

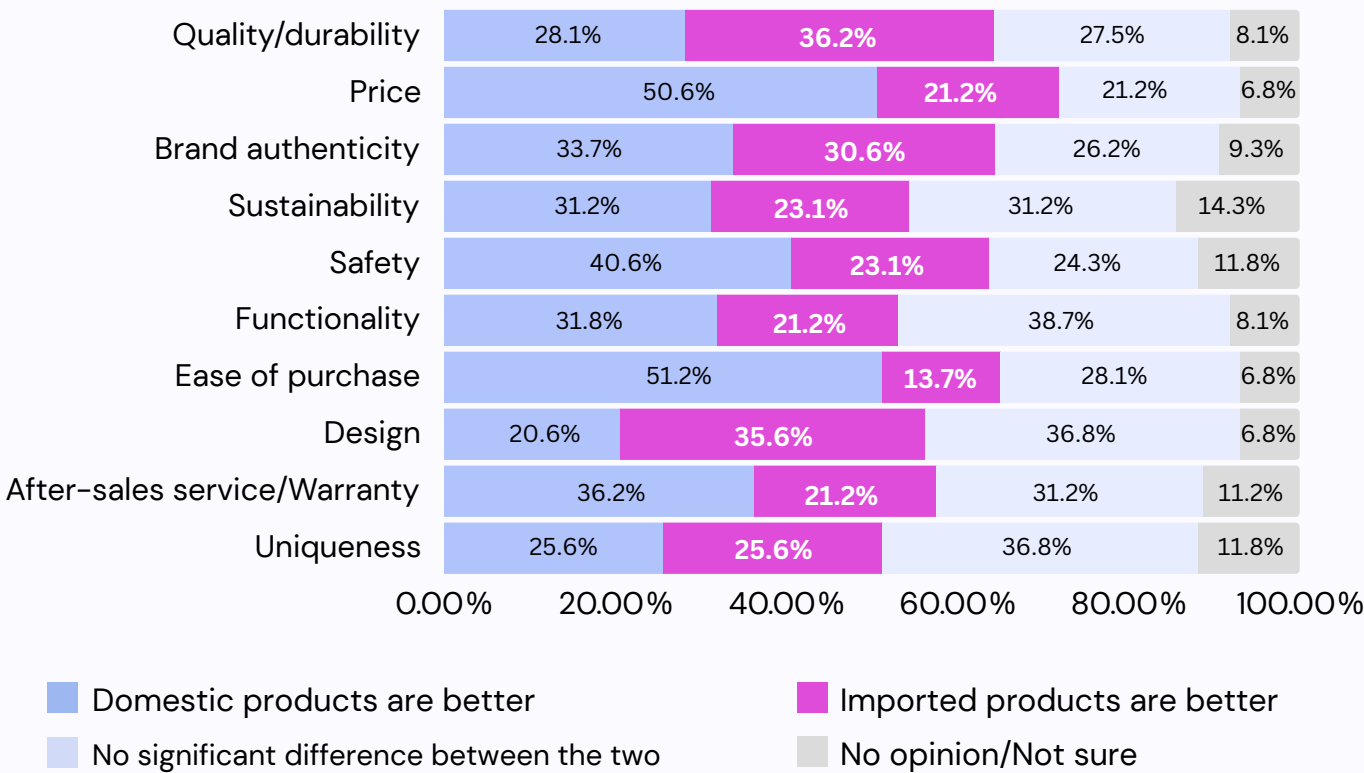


Exploring the Indonesian Market: Insights on Consumer Behavior Toward Imported Products

This report analyzes the differences in perceptions between domestic and imported products, the categories of imported products that consumers have experience purchasing, and the countries of origin that are highly recommended to family and friends.

DOMESTIC PRODUCTS VS. IMPORTED PRODUCTS

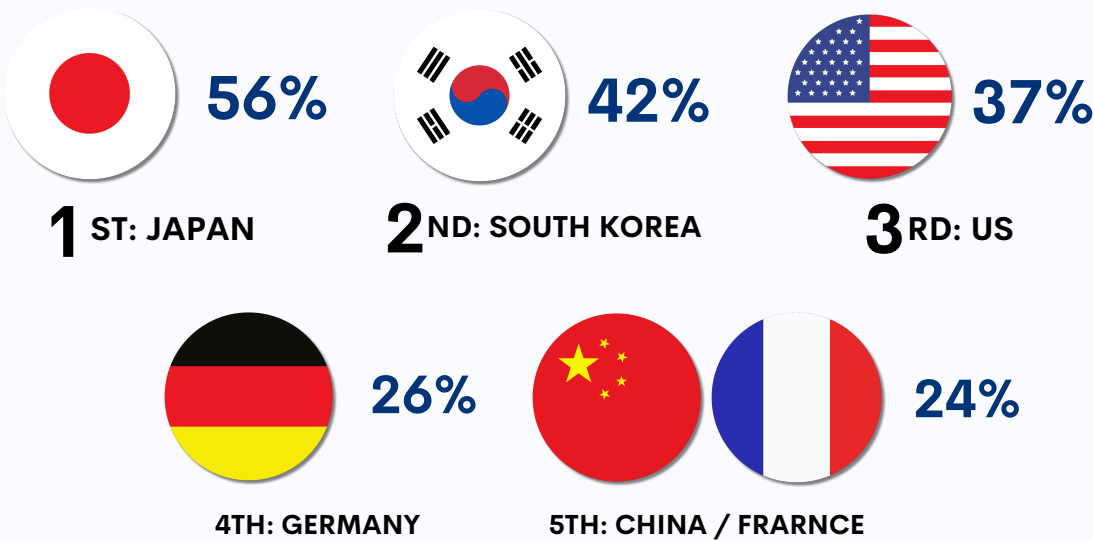
- ✓ There are relatively more opinions favoring domestic products.
- ✓ On the other hand, many respondents indicated that there is no significant difference between domestic and imported products in terms of "functionality," "design," and "uniqueness." However, regarding "quality/durability," many respondents believe that imported products are better, indicating that imported products hold a competitive edge in these aspects.



TOP 5 EXPORTING COUNTRIES OF HIGHLY RECOMMENDED IMPORTED PRODUCTS

*Multiple-answer question

Japan stands out as the most recommended country, followed by South Korea and the US.



*Calculated based on the percentage of respondents who answered "Very highly recommend," "Highly recommend," or "Recommend."

CATEGORIES OF IMPORTED PRODUCTS WITH PURCHASE EXPERIENCE

*Multiple-answer question

Consumers show a particularly strong interest in clothing, electronic appliances, and grocery, which lead the overall consumption trends.

