

Live Selling

in Southeast Asia



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Live Selling in Southeast Asia

E-commerce growth in Southeast Asia (SEA) is here to stay (see [Statista](#), [SYNC Southeast Asia by Bain & Company and Meta](#), and [e-conomy SEA by Google, Temasek, Bain](#)) – regardless of the macroeconomic headwinds.

As e-commerce sellers, the more important question is: **how can we ensure that we will always ride the wave of e-commerce growth?**



Rocket Internet's 2011 entry into SEA set the e-commerce wave in motion, triggering the proliferation of peripheral services in the ecosystem.

Ninja Van, a tech-enabled express logistics company, is one of them.

Being there from the start since 2014 has given Ninja Van a front-row seat to SEA's e-commerce evolution. This enables us to observe – from servicing close to 2,000,000* sellers in SEA across the past 12 months – up-and-coming e-commerce trends.

Live Selling is one of them.

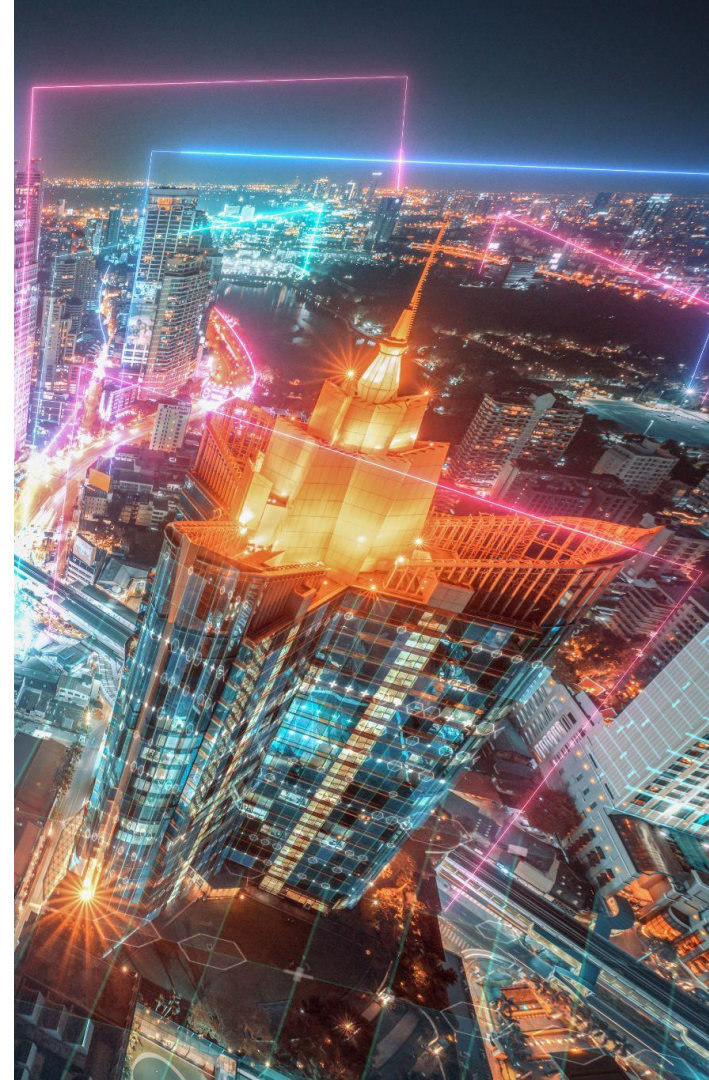
**Figure is accurate as of 30 Sep 2022.*



In November 2022, we collected over 1,000 responses* from Ninja Van's e-commerce sellers across Singapore, Malaysia, Indonesia, The Philippines, Thailand, and Vietnam to understand more about the rising phenomenon.

But first –

**Click [here](#) for our research methodology.*



What is Live Selling?



Remember those Home Shopping TV Channels?

They typically look like this: a charismatic host demonstrating the efficacy of a vacuum cleaner, egging you to **CALL NOW** for a 50% promotion limited to the first 50 purchases. To sweeten the deal, he will throw in a free mop for every purchase during the session.



That is Live Selling, now taken to a new level with two key differences for Shoppers:

Interactivity

- Shoppers do not have to restrict themselves to a single action: “BUY”.
- Shoppers can interact with the Sellers via the “Comments” section of the Live Selling session to make small talk, emote, play games, inquire about the products, and buy.

Accessibility

- Shoppers do not have to plant themselves in front of the TV and tune into Home Shopping TV Channels at fixed hours anymore.
- Shoppers can now watch Live Selling sessions on their phones that are with them *all the time*, across an assortment of channels that play *all the time*.

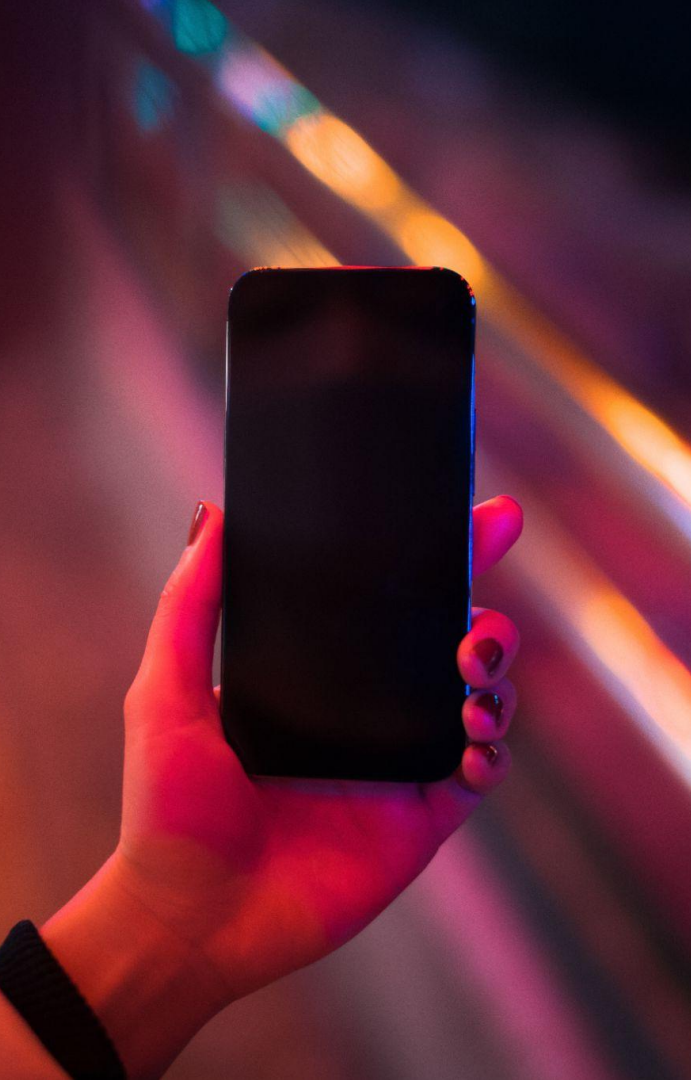
This gives more control to the shoppers, engages their attention, and increases their purchase intent.

