

Eight In Ten Search Research Before Buying

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83% of Malaysian consumers use internet to research before buying

Results from Google's Telecommunications and Digital Consumer Marketing Insights brief

Google search trends in Malaysia

More than 80% of Malaysian consumers use the internet to research before purchasing a product, according to Google.

The revelation is part of Google's Telecommunications and Digital Consumer Marketing Insights brief held today and according to the search engine giant indicates an online and offline integration of the purchase cycle. Â

Other data showed the internet is also used in search of the purchase process such as what, where and which to buy as well as comparing prices and features.

It also stated 94% of users search with Google to research electronics and media products online such as HP, Dell and Acer for computer brands.

"People chose Google because its searches are faster as seen in the search timing given, and we are constantly improving to serve with relevant sites," Irene Sung, head of technology, media & entertainment, business industrial Markets, Google Southeast Asia said.

Google is Malaysia's most popular search engine with over 60% reach and 68% search engine page views, according to Malaysia ROPO Research.

Google searches in Malaysia have evolved over the years showing a rise on searches for entertainment (9.3 times), electronic (4.7 times) as well as telecommunications (4.8 times) since 2005.

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