

DIGITAL OUTLOOK SRI LANKA 2021

ANNUAL MARKET INSIGHT REPORT

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PREFACE

The year 2020, we saw the global economy gradually shifting towards a more digitally-driven economy and the global pandemic made the digital transformation even swifter across the world by forcing individuals and businesses to adapt to the “New Reality”. Particularly, the lockdowns have already lasted long enough to significantly change consumer behaviour. It has made people unlearn old habits and adopt new methods with immediate effect. All over the world, people have flocked online and even in Sri Lanka, we witnessed a massive surge in digital transformation with a higher dependency on digital devices and platforms to carry out day-to-day activities and business operations by both individuals and business organisations.

With the largest upheaval faced during the past few months, it is predicted that the year 2021 will bring many changes in terms of the media consumption and consumption patterns of Sri Lankan Internet users. We are expecting that the digital footprint in Sri Lanka will further widen in 2021. The rapid growth of Internet usage across the country, especially during the year 2020 has created challenges as well as opportunities for both consumers and businesses in Sri Lanka.

As the pioneering knowledge hub for digital marketing Sri Lanka, we at Asia Pacific Institute of Digital Marketing have launched Digital Outlook 2021- an Annual Market Insight Survey Report with the key purpose of bridging the gap in updated research information in the Digital sector in Sri Lanka. Through our Digital Outlook annual flagship report, we provide a wealth of all the latest data, trends and richer insights that are vital for Sri Lankan marketers and business professionals to create a bigger picture of Sri Lankan Digital Landscape and plan their campaigns and strategies. Further, APIDM takes continuous efforts to foster the growth of the digital marketing industry in Sri Lanka.

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BITCOIN AND DECENTRALIZED FINANCE



Dr. Sapumal Ahangama
Data Science Consultant
Xeptagon

Even with the negative mainstream media coverage and continuous criticism from experts of finance, Bitcoin has survived for more than a decade. It is creating an all-time high valuation in terms of USD as I write this. Bitcoin right now is at a critical juncture with investments switching from smart money to institutional investments. We have seen big names in the global investment domain, world renowned hedge funds and listed companies in America allocating a sizable proportion of their portfolios and balance sheets to Bitcoin.

Bitcoin has made the concept of decentralization in finance mainstream. This means removing the reliance of a 'trusted' middle man such as banks, brokerages, exchanges or any form of centralized authority from financial transactions. This network of currency will be governed by a network of peers, including you and me.

The concept of decentralization has since gone a step further with the advent of Decentralized Finance, or in short known as DeFi. DeFi, although still at an early conceptual stage, is mainly powered by Ethereum and several other similar and highly capable platforms and protocols. DeFi has the potential to further revolutionize the finance industry. For example, DeFi allows participating peers to lend or borrow funds from others without centralized control, among many other uses. As seen, the technology in the finance sector is evolving faster and some of these innovations will have the potential of making a long-term impact.

If we take eCommerce as an example in the digital space, over the last decade we have seen major breakthroughs. Consumers have wholeheartedly adopted digital marketplaces accessible over the Internet and more specifically through mobile applications. However, these eCommerce applications still rely on payment technologies that are inherited from the last few decades or even the last few generations. The use of credit and debit cards, bank transfers or even cash on delivery are the go-to payment approaches. There have been a few improvements but not major changes. It is a matter of time that ground breaking technologies such as DeFi and others will take over the payment domain, especially with the advantages of their decentralized nature.

As a result, it is high time for eCommerce platforms to start exploring the new possibilities in the payment domain before it is too late. At this particular point in time, several big names in the Finance sector such as PayPal has enabled cryptocurrency purchases, Visa is exploring the use of USDC stable coins for payments and other newer companies such as Utrust and Binance are allowing real time payments using cryptocurrencies.

ECOMMERCE MARKETING IN SRI LANKA - IT'S TIME TO DO IT RIGHT!



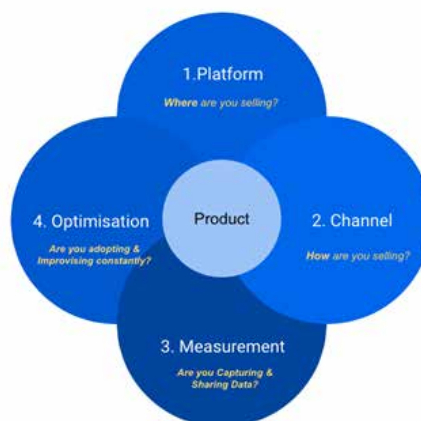
Infas Iqbal

Chief Marketing Officer at Saltside / ikman.lk

When it comes to online retailing in Sri Lanka, there has never been a better time than now. Since the advent of the Covid-19 pandemic, the online retailing recorded its best growth ever. This fact can be argued that it was a forced growth as the stores were not accessible to consumers as it used to be, which, in a way pushed both the consumers and the retailers to go online.

Well, those glory days are now over, as physical stores are opening up as health concerns and fears gradually fade away. Consumers are now back with a choice of going online or offline for purchasing. Unless and until retailers are able to tap the consumer potential at the right time, with the right products and convey the right message, the chances of pushing the boundaries of online retail will remain a major challenge in Sri Lanka. It's time for online retailers to develop or upgrade their "eCommerce Marketing Strategy" towards sustainable growth. Using this article as an opportunity, I want to outline the four pillars that I believe are essential for a successful online retail marketing strategy that can take Sri Lankan retailers to global standards.

Four Pillars to Drive Online Retail Growth in 2021



1. Platform

Where are you going to sell? Or on what platform consumers can find and purchase? Here are four typical options:

- A. Social media page (Facebook, Instagram, tiktok)
- B. Third party online marketplaces (ikman.lk, Daraz.lk)
- C. eCommerce Platforms (Shopify, Woocommerce)
- D. Custom Built Own Platform (Website / MobileApp)

If you're an established/funded business, generally it is best to go with Option D which gives a lot of flexibility for marketing and data collection. Option C is also a good option for a new entrant who needs more time to invest in option D or wants to put up an own website in just few days. This option will also not compromise much on the ecom marketing front. While, in most cases, option A and B are not great options to use as the primary platform. They could certainly add value as a secondary or complementary platform.

Bonus! Here are some trends on eCom marketing channels to explore in 2021:

- 1) Carousel Ad format is the king for eCom which provides users with multiple options.
- 2) Explore Single Product video ads across Facebook & Google for top performing products.
- 3) Google 'Shopping Ads' is now available in Sri Lanka, so make use of it!
- 4) Get additional reach by utilizing the Shops features on Facebook and Instagram
- 5) Google "Discovery Ad" which allows to promote multiple products across YouTube, Gmail and other Google properties is getting good traction for eCom, try it out!
- 6) Social proof matters; customers read comments more than your ad content, make use of it

3. Measurement Plan

Having a measurement plan is a crucial step for a successful eCom business. It is a must that you measure user behaviour, activities and purchases that happens on your platforms in order to learn, get insights via platforms such as Google Analytics as well as integrate/send the relevant data into the marketing channels such as Facebook and Google. This will allow the channels to better understand who is your right target audience and get the maximum benefit for you from it's algorithms which will, ultimately, help you with achieving the best ROI of your marketing spend.

Flexibility and ownership of measurement and data is one of the main reasons why opting for an own platform (Option D or C) is advantageous over using a social media or third-party marketplace as the primary platform.