1 IN 3

Surveyed SEA e-commerce sellers is doing Live Selling.

Why is Live Selling Important?





For e-commerce sellers, this marketing tactic can **fast-track shoppers' purchase journeys from awareness to conversion.**

“

“I can gather as much product information as I need straight from the Live Shopping sessions to help me decide if I want to buy it there and then.”

*Fariz Maswan, 43, Sales & Partnership Manager, Malaysia
Live Shopper for golf and LEGO*

“When I buy from Live Shopping sessions, I see how they [sellers] use the product, I listen to how they describe the product, I feel like buying the product. There's a sense of urgency that I don't get from other [sales] channels.”

*Ferisa Mega Putri, 26, Special Project Assistant Manager, Indonesia
Live Shopper for snacks and anything unique*

“When I buy clothes, the seller will show and try on the clothes, I can easily see how it looks and make the decision right away through the chat channel.”

*Nalinthip Pornsomboonkit, 43, Sales Manager, Thailand
Live Shopper for clothes*

”

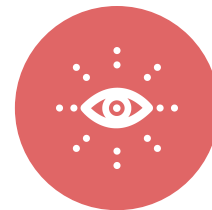
**After surveying over 1,000 e-commerce sellers who use
Ninja Van's services in SEA, we find these to be
Live Sellers' top 3 motivators:**



**Brings in
new customers**



**A good way to have a
deeper relationship with
customers**



**Generates more buzz
and awareness**

**"A good way to have a deeper relationship with customers" is one of Live Selling's superpowers,
giving sellers the ability to build relationships with shoppers at scale.**

Live Selling puts the human factor at the forefront of your business and builds relationships
– in real-time – with all your new and returning shoppers.

And the benefit is mutual.

For your shoppers, your products are presented to them on a silver platter. Instead of searching for something they need, they are now **discovering products they never knew they wanted.**

“

“Live Shopping is like window shopping. You walk into the store, and something cute comes up. You don’t need it, but now that you’ve seen it, you want it.”

*Guo Lu, 36, Portfolio Manager, Singapore
Live Shopper for lipsticks*

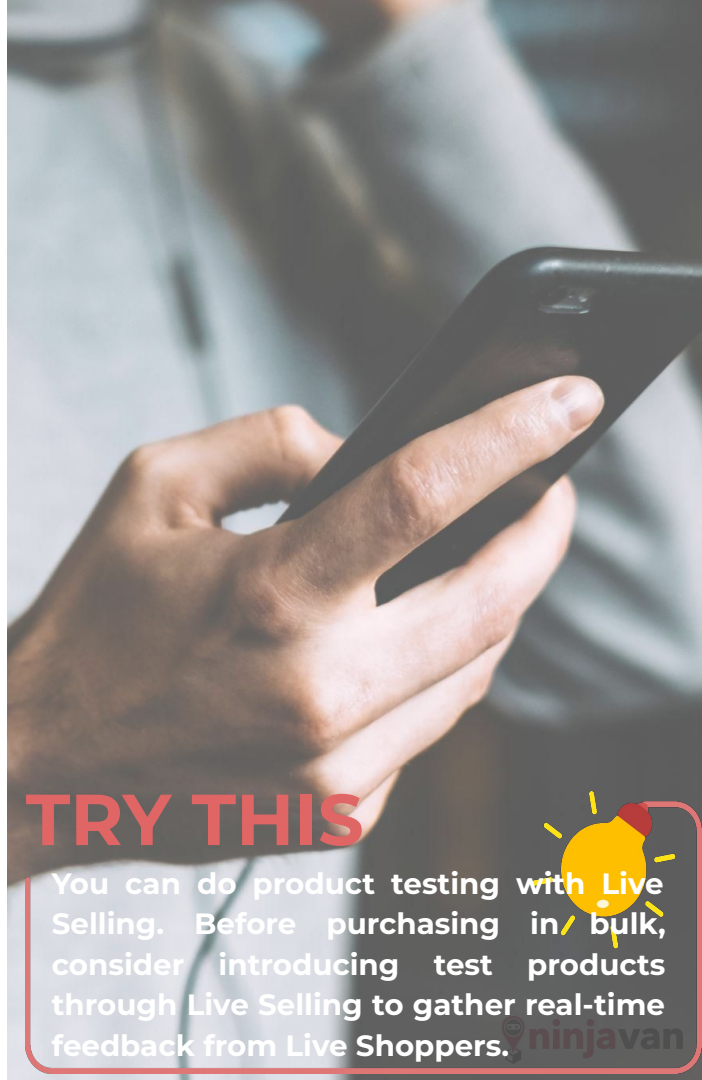
“I don’t follow any specific brands or channels. It really depends on who’s on and what’s being sold when I open my Shopee app.”

