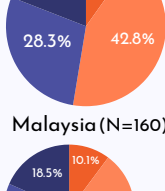# TREND-SAVVY VS. TREND-AVERSE
A COMPREHENSIVE COMPARISON OF MALAYSIAN CONSUMER TYPES

Understanding the differences between trend-savvy and trend-averse consumers, and providing insights to help you apply this knowledge to your apparel business.

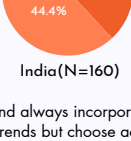## WHAT IS THE LEVEL OF TREND AWARENESS AMONG CONSUMERS IN MALAYSIA?

Among the four countries surveyed, the highest proportion of respondents showed a passive attitude toward trends.

Malaysia (N=160)
- 19.1%
- 9.8%
- 28.3%
- 42.8%

Singapore (N=160)
- 18.5%
- 10.1%
- 26.8%
- 44.6%

India (N=160)
- 5.6%
- 11.9%
- 44.4%
- 38.1%

Indonesia (N=160)
- 11.3%
- 11.3%
- 32.5%
- 45%

- ● I keep up with trends and always incorporate the latest styles.
- ● I take inspiration from trends but choose according to my own style.
- ● I prioritize my own style and don't pay much attention to trends.
- ● I have no interest in trends and choose entirely based on my own preferences.

HOW DO THEY DIFFER FROM EACH OTHER?

Trend-Savvy
Respondents who answered, "I keep up with trends and always incorporate the latest styles."
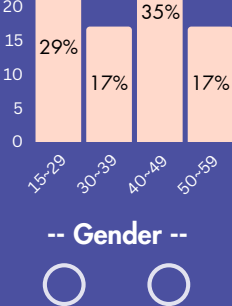
vs

Trend-Averse
Respondents who answered, "I have no interest in trends and choose entirely based on my own preferences."

-- Age --
35% OF THEM ARE **40'S**

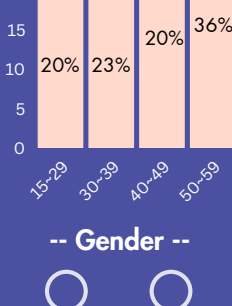| 15-29	30-39	40-49	50-59
29%	17%	35%	17%

-- Age --
30% OF THEM ARE **50'S**

15-29	30-39	40-49	50-59
20%	23%	20%	36%

-- Gender --
52% / 47%

-- Gender --
45% / 54%

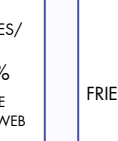## Sources of Information for Reference

38.2% OF THEM REFER **SOCIAL MEDIA**
OTHER REFERENCES INCLUDE REVIEWS FROM FRIENDS/ACQUAINTANCES/RELATIVES ETC. — 14%
NEWSPAPER AND MAGAZINE ARTICLES/ADVERTISEMENTS, WEB SEARCH/WEBSITE/WEB ADVERTISING — 11%

27.5% OF THEM REFER **SOCIAL MEDIA**
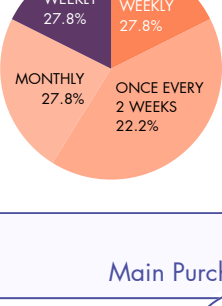OTHER REFERENCES INCLUDE WEBSEARCH/WEBSITE/WEB ADVERTISING, REVIEWS FROM FRIENDS/ACQUAINTANCES/RELATIVES ETC. — 21%
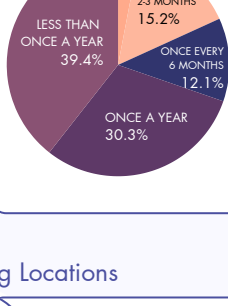
Frequency of Purchase

41.2% PURCHASE CLOSES **MONTHLY**
- WEEKLY 27.8%
- MONTHLY 27.8%
- WEEKLY 27.8%
- ONCE EVERY 2 WEEKS 22.2%

33.3% PURCHASE CLOSES **LESS THAN ONCE A YEAR**
- MONTHLY 3%
- LESS THAN ONCE A YEAR 39.4%
- ONCE EVERY 2-3 MONTHS 15.2%
- ONCE EVERY 6 MONTHS 12.1%
- ONCE A YEAR 30.3%

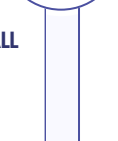## Main Purchasing Locations

29.4% PURCHASE CLOSES AT **THE SHOPPING MALL**
DEPARTMENT STORE, ONLINE SHOPPING PLATFORMS, BOUTIQUE/SPECIALTY BRAND STORE — 23%

33.3% PURCHASE CLOSES AT **DEPARTMENT STORE**
ONLINE SHOPPING PLATFORMS — 27%
SHOPPING MALL — 24%

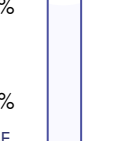## Top 3 Factors to Consider When Purchasing

1. **QUALITY, COMFORT** — 64%
2. PRICE, DESIGN, SUSTAINABILITY, — 52%
3. EASE OF PURCHASE AND RETURNS — 47%

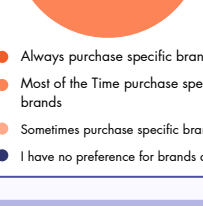1. **PRICE** — 54%
2. COMFORT — 39%
3. QUALITY — 24%

Brand Preference

47.1% OF THEM **MOST OF THE TIME PURCHASE SPECIFIC BRANDS**
- 5.9%
- 17.6%
- 47.1%
- 29.4%

48.5% OF THEM HAVE **NO PREFERENCE FOR BRANDS AT ALL**
- 6.1%
- 6.1%
- 48.5%
- 24.2%
- 15.2%

- ● Always purchase specific brands
- ● Most of the Time purchase specific brands
- ● Sometimes purchase specific brands
- ● I have no preference for brands at all

- ● Always purchase specific brands
- ● Most of the Time purchase specific brands
- ● Sometimes purchase specific brands
- ● Rarely purchase specific brands
- ● I have no preference for brands at all