4. Campaign Optimization

This is where you really have to pay close attention to the data. As you launch campaigns, you need to ensure that you have the right resource/team equipped with necessary freedom towards achieving the set goals.

During this ongoing process, factors such as how your customers are reacting, which channels are reaching the right customers and at what price, which platforms, campaigns and targeting methods are bringing in good conversions, which placements, creatives and messages are driving more engagement, which channels or campaigns works together at what levels of efficiencies, etc, will need to be constantly evaluated, monitored and experimented. Doing so will help you find the right eCom marketing mix that can give you the best ROI while providing plenty of room for scaling, therefore: optimize! optimize! optimize!

To conclude, running an eCommerce marketing is not rocket science. However, you need to make sure you are well structured and understand its dynamics well. If you do it right, there are endless opportunities. I have heard from many small retailers that they are getting good results from just boosting posts and implementing a few hacks on Facebook and Instagram. If you're one of them, sorry, it's only going to be a short-term gig and not going to last long as it is not a scalable approach. So start moving in the right direction by making sure that the above mentioned four pillars are not only in place but also well interconnected. Good luck with your ecommerce journey!



PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

The Most Demanded Digital Marketing Course in Sri Lanka

Professional Diploma in Digital Marketing is a program introduced by Asia Pacific Institute of Digital Marketing (APIDM) for the practicing digital marketing professionals in Sri Lanka to enhance their knowledge and skills in digital marketing.

This diploma course aims to provide a theoretical and practical knowledge with the intention of up-skilling marketing professionals to thrive in Digital Age.

WHO SHOULD CONSIDER FOLLOWING THE COURSE?

This course is encouraged for practicing digital marketing professionals with a minimum one-year experience in eMarketing, eCommerce, Search Engine Marketing, Social Media Marketing or any other Digital Marketing related field.

The course is also suitable for entrepreneurs and business owners who wish to set up their online marketing activities in-house.

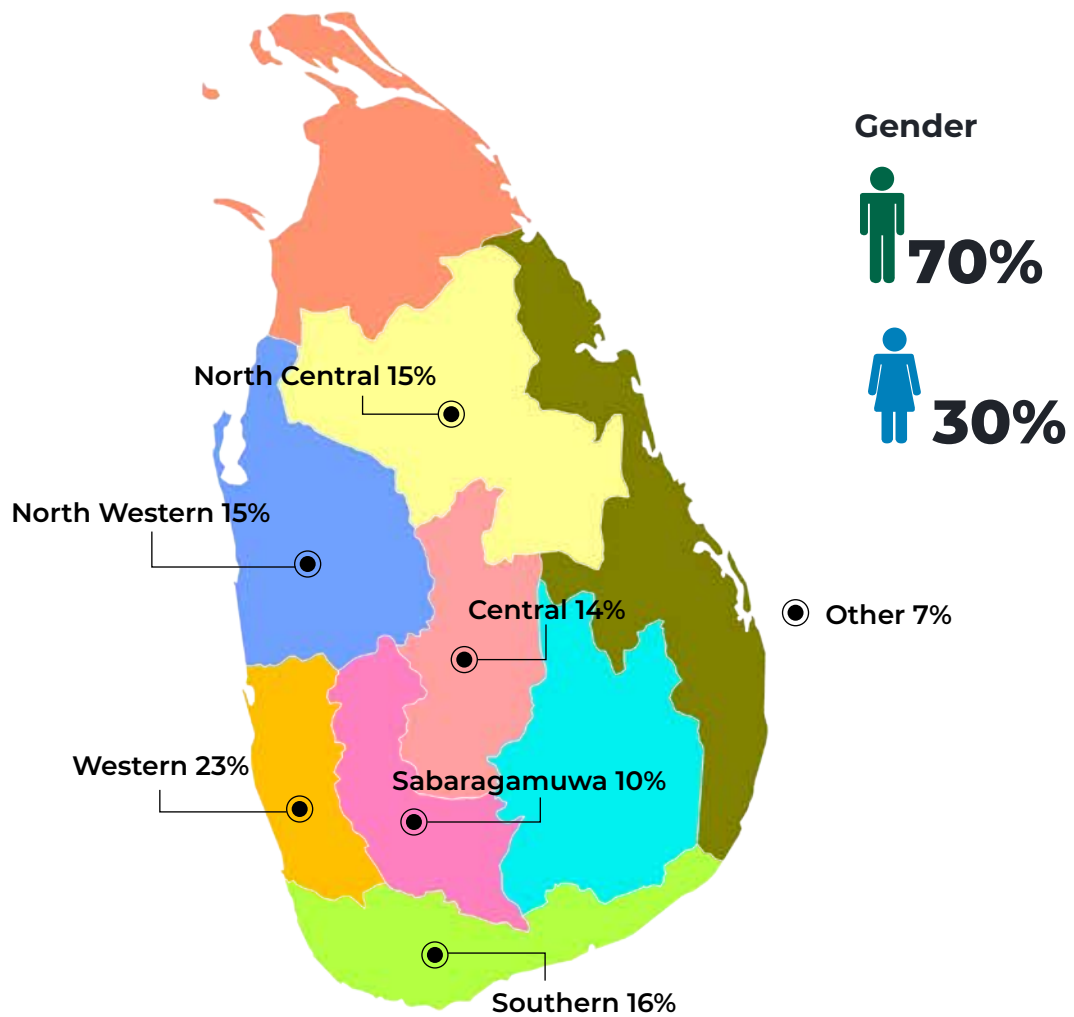


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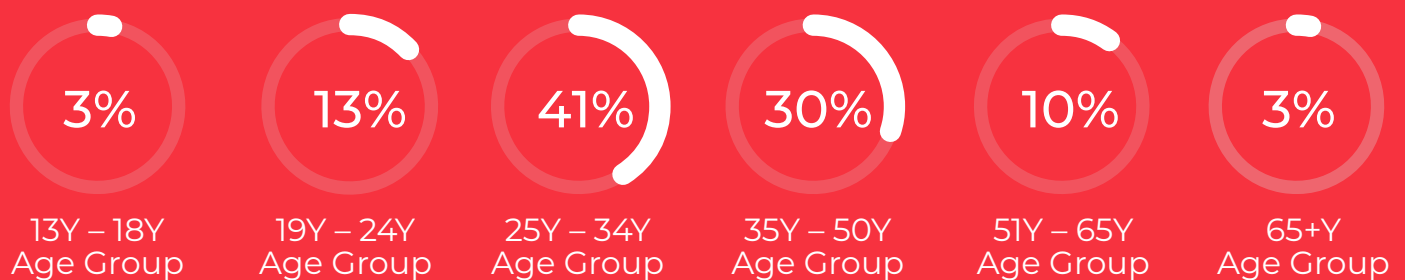
SURVEY SAMPLE