*Vinnie Wong, 30, Senior Digital Marketing Executive, Malaysia
Live Shopper for kitchenware, groceries, and clothes*

”

TRY THIS

You can do product testing with Live Selling. Before purchasing in bulk, consider introducing test products through Live Selling to gather real-time feedback from Live Shoppers. 



The Unsexy Side of Live Selling

Now that we have established the importance of Live Selling, let us go behind-the-scenes for the less glamorous view.



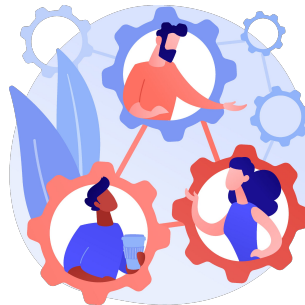
The Unsexy Side of Live Selling:

Managing Live Shoppers



From durian-bidding in Singapore to orchid-buying in Vietnam, we speak to active Live Shoppers in SEA* and find two common motivators of their participation: **Vicarious product experience** and **Interactivity**.

- **Vicarious product experience allows Live Shoppers to *interact with the product through the seller*.** This real-time display, often steered by the Live Shoppers' requests for various angles and usages, makes the product come alive, thereby making it easier to be deemed trustworthy.
- **Interactivity allows Live Shoppers to *be seen, not just by the Live Seller, but by fellow Live Shoppers too*.** The ability to be an active participant with a part to play in choreographing the Live Selling session empowers the Live Shoppers.



*Click [here](#) for our research methodology.



Vicarious product experience



“I get to see the real product, not a promotional photo. I can ask Live Sellers to show me the details or ask them more questions about the products.”

*Sasatorn Yahatta, 32, Customer Service staff, Thailand
Live Shopper for clothes*

“Live Shopping gives me the feeling of real products.”

*Phạm Hoàng Oanh, 14, Student, Vietnam
Live Shopper for clothes, shoes, skincare products*

“If they [Live Sellers] sell food like chips, they’ll test how crunchy the product is, make us trust them easily.”

*Ferisa Mega Putri, 26, Special Project Assistant Manager, Indonesia
Live Shopper for snacks and anything unique*



Interactivity

“

“The adrenaline rush I get from durian-bidding is amazing. I bid with other shoppers to see who gets it, like an auction. They [Live Sellers] will announce your bids, and then chit-chat with you for a bit.”

*Ting Guan Zhao, 34, Product Manager, Singapore
Live Shopper for durian*

“The seller is kind and sells nice dresses. She also acknowledges us, like she knows us!”

*Janna De Jesus, 27, Marketing Professional, The Philippines
Live Shopper for dresses*

“You comment: “I want”, then the sellers will message all who commented “I want”, and the first two to make payment will get the items. So this keeps me on my toes and has a gratifying effect when I know I’m one of the selected buyers.”

*Fariz Maswan, 43, Sales & Partnership Manager, Malaysia
Live Shopper for golf and LEGO*

”





These two common motivators of Live Shoppers' participation – **Vicarious product experience** and **Interactivity** – corroborate with our aforementioned finding on why e-commerce sellers do Live Selling: "A good way to have a deeper relationship with customers".

Relationship takes time and effort to build, as over 1,000 of Ninja Van's surveyed SEA e-commerce sellers allude to when answering the question on Live Selling challenges.

1 IN 4

Says that conducting a Live Selling session takes a lot of effort and energy.

1 IN 3

Says that Live Selling is a time-consuming process.

