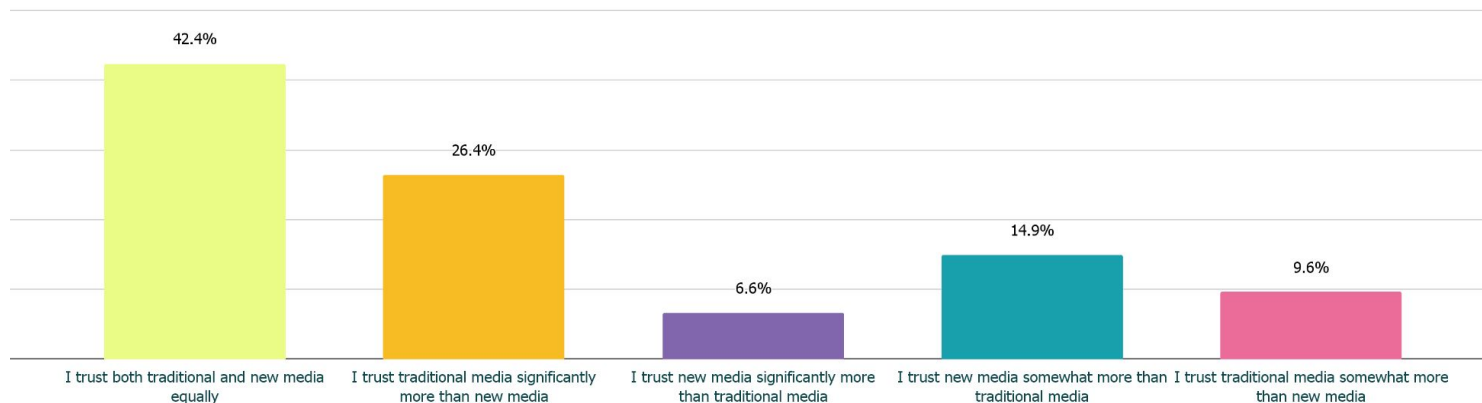


# Trust in Media Channels

**Respondents generally exhibit equal levels of trust in both traditional and new media, although a significant number also express a greater trust in traditional media.** Among age groups, the 18-25 and 36-45 demographics display the highest level of equal trust in both media types, whereas older age groups (65+) demonstrate the most trust in traditional media. Both genders demonstrate similar patterns, although slightly more females exhibit a greater trust in traditional media compared to males. Geographically, trust levels vary, with the Southern and Central regions showing the highest levels of equal trust in both media types. The East Coast exhibits the highest preference for traditional media.

How would you compare your level of trust in traditional media channels (e.g. tv / newspapers) to new media channels (e.g. social media / online platforms)?

Single Choice | 542 Participants | 542 Answers



For each activity select the platform you most frequently use.



### Reponses

	Youtube	Facebook	Instagram	TikTok	WhatsApp	Twitter/X	WeChat
Watching videos	269 (49.3%)	75 (13.7%)	29 (5.3%)	153 (28%)	6 (1.1%)	2 (0.4%)	1 (0.2%)
Chatting with friends and family	18 (3.3%)	63 (11.6%)	28 (5.2%)	22 (4.1%)	407 (75%)	1 (0.2%)	1 (0.2%)
Reading news	39 (7.2%)	225 (41.5%)	114 (21%)	74 (13.7%)	26 (4.8%)	50 (9.2%)	1 (0.2%)
Reading entertainment content	42 (7.7%)	144 (26.4%)	120 (22%)	204 (37.4%)	11 (0.2%)	16 (2.9%)	1 (0.2%)
Shopping and brand interaction	11 (2%)	113 (21%)	95 (17.7%)	273 (50.8%)	27 (5%)	5 (0.9%)	2 (0.4%)
Educational content	129 (24%)	172 (32%)	51 (9.5%)	94 (17.7%)	52 (9.7%)	14 (2.6%)	1 (0.2%)
Participating in groups/forums	12 (2.2%)	189 (34.9%)	54 (10%)	24 (4.4%)	222 (41%)	19 (3.5%)	6 (1.1%)

### Watching:

- **YouTube's** widespread accessibility and diverse content make it a leading platform for watching videos.

### Chatting:

- **WhatsApp** serves as a prominent platform for connecting with friends and family through messaging and social features.

### Reading News:

- **Facebook** has become a key platform for accessing news, emphasizing its pivotal role in shaping information dissemination.

### Reading entertainment:

- **TikTok** has emerged as a premier platform for consuming entertaining content, showcasing its popularity and cultural influence among users worldwide.

### Shopping :

- **TikTok** has evolved into a dynamic space for shopping and brand interaction, offering users immersive experiences and direct engagement with their favorite brands.

### Educational content:

- **Facebook** provides a wealth of educational content, offering diverse resources and tutorials covering a wide range of subjects.