Population: Monthly active Internet users in Sri Lanka

Total Sample: 1152 Respondents



Age



MEDIA ACCESSIBILITY

TOTAL POPULATION



21.37 Million

Total Number of Internet Users in Any Device



10.10
Million

Internet Users as A Percentage of Total Population



47%

Active Social Media Users



6.40
Million

Share of Social Media Users Accessing Via Mobile Phones



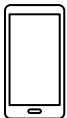
98%

Mobile Phone Connection

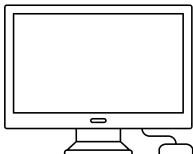
31.80 Million

Vs. Population 149%

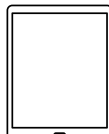
Share of Web Traffic by Device



62.1%
Mobile



36.6%
Laptops & Desktops



1.3%
Tablet Computers

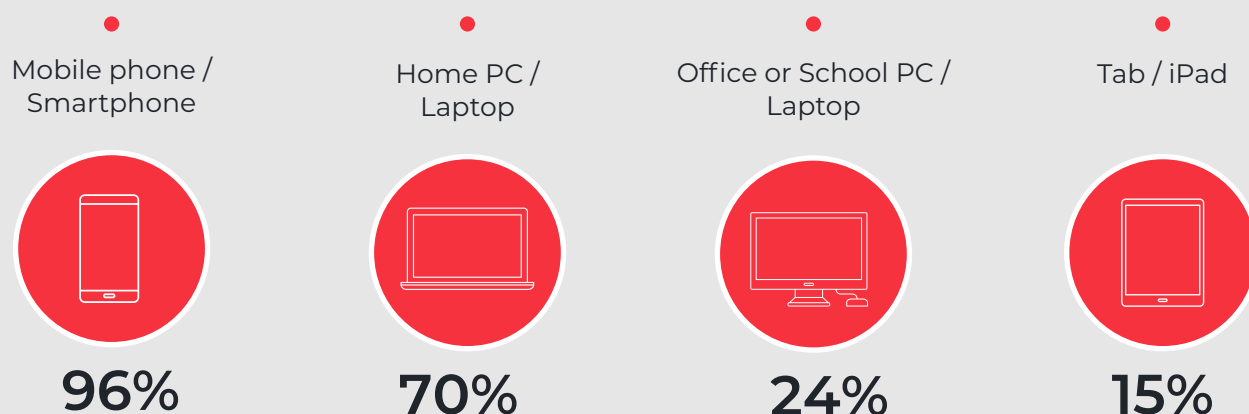
Source: Digital 2020 Sri Lanka, We Are Social Report.

ACCESS TO THE INTERNET

Out of the monthly active Internet users in Sri Lanka, 99% of them are daily active Internet users. This indicates that Internet users in Sri Lanka actively use Internet on a daily basis.

89% of the Internet users in Sri Lanka state that they have a personal computer or a laptop at home, yet the mobile phone has become the most commonly used method of accessing the Internet in Sri Lanka.

MOST COMMON METHODS OF ACCESSING THE INTERNET



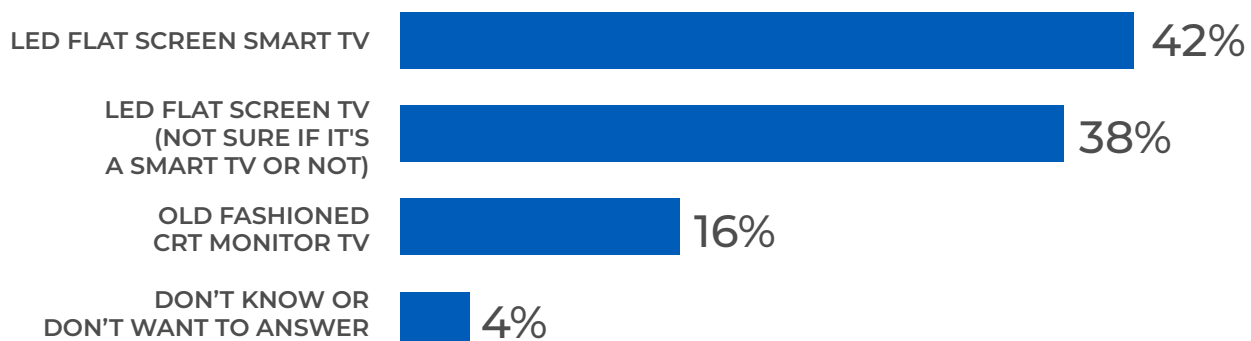
TYPES OF MOBILE PHONES USED

91% of the Internet users in Sri Lanka use Android smart phones.



TYPES OF THE TELEVISIONS USED

While 80% of the Internet users state that they have a LED Flat Screen TV, only 42% of the users are aware that they have a smart TV.

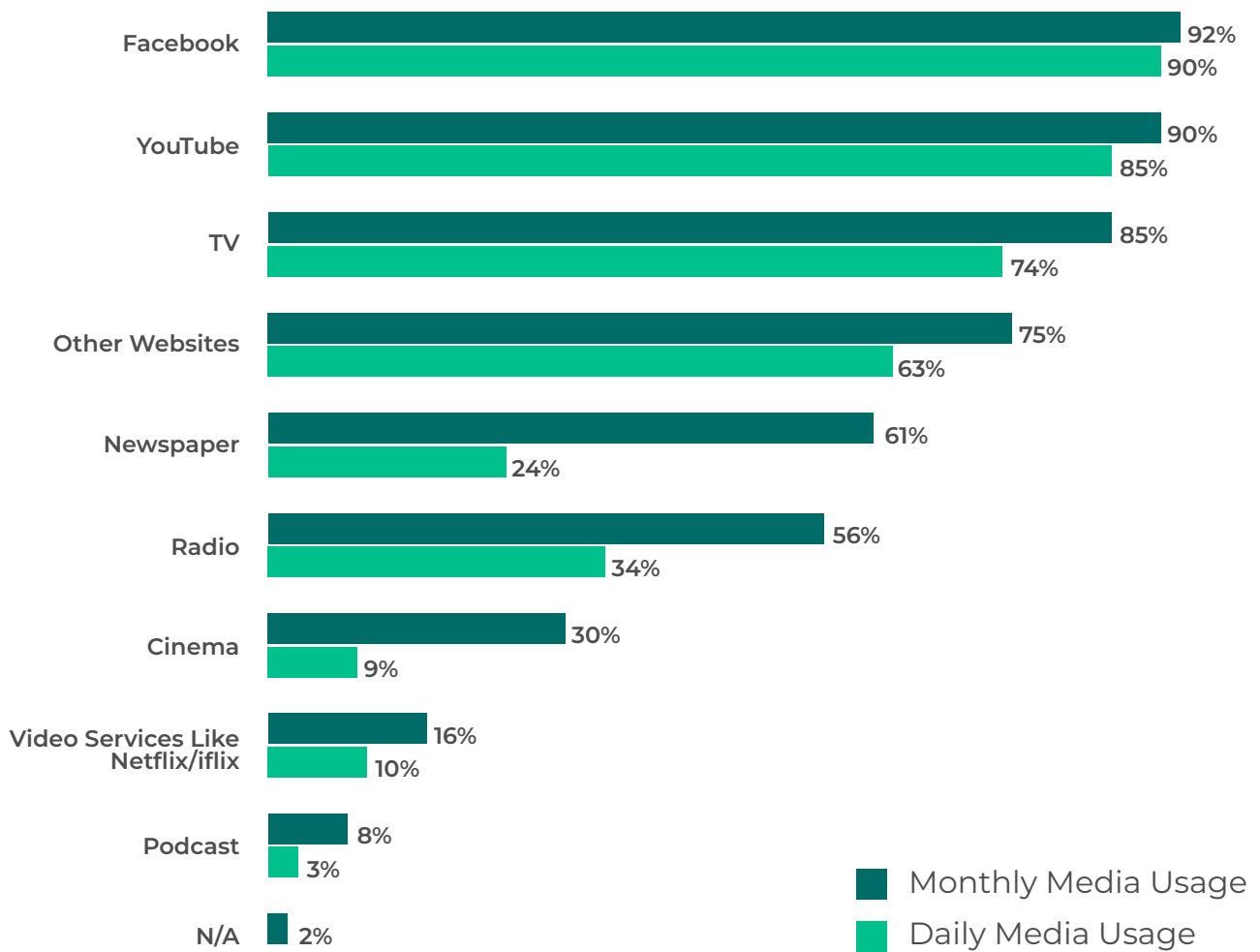


MEDIA CONSUMPTION PATTERNS

MONTHLY VS. DAILY MEDIA CONSUMPTION

92% of the Internet users are using Facebook once a month while 90% of them are daily users.