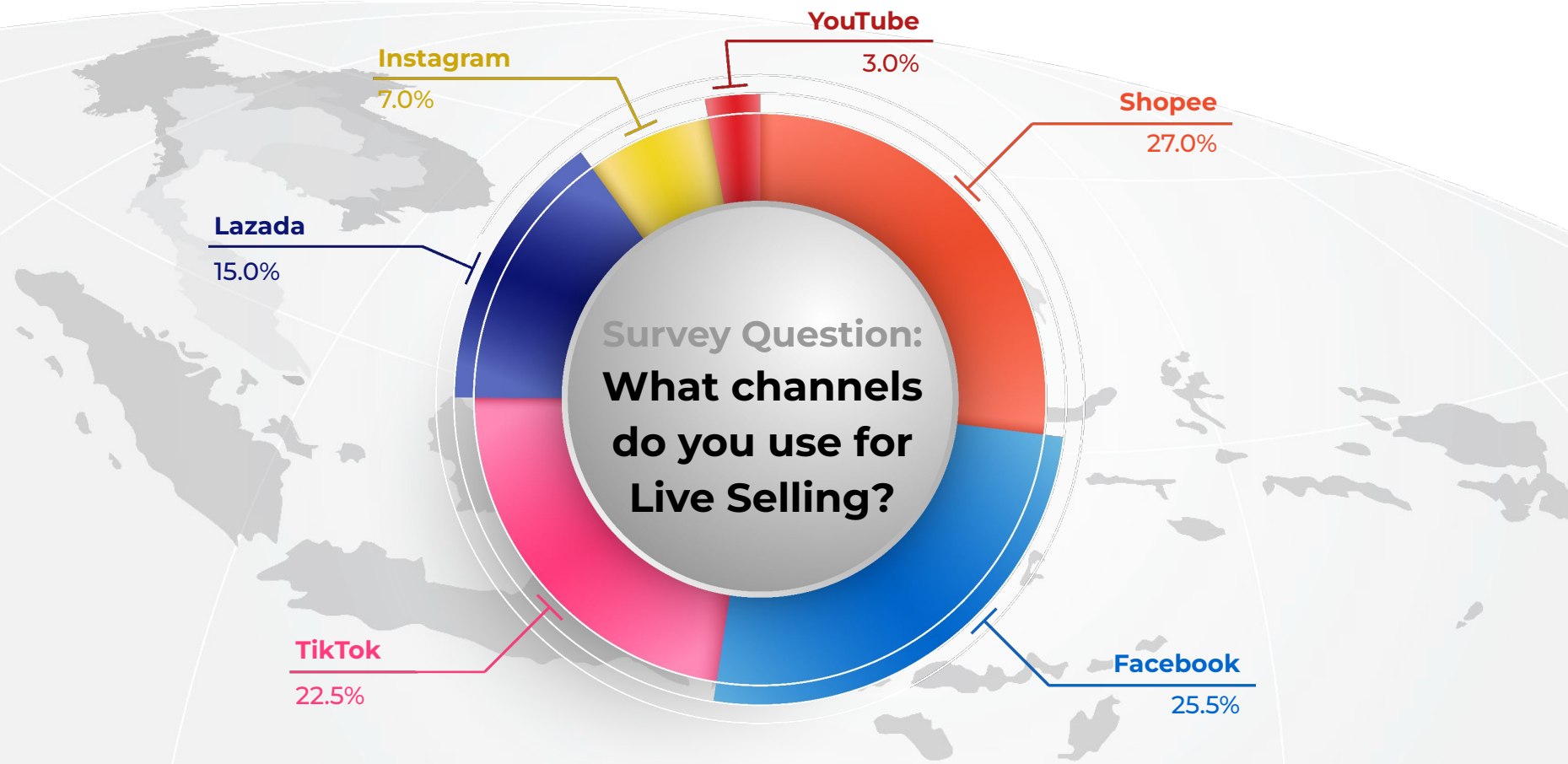
1 IN 3

Says that entertaining and keeping Live Shoppers engaged is a challenge.



The Unsexy Side of Live Selling:

Choosing the Live Selling channel(s)



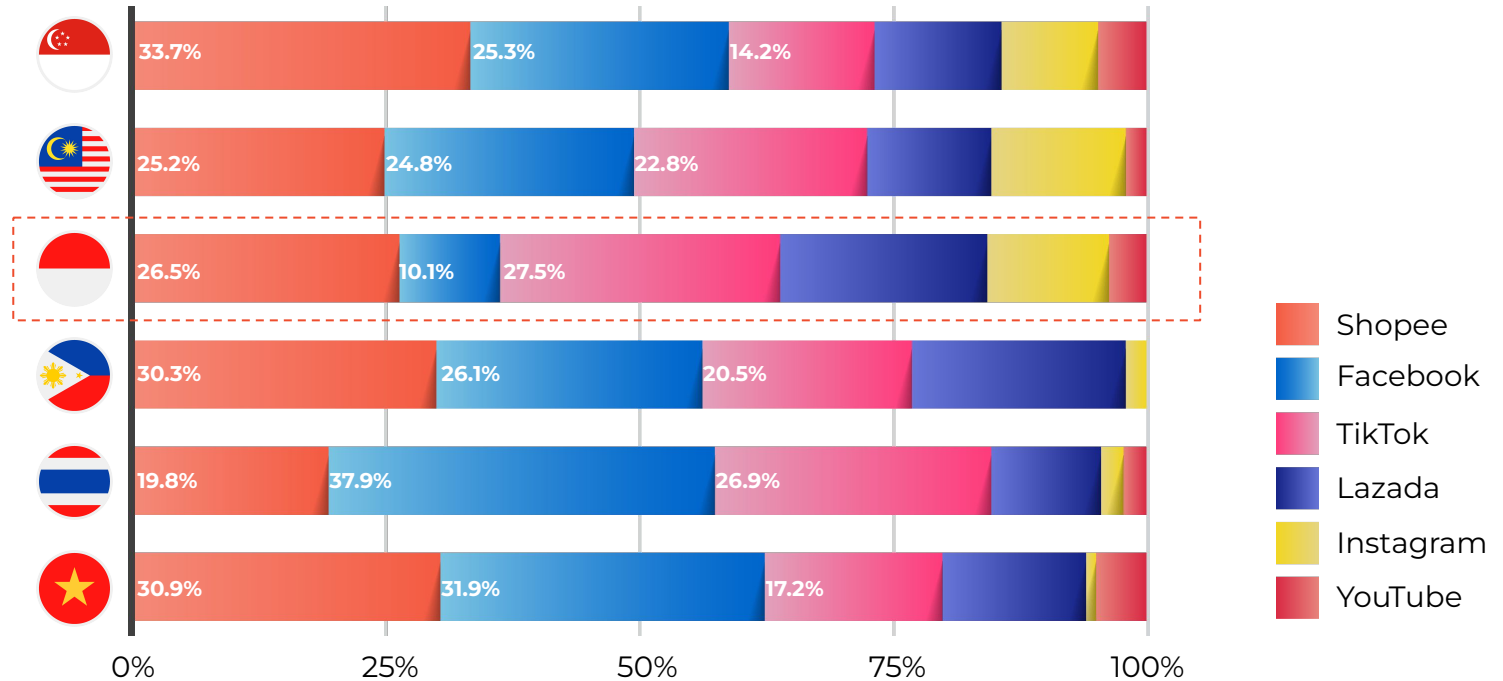
In SEA, Shopee (27.0%) and Facebook (25.5%) are taking the lead in popularity, with TikTok (22.5%) treading close behind.

But there are disparities when we dive deeper into the country data.

Take Indonesia for example.

TikTok tops the chart, closely followed by Shopee, and then Facebook at a staggeringly low adoption rate.

Popularity of Live Selling channels in each country



On average, our surveyed SEA e-commerce sellers use two channels for Live Selling. Depending on which country you operate in, you may want to do two sessions, one for each channel, to maximise your outreach.

1 TO 3 HOURS

The average duration of a Live Selling session.

WEEKLY

The average frequency of Live Selling sessions.

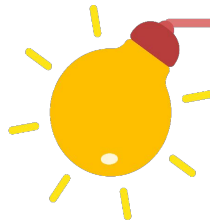
A rough calculation tells us that our surveyed SEA e-commerce sellers set aside up to six hours per week for Live Selling.

This excludes the time needed for the setup.

DID YOU KNOW?

[Shopee penalises Malaysian sellers who duplicate their streaming videos](#) and try to pass them off as Live Selling sessions.

This is an offence under the category of “Spamming”.



