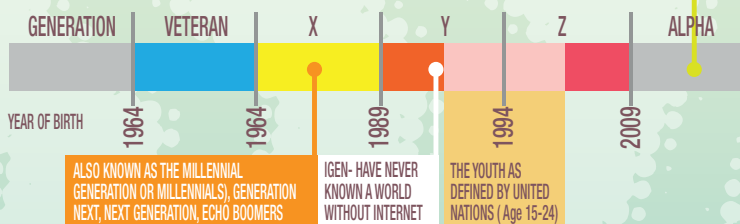




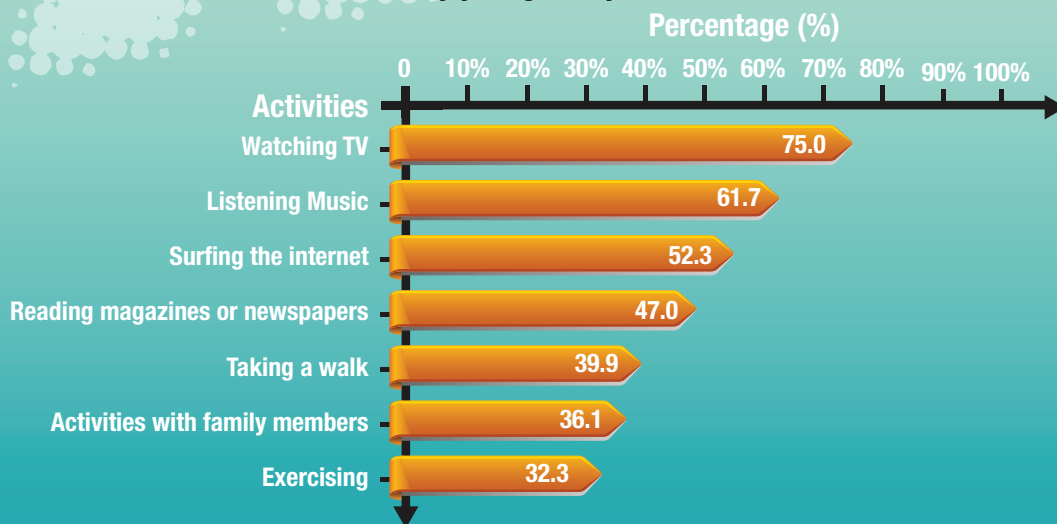
YOUTH-CONSUMERISM

Youth characteristics:



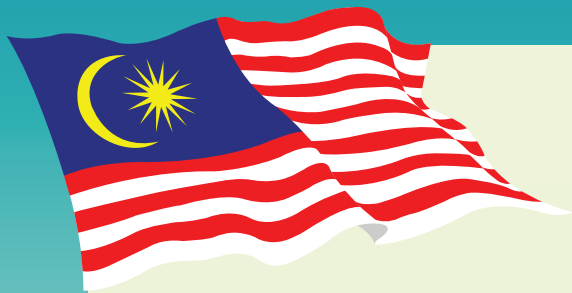
What are the type of activities that are most popular amongst youth?

Five activities that are most liked by young Malaysians

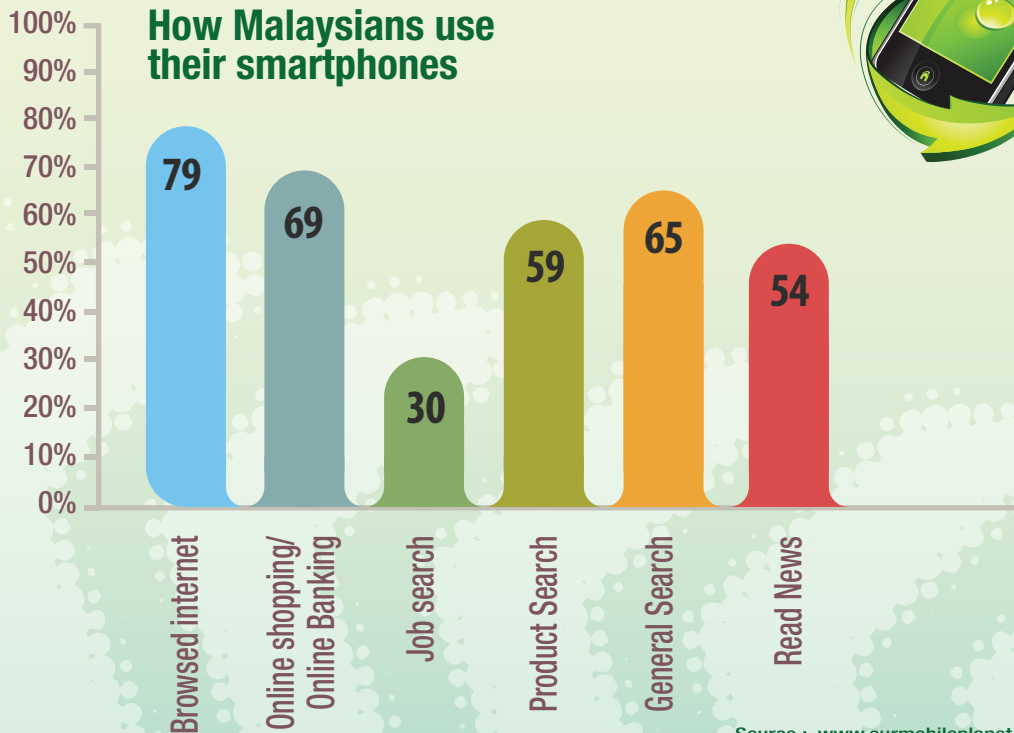


Youth are spending more of their leisure times on entertainment rather than getting involve in healthy activities

Source from : Youth Survey, Social Environment, Lifestyles And Values, GOETHE Institute



Digitized society towards knowledge, creative & innovative lifestyles

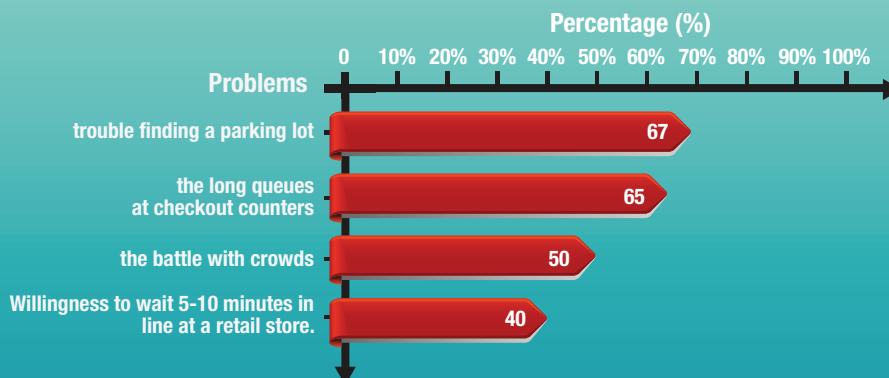


Source : www.ourmobileplanet.com

Virtual shopping: the convenient retail therapy

Surfing Internet is one of the most popular activities among the youth. 2012 was the year for mobile commerce as more Malaysians turned to their mobile devices to do their shopping. Malaysian shoppers used online and mobile shopping to get back 36 hours of their precious time to get involve in other activities, including spending time with family and friends

The top pet peeves for shopping in malls:



Source : PayPal on the survey 'PayPal Skip the Queues Survey 2012'