YouTube and TV report the second and third highest percentages of media consumption in Sri Lanka.



TV WATCH TIME

An average Sri Lankan Internet user also spends at least 1.8 hours on watching TV per day.



Daily Screen Time on TV



13Y – 18Y
Age Group



19Y – 24Y
Age Group



25Y – 34Y
Age Group



35Y – 50Y
Age Group



51Y – 65Y
Age Group



65+Y
Age Group

FREQUENCY OF SCREEN UNLOCKS ON MOBILE

On average, a smart phone user in Sri Lanka checks the phone at least 8 times per hour.



13Y – 18Y
Age Group



19Y – 24Y
Age Group



25Y – 34Y
Age Group



35Y – 50Y
Age Group

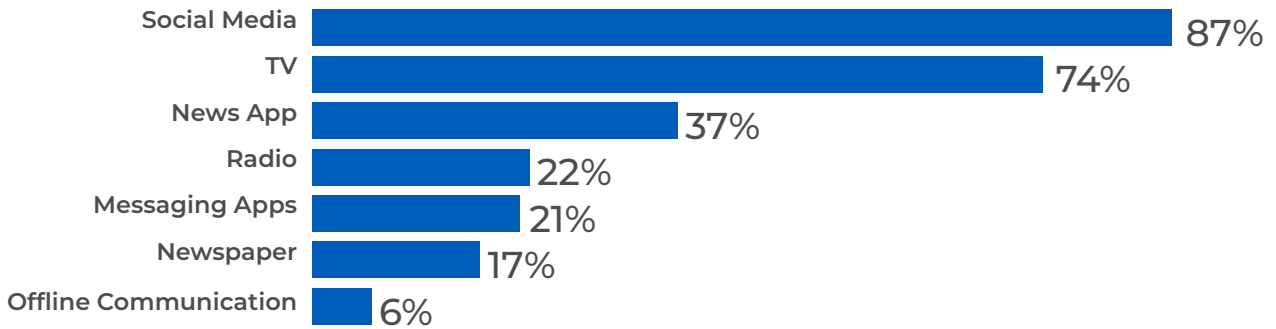


51Y – 65Y
Age Group

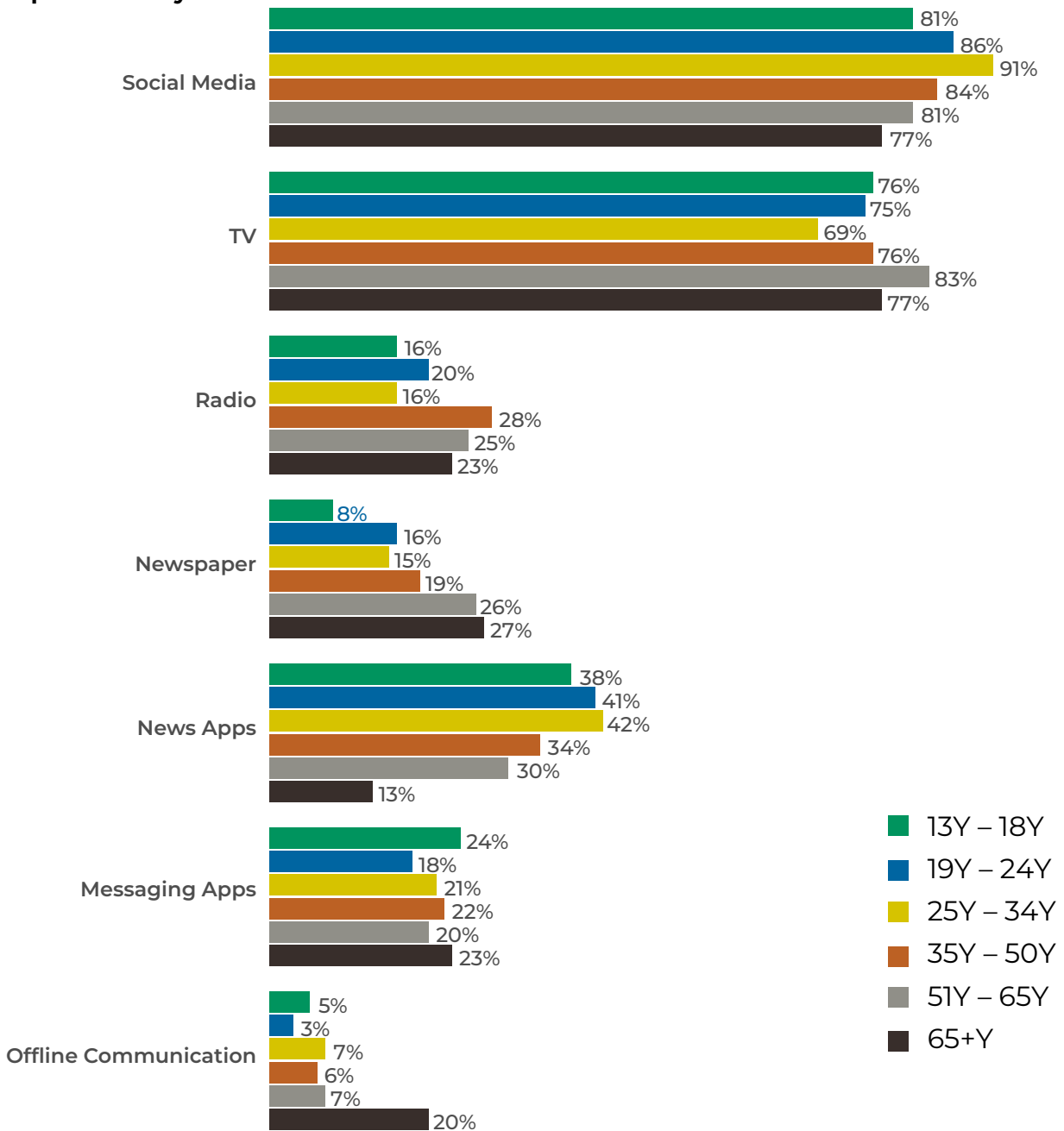


65+Y
Age Group

THE KEY MEDIA SOURCES OF RECEIVING NEWS UPDATES

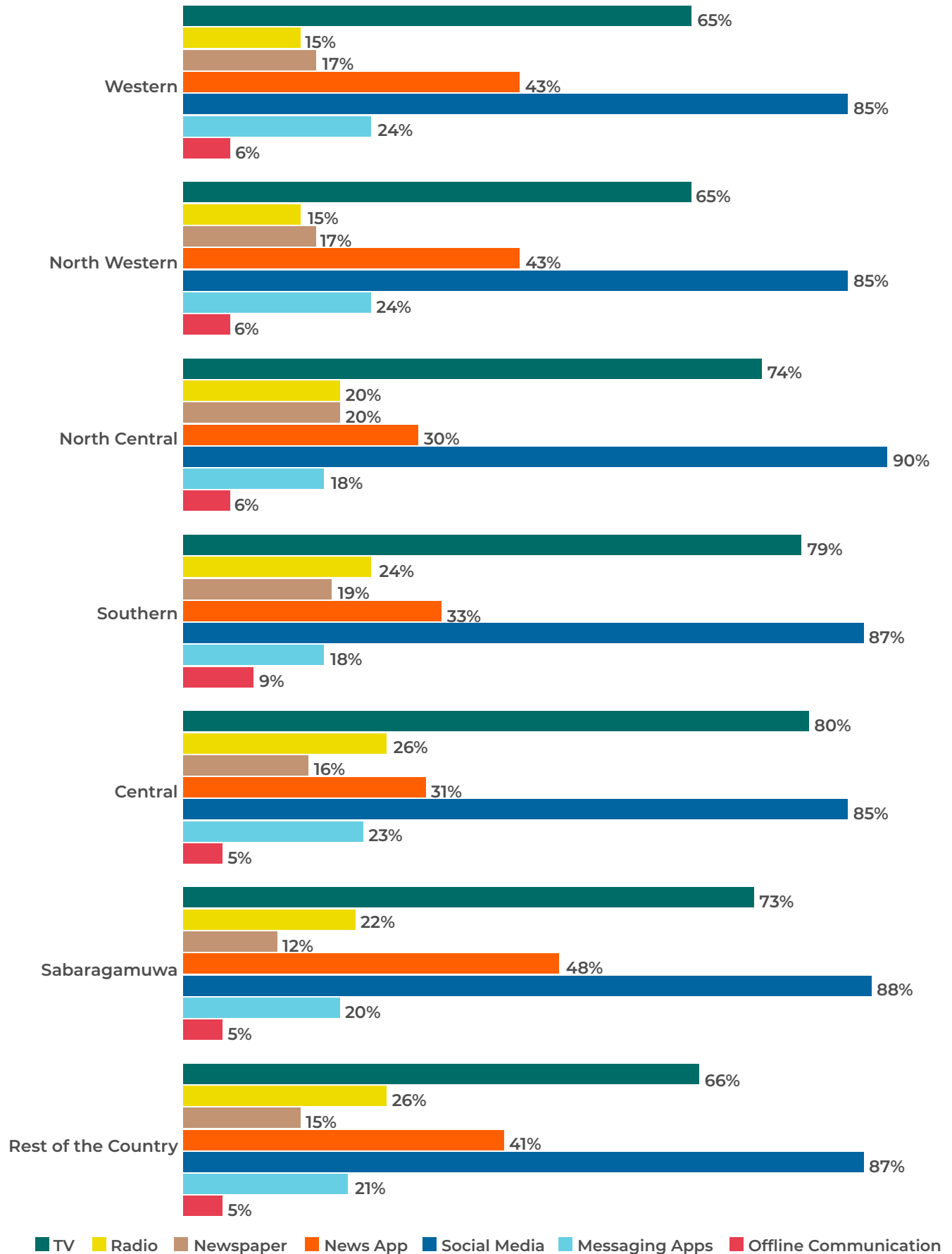


Age Specific Analysis



The key media sources of receiving news updates.

Provincial Analysis

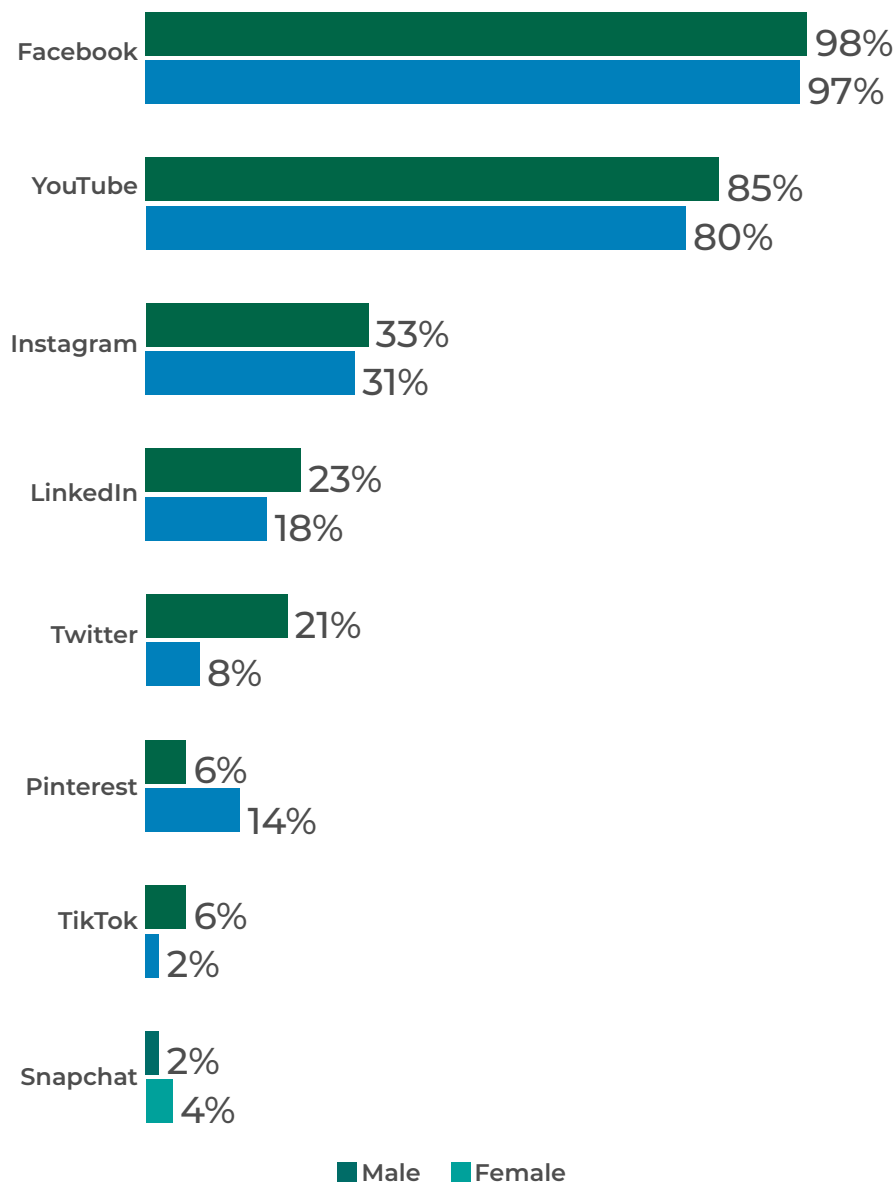


SOCIAL MEDIA CONSUMPTION PATTERNS

Facebook is the most popular social media platform among the Internet users in Sri Lanka.