A professional video camera with a large lens is mounted on a tripod in the foreground. In the background, a bright studio light with a softbox is visible, and a person in a white lab coat stands near a doorway. The scene is dimly lit, emphasizing the camera and the light source.

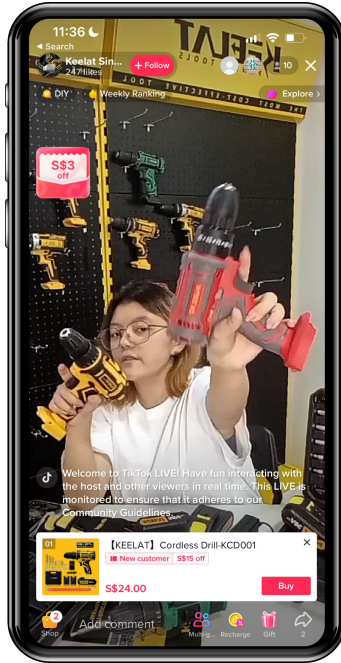
The Unsexy Side of Live Selling:

Setting up for Live Selling

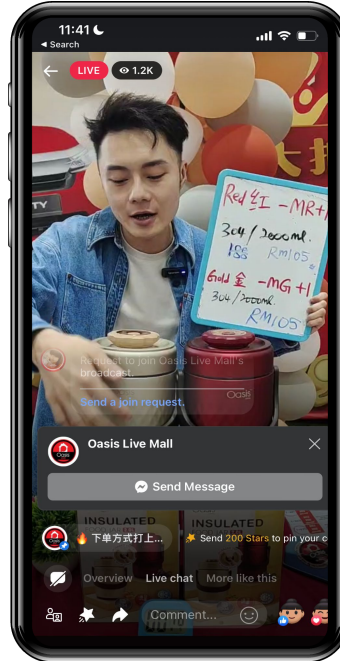
Live Selling can look deceptively easy.

After all, Live Shoppers only get to see what is on screen:

A face or two speaking and demonstrating products to them from a standard smartphone portrait frame.



[@sgkeelat](#) on TikTok



[Oasis Live Mall](#) on Facebook



[Lovito](#) on Shopee

The small space looks *almost* laughingly easy to fill, while the content seems *almost* ad hoc (after all, it changes according to comments). Many would assume that such a setup would be a breeze to prepare.

Let us now go behind-the-scenes.

Of course, it can look as easy as this:



Two Live Sellers go LIVE on a phone camera, using printed talking points for show flow reference. The Live Sellers check their phones for comments to pick out and address for shopper engagement.

But the backstage can also look as complex as this:



Two Live Sellers go LIVE under a professional camera, using a teleprompter for LIVE cues while maintaining eye contact with the camera (AKA the shoppers); A backstage crew monitors and moderates LIVE comments while selecting a few for the Live Sellers to answer or engage with.



Apart from on-set logistical requirements, you will also need to make arrangements for the sales and post-sales – just like any e-commerce.

Here are some of the most common questions:

- *What are you going to say during your Live Selling sessions?*
- *How do you plan the flow of your Live Selling sessions?*
- *How are you keeping track of and fulfilling the orders from your Live Selling sessions?*

Solutions to Live Selling Challenges



Yes, Live Selling is tough. That is why 63% of the surveyed e-commerce sellers who are not doing Live Selling say that they remain unlikely to try Live Selling in the next three months.

But will this be the status quo for long?

If you look at the increase in Live Selling solutions in SEA, you will see that the market is favouring Live Selling as the future of retail.

Just like how many astute entrepreneurs saw the opportunity for ride-hailing in SEA (tech giant Grab's co-founder being one of them), so too, are more and more businesses rushing forward to cater to the demand for Live Selling solutions.

With how perfectly Live Selling synergises with the growing e-commerce market, it is looking more and more like this “trend” is here to stay.

So let us now look at some of these Live Selling solutions to alleviate your Live Selling challenges.



Choose Live Selling channels with end-to-end Live Selling solutions

There are two types of Live Selling channels that come with end-to-end Live Selling solutions.



Marketplaces

Popular marketplaces, like Shopee and Lazada*, have a suite of built-in Live Selling tools – a hassle-free way to gain a foray into the Live Selling space.

The biggest advantage is that the audience in these environments is primed with the intent to buy.

However, this can evolve into a pay-to-win situation. The marketplace algorithm may play to the advantage of sellers with the budget for primetime slots.

Nevertheless, the marketplace is an excellent place to practise your Live Selling skills.



Social Media

TikTok Shop*, the e-commerce arm of TikTok, enables you to sell seamlessly within the social media platform. **In less than a year of its launch in SEA, it is already ranking among the top Live Selling channels** amongst Ninja Van's surveyed e-commerce sellers.

Apart from its built-in suite of Live Selling tools, TikTok Shop comes with a unique feature: traffic democratisation.

Regardless of your follower base, TikTok will direct new traffic to your Live Selling session. As long as you are producing quality content and retaining viewers, TikTok will send more traffic along your way.

**Disclaimer: Ninja Van is one of the official shipping partners for Shopee, Lazada, and TikTok Shop in SEA.*



Facebook – the second most popular Live Selling channel among Ninja Van's surveyed e-commerce sellers in SEA – falls under the social media umbrella.