### Groups/Forums:

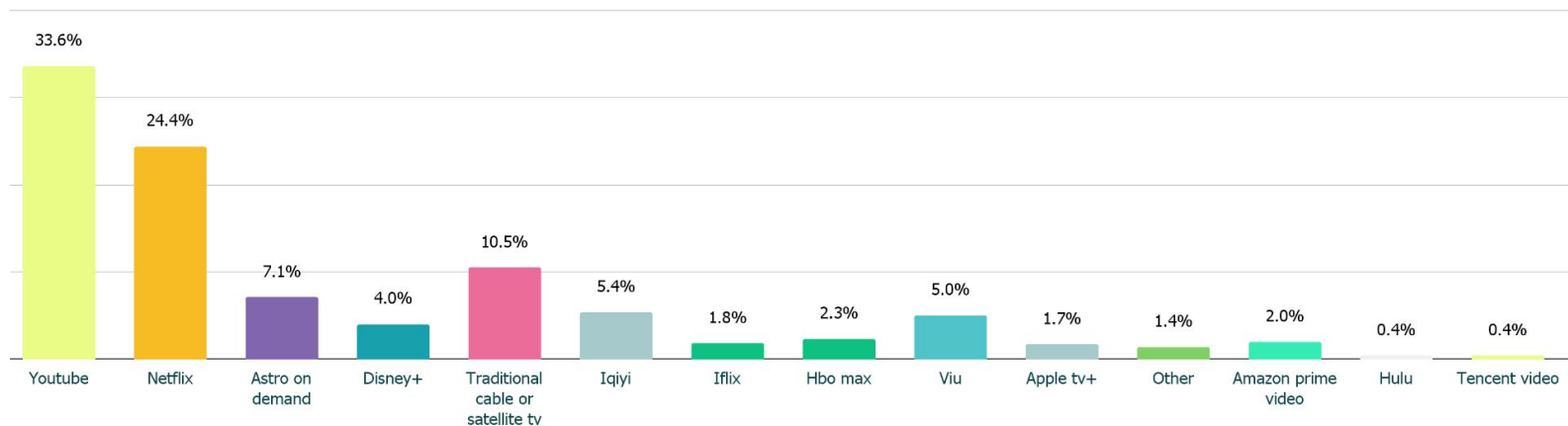
- **WhatsApp** offers an active platform for engaging in groups and forums, promoting community interaction and discussion on various topics of interest.

## Movie and TV Show Platforms

**YouTube is the top platform across all age groups, genders, and locations, followed by Netflix.** Older age groups prefer traditional TV, while younger ones lean towards Netflix. Both genders use YouTube and Netflix, with slight variations. YouTube remains dominant in all regions, with Netflix as the runner-up in most regions, except for Sarawak and Sabah where traditional TV is more popular.

Which platforms do you most commonly use to watch movies and tv shows?

Multiple Choice | 530 participants | 733 answers



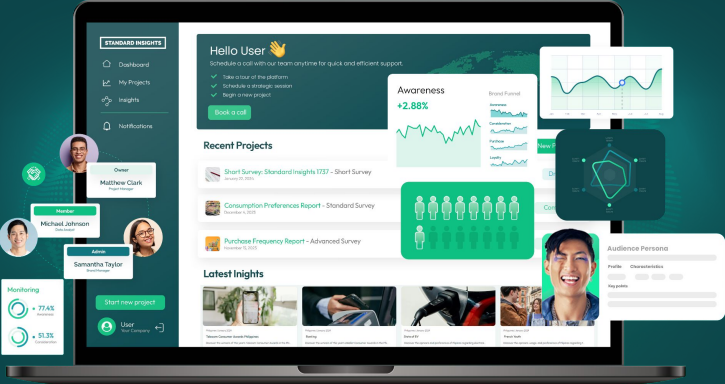
# Conclusion

The survey findings indicate that a common theme of neutrality or somewhat lack of confidence among respondents regarding the future, with variations across demographics and regions. Financial prudence, particularly reducing unnecessary expenses and increasing income, is a shared goal among all groups, with differences in emphasis on emergency fund building across regions. Health and wellness enjoy widespread enthusiasm, especially among younger demographics. Work-life balance, job security, and advancement opportunities remain key factors in job satisfaction across the board. Additionally, while AI adoption is still relatively low, there is a growing interest in its future use. Social media reigns supreme as the preferred source of news and information, highlighting its pervasive influence in modern communication.



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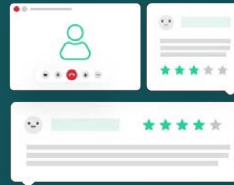
## About

# Standard Insights

We reshape conventional research practices to make your brand a consumer's go-to choice.

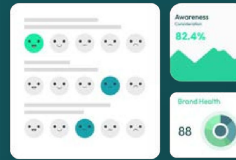
Standard Insights helps organizations access better and faster consumer insights so they can make informed decisions about their products and brands. Instead of relying on consumer panels, we use an innovative methodology for market research that caters to the dynamic needs of decision-makers.

By combining artificial intelligence and cutting-edge advertising technology, we can reach authentic respondents who align with your target audience. Standard Insights has a proven track record of delivering market research services in Thailand, Asia, and all around the globe.



### Quantitative Research

Boost your research with top-tier respondents. Our unique, direct sourcing method ensures rigorous data quality, without the need for intermediaries or panels.



### Qualitative Research

Deep dive into the profiles of your target audience with our expert network and cutting-edge platform, promising swift and insightful outcomes.



### Strategy

Go the extra mile with our consulting services. Benefit from all the support and research methodology you need to scale and realize your projects.

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