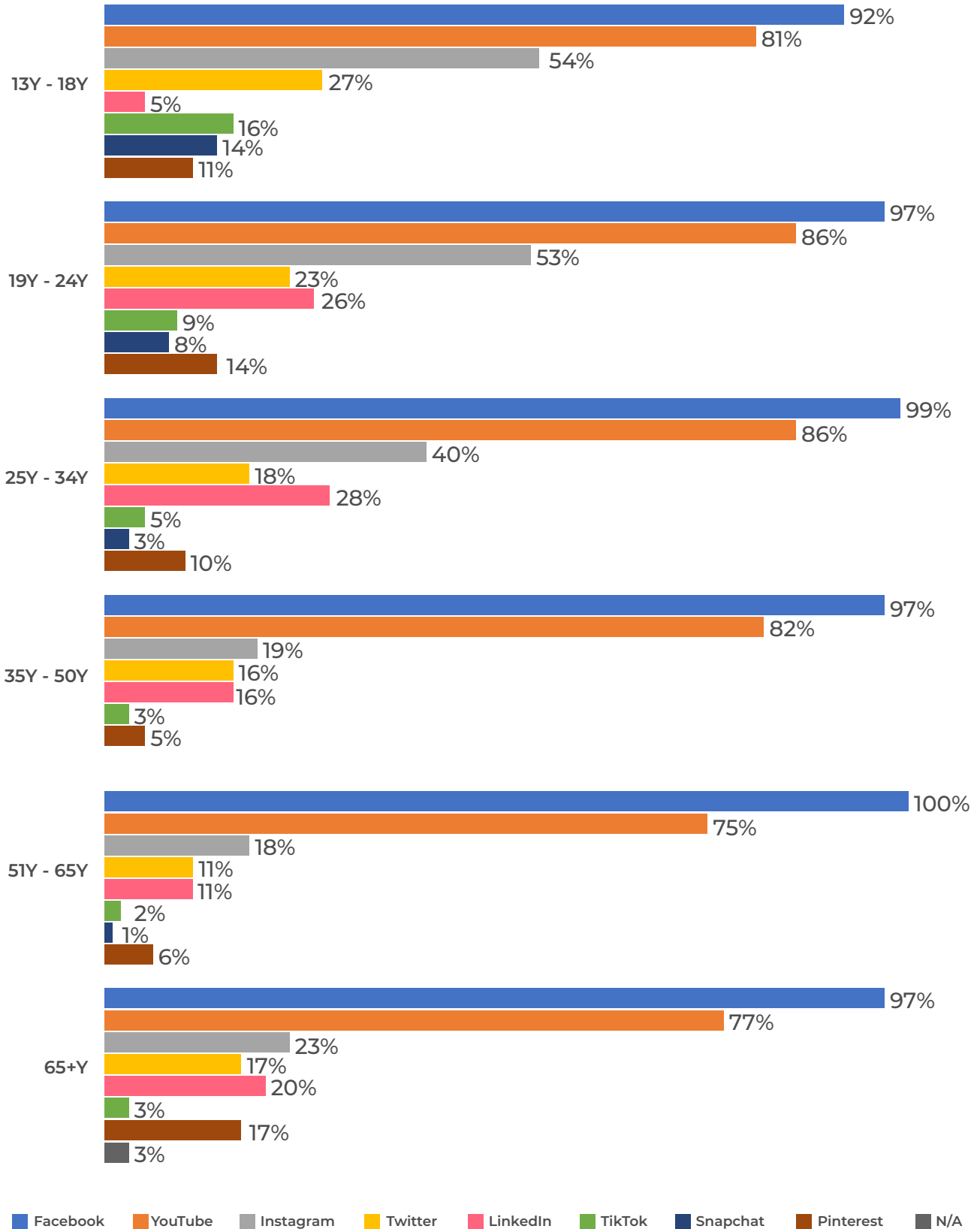
MOST POPULAR SOCIAL MEDIA PLATFORMS

Gender Based Analysis



MOST POPULAR SOCIAL MEDIA PLATFORMS

Age Based Analysis

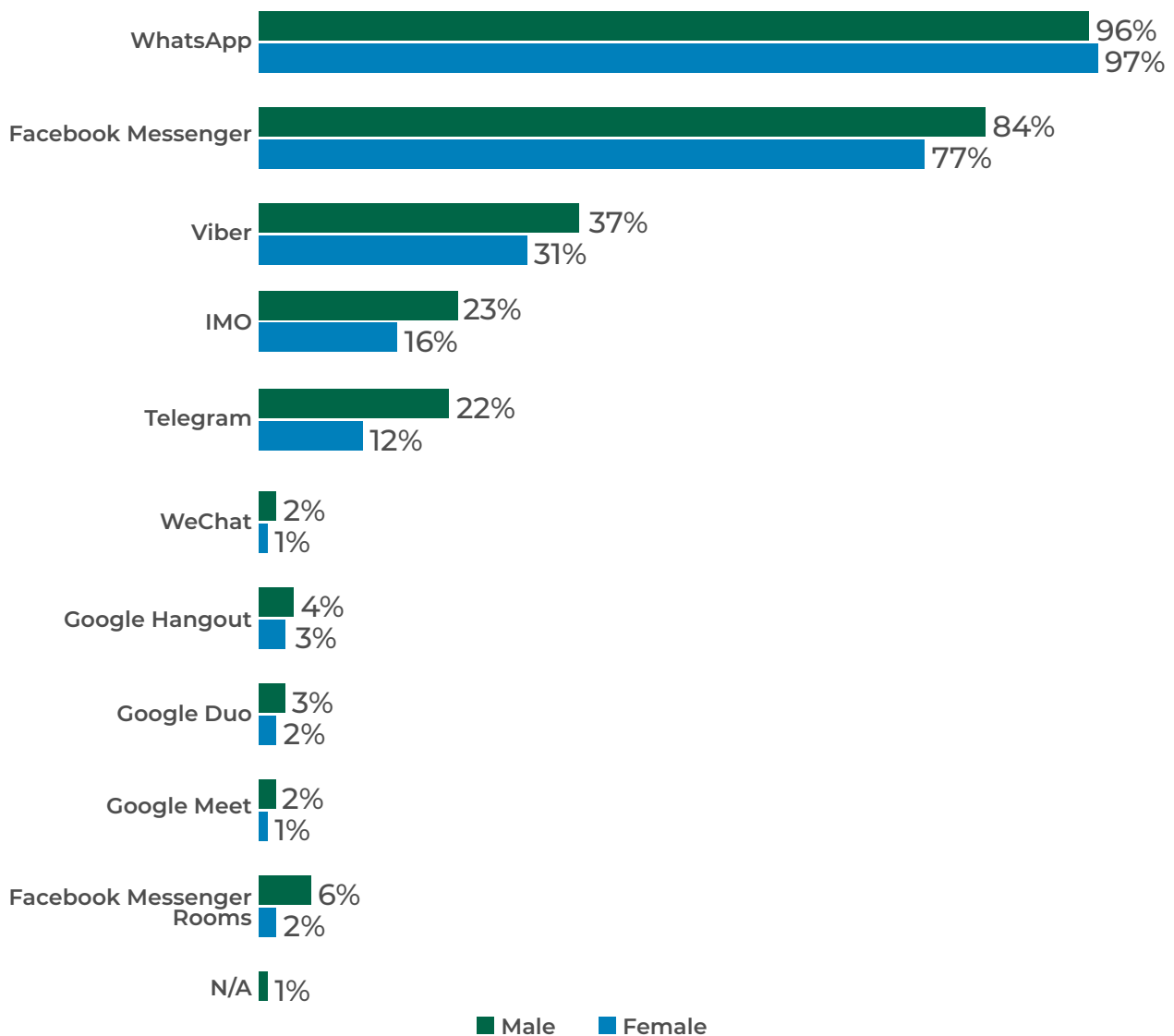


MOST POPULAR MESSAGING APPS

The three most popular messaging apps among the Internet users in Sri Lanka are WhatsApp, Facebook Messenger & Viber.

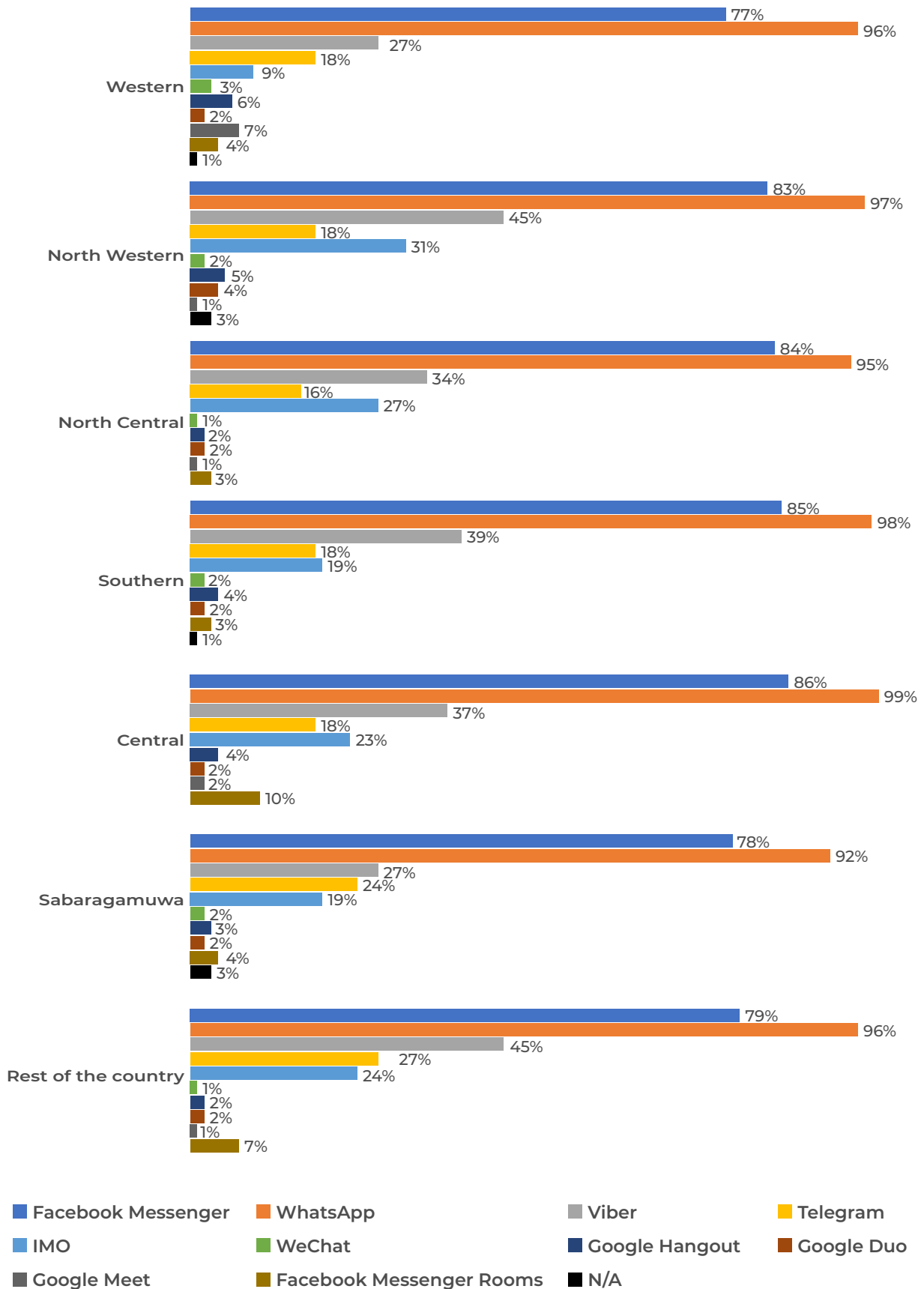
Compared to the year 2019/2020, Viber and Telegram have shown a significant increase in terms of the popularity.