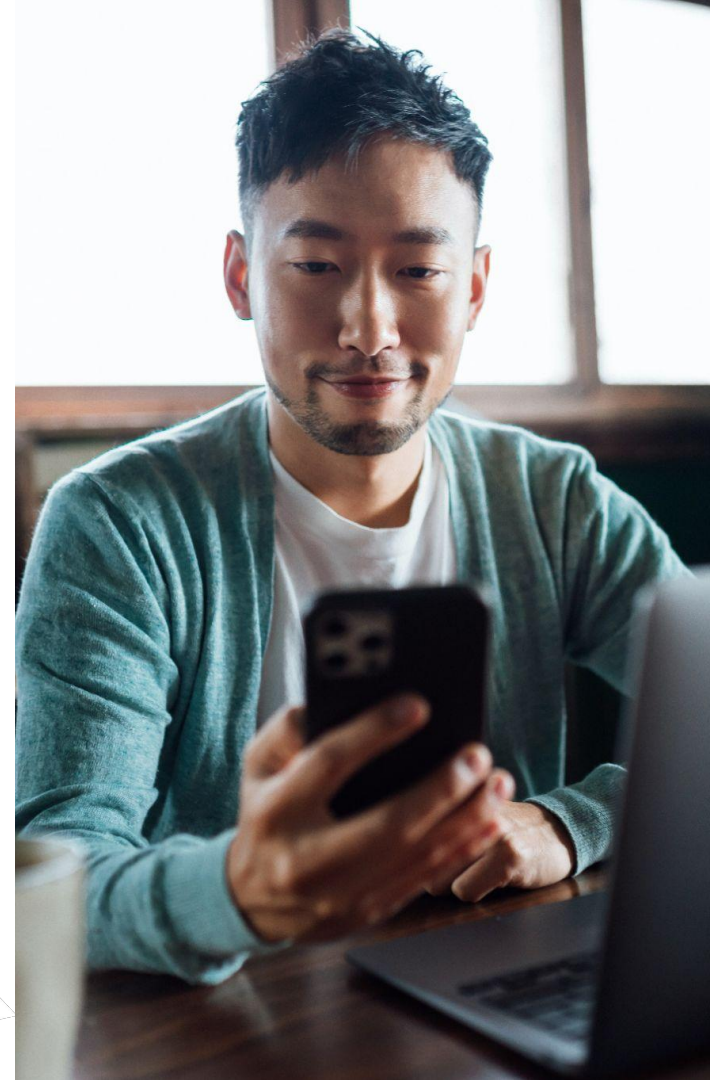
Even though Facebook comes without end-to-end Live Selling solutions, its widespread popularity in SEA (see [Statista](#)) makes it an undeniably significant channel to explore for Live Selling.



Choose Live Selling solutions that can integrate with Live Selling Channels

There are many tools – order management systems, customer relationship management and real-time predictive analytics – that Live Sellers can use to lighten their load.

Here is a list of tools that can help you automate at least part of the backend process of Live Selling so that you can focus on engaging shoppers during your Live Selling sessions.



Kaibo

[Kaibo](#) is a live stream enabler that translates a Live Selling session into actionable data for Live Sellers to improve their Live Selling performance.

In the past two years, global brands have been using Kaibo to conduct Live Selling sessions, resulting in over USD150M in GMV.

Now available:

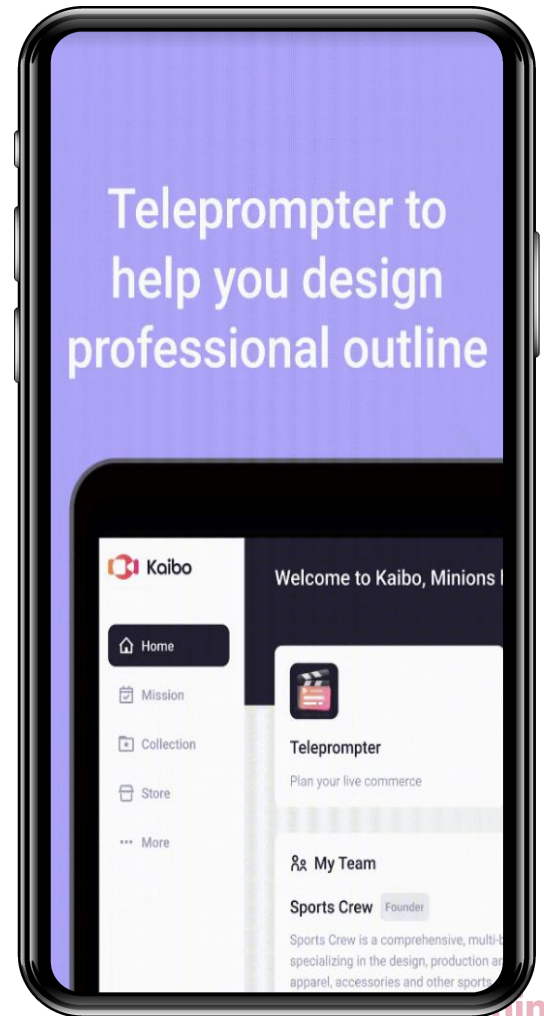
Singapore, Malaysia, Indonesia, The Philippines, Thailand, and Vietnam

STAR FEATURE

A teleprompter tool that displays Live Selling script so that

- 1) you can conduct Live Selling session without the stress of forgetting the flow, and
- 2) you can always keep eye contact with your Live Shoppers!

Click [here](#) to find out more.



Sellercraft

[Sellerwizard by Sellercraft](#) allows you to do more with less.

You can now do all these activities in one place.

- Manage order statuses
- Optimise inventory
- Analyse sales performance
- Put together a finance report

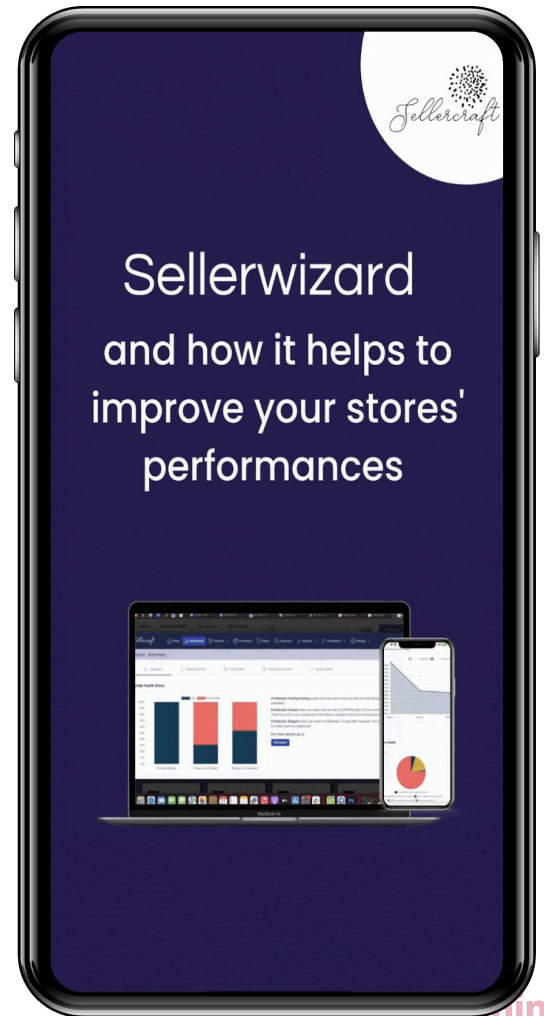
Now available:

