

# PwC's 2023 Consumer Insights Survey and Strategies to Deal with Continued Disruptions

**74%**

of Indonesian consumers are concerned about their personal financial situation.



**63%**

of Indonesian consumers are cutting back their non-essential spending.



## Indonesian consumers are intending to adopt cost-saving behaviors.

- 62%** Buy certain products only when they are on promotion/special offer
- 56%** Shop with retailers which offer free/discounted product delivery
- 54%** Use comparison sites to find cheaper alternatives

## Net weekly/monthly frequency use of shopping channel among Indonesian consumers is shifting.

- 61%** In-store
- 72%** Mobile phone/Smartphone

## Reasons why Indonesian consumers plan to continue shopping in physical stores.

- 78%** I'm able to check the product is not broken/faulty/the correct item
- 56%** Prefer to view/test product before buying
- 47%** I enjoy shopping in-store and missed doing so during periods of lockdown as a result of the pandemic



Despite planned spend reduction, there continues to be some appetite to pay more for specific product types, especially for recycled, sustainable or eco-friendly materials.

\*Net: to some/great extent

- 90%\*** Made from recycled, sustainable or eco-friendly materials
- 90%\*** Produced/sourced locally to you
- 85%\*** Produced by a company with a reputation for ethical practices

## Attributes that are appealing for in-store shopping experience.



**60%** Knowledgeable and helpful sales associates

**56%** Ability to use 'Scan & Go'

**50%** Offer click and collect services

**49%** Ability to use self-service checkout tills

## Issues causing greatest impact on shopping experience.

**Online**  
**52%**  
A product taking longer to be delivered than you were told at time of purchase



**In-store**  
**48%**  
Larger queues in-store and/or busier store locations



Consumers switch to buying products in-store.



Consumers switch to buying products online.



Indonesian consumers are concerned about data privacy when interacting with companies.

- 35%** Social media websites
- 26%** Consumer companies
- 24%** Retail companies

In response to their data privacy concerns, more than two third of Indonesian consumers consciously share no more personal data than they have to.

- 67%** I don't share any more personal data than I have to
- 43%** I manage/reject options when presented with data privacy terms
- 32%** I browse but rarely/never purchase with these types of companies



of Indonesian consumers are required to be physically located in their place of work all the time.



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