Gender Based Analysis



Most popular messaging apps

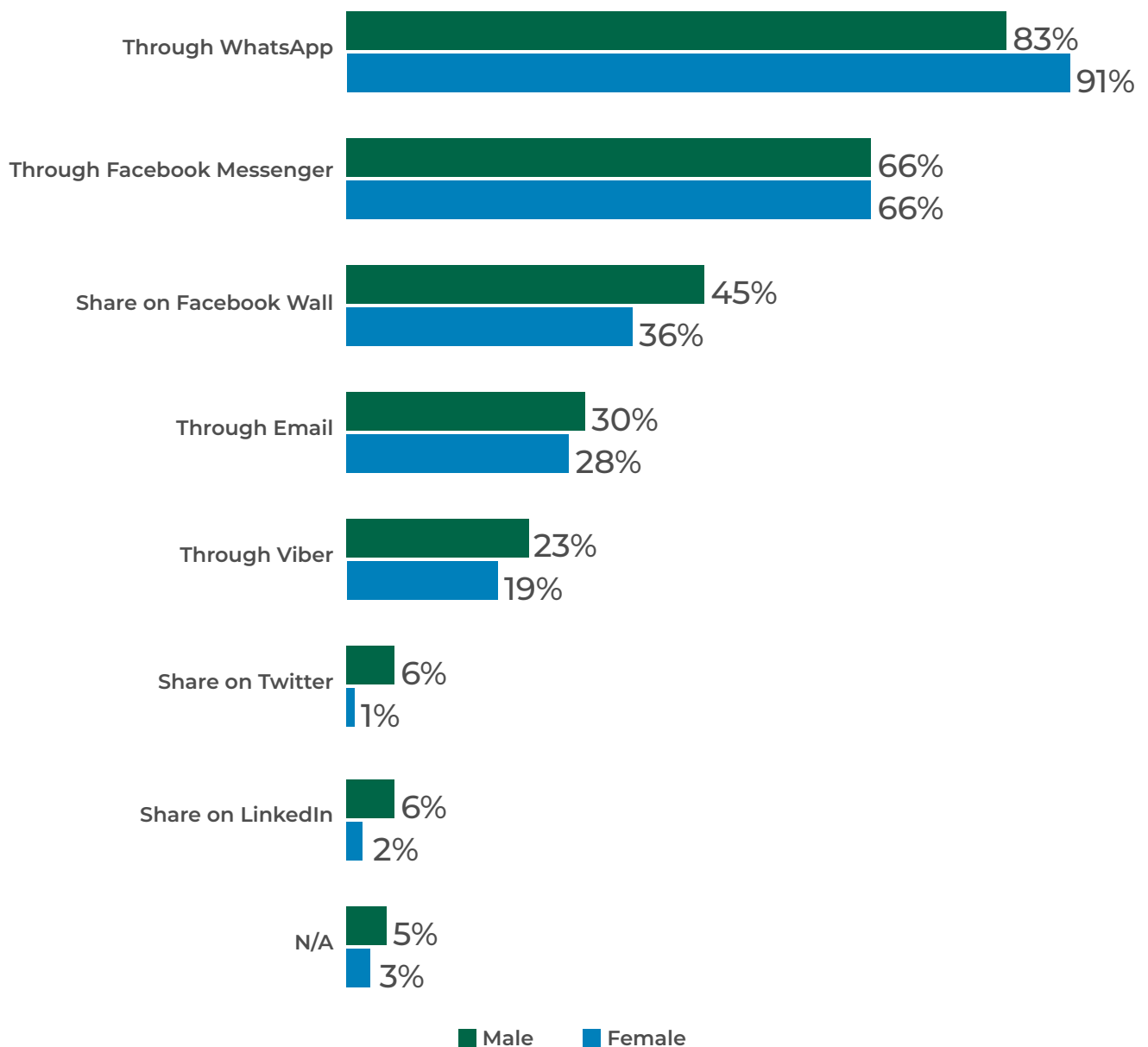
Provincial Analysis



SHARING UPDATES/NEWS

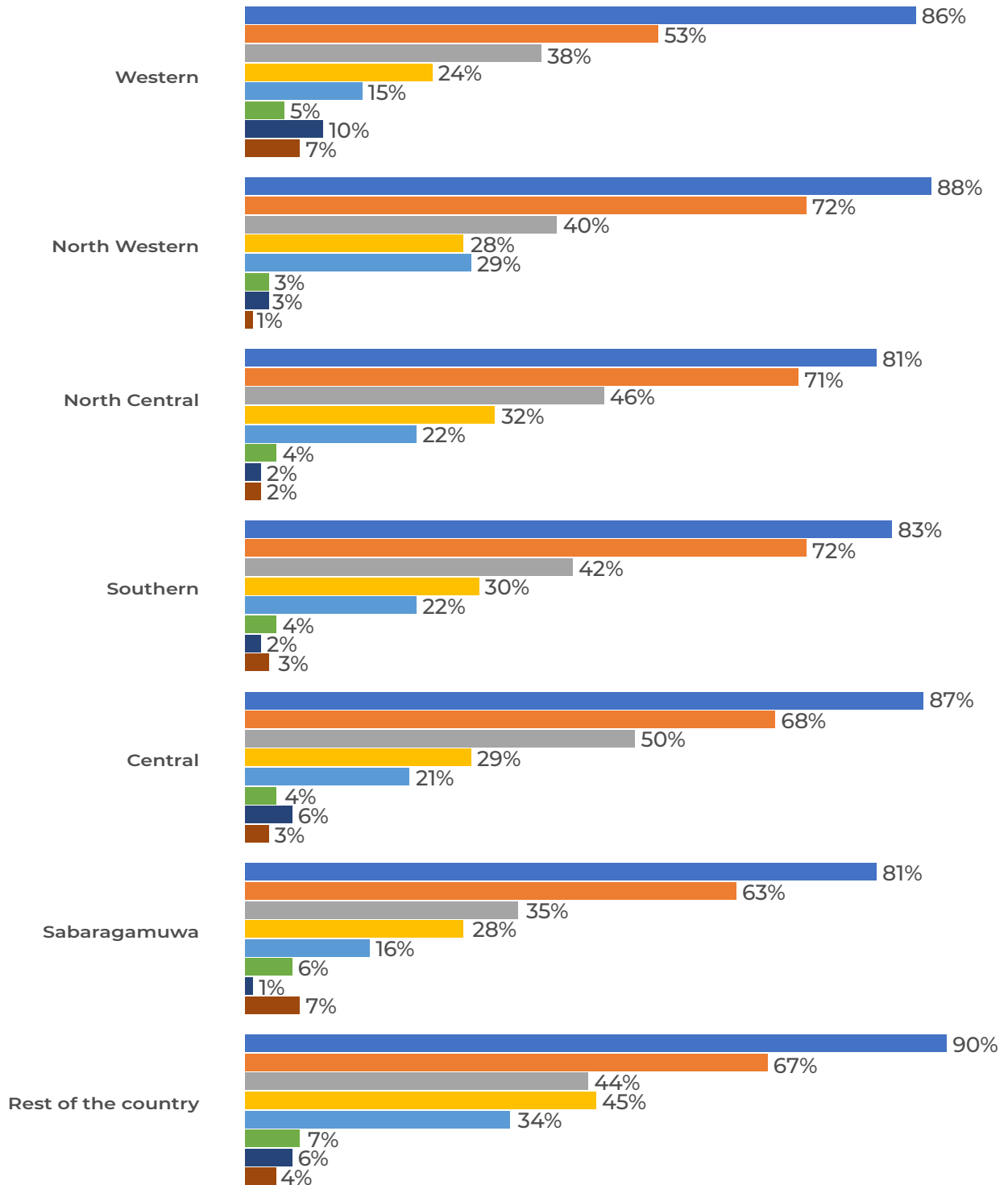
The most popular platforms of sharing news and updates with friends and others in Sri Lanka are: WhatsApp, Facebook Messenger & sharing on Facebook wall. This indicates that most of the Internet users in Sri Lanka use dark social channels to share news updates with others.

Gender Specific Analysis



Sharing updates/news

Provincial Analysis



- Through WhatsApp
 ■ Through Facebook Messenger
■ Share on Facebook Wall
- Through Email
 ■ Through Viber
■ Share on Twitter
- Share on LinkedIn
 ■ N/A

FREQUENCY OF CHECKING SOCIAL MEDIA NOTIFICATIONS

An average Internet user in Sri Lanka checks social media notifications at least 15 times per hour.



Checks Social Media Notifications at least **11 times** per hour



Checks Social Media Notifications at least **17 times** per hour

Checks Social Media Notifications at least



13Y – 18Y
Age Group



19Y – 24Y
Age Group



25Y – 34Y
Age Group



35Y – 50Y
Age Group



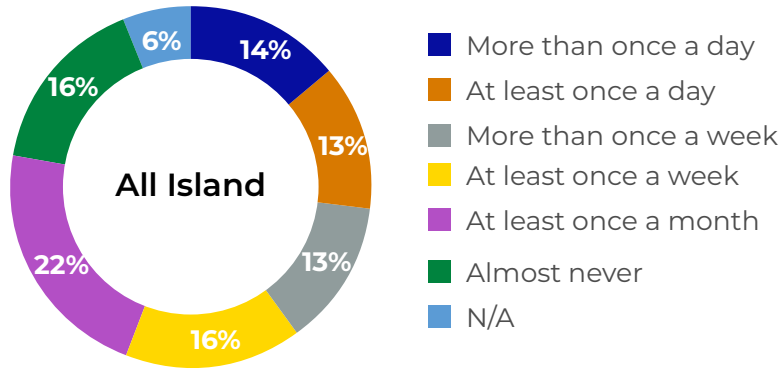
51Y – 65Y
Age Group



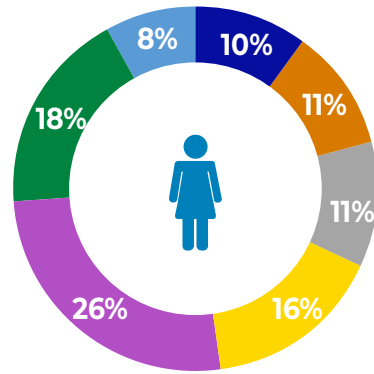