Singapore, Malaysia, Indonesia, The Philippines, Thailand, and Vietnam

STAR FEATURE

The order report feature helps ensure that you will never lose an order or a customer. It also identifies aging orders, oversold orders, and orders of other statuses that need your attention.

Click [here](#) to find out more.



OtterLive

[OtterLive](#) is a Live Stream enabler that automates a Live Seller's logistical processes to function like clockwork. It removes the hassle of comment capture, order creation, order management, and payment verification from Live Selling.

With the time saved and convenience gained, you can now better focus on engaging your audience and turning them into customers.

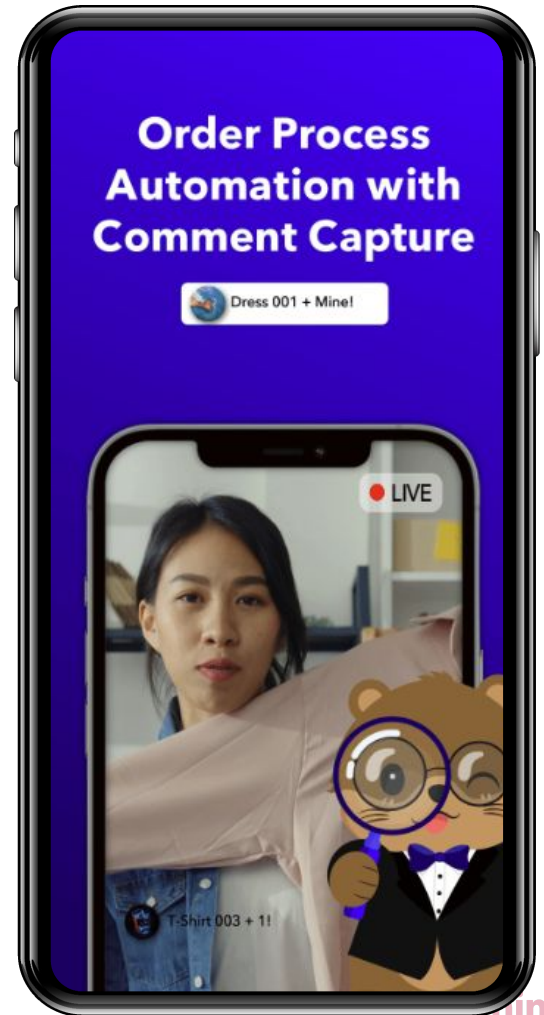
Now available: Singapore, The Philippines

STAR FEATURE

Facebook Live Streaming service tool where orders are automatically captured and created from comments.

Join now for 1 year FREE subscription,
expiring on 31 Mar 2023, 23:59.

Click [here](#) to find out more.





Free Resources on Live Selling

We have compiled a list of free resources on Live Selling for your use:

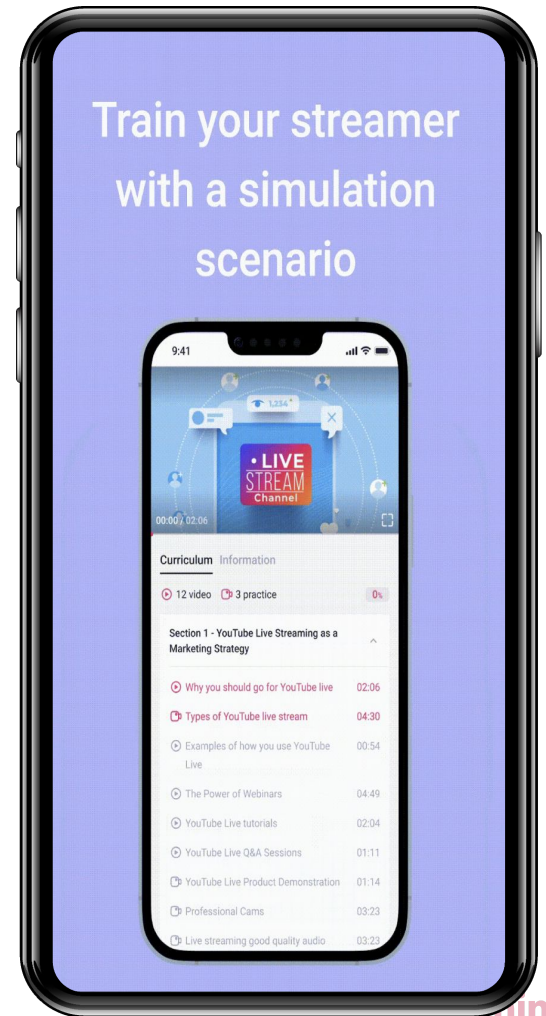
- [Social Selling 101: A Checklist for Success](#)
- [5 Tools for Live Selling Beginners](#)
- [How to win at Live Selling](#)
- The Beginner's Guide
 - Shopee: [Shopee Live Selling: Basics and How-to's \[Ultimate Guide\]](#)
 - Facebook: [How to use Facebook Live Video: A Step-by-Step Guide](#)
 - TikTok: [Everything You Need to Know About Live Shopping on TikTok](#)

Free Resources on Live Selling

Kaibo has launched [a free TikTok Live Selling training course](#) on its mobile app for you to learn and practise at your own pace.

The Live Streamer Skill Practice segment allows you to practise Live Selling with an existing script, and submit your best recording for an AI-calculated score which assesses your performance in the following areas:

1. Volume
2. Speed
3. Face
4. Makeup
5. Skilful
6. Interaction
7. Gesture
8. Tone
9. Time Control



Conclusion

While a useful marketing tactic that can fast-track many online shoppers' purchase journeys from awareness to conversion, Live Selling is not easy.

Our analysis of over 1,000 data points gathered from Ninja Van's SEA e-commerce sellers finds Live Selling to be most adopted amongst those selling low-involvement products such as Fashion, Beauty & Personal Care, Food and Beverages, as well as Home and Living.

That said, Live Selling is still a worthwhile marketing tactic for you to try even if you are not selling products in these categories.

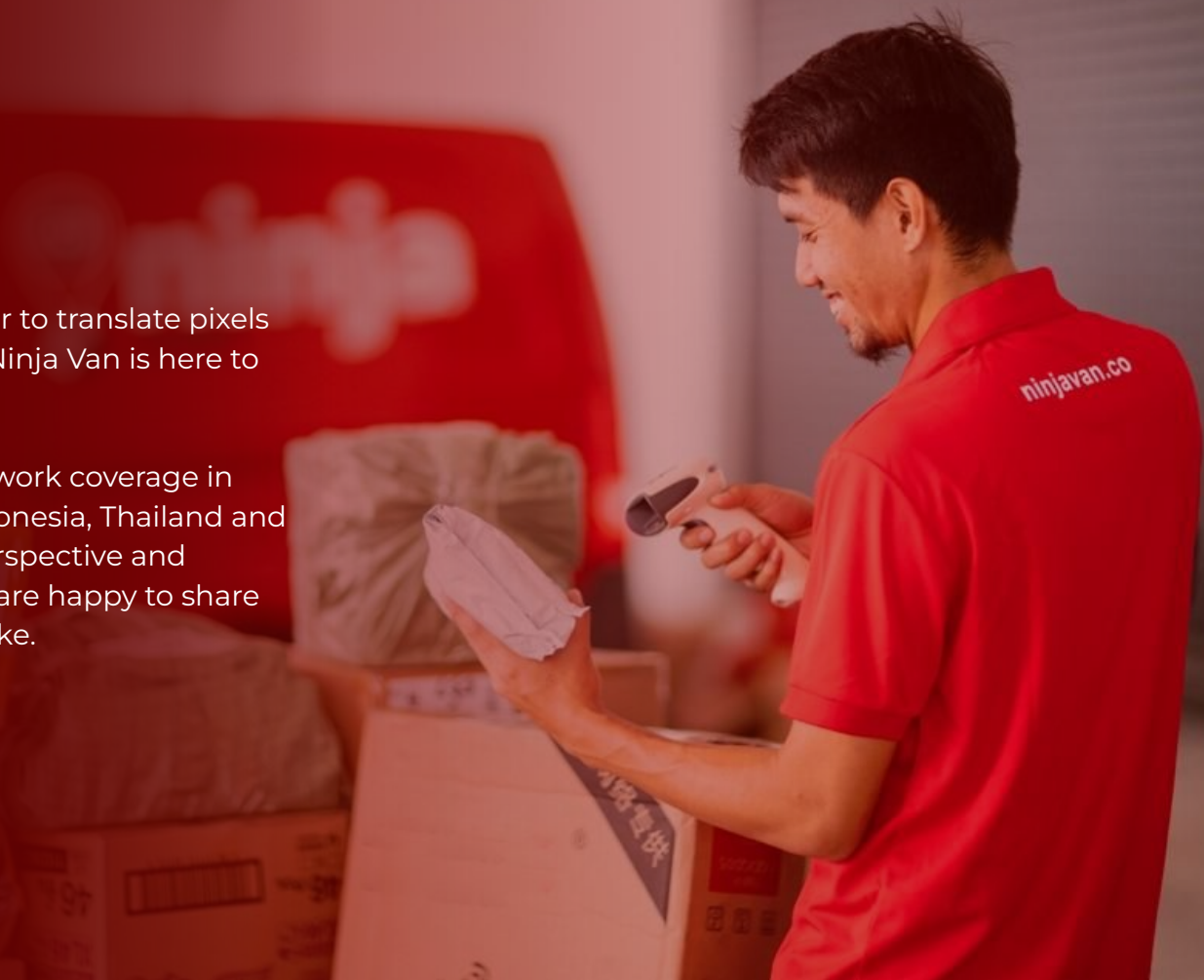
After all, it is free to explore.





And if you are looking for a connector to translate pixels on screens to parcels on doorsteps, Ninja Van is here to help!

Being in SEA with 100% logistics network coverage in Singapore, Malaysia, Philippines, Indonesia, Thailand and Vietnam equips us with a unique perspective and experience on e-commerce that we are happy to share with new and existing Live Sellers alike.



Methodology

Quantitative:

Ninja Van Group conducted the fieldwork with 1,186 shippers in November 2022 for the data that this white paper is based on. Equal country data weighing has been applied to this data set to represent SEA.



204



224



316



153



134



155

Respondents

Qualitative:

Ninja Van Group interviewed a total of 40 self-proclaimed active (defined as having interacted with Live Shopping content in the last 3 months) Live Shoppers from Singapore, Malaysia, Indonesia, The Philippines, Thailand, and Vietnam to find out more about their Live Shopping behaviours.

All quotes in the report are gathered in November 2022, and have been redacted for brevity and editorial clarity.

About Ninja Van

Ninja Van is a tech-enabled express logistics company providing hassle-free delivery solutions for businesses of all sizes across Southeast Asia.

Launched in 2014, Ninja Van started operations in Singapore and has become the region's fastest-growing last-mile logistics company, powering businesses with innovative logistics solutions. Today, Ninja Van has grown its network to cover six countries: Singapore, Malaysia, Indonesia, The Philippines, Thailand, and Vietnam. For more information, visit www.ninjavaan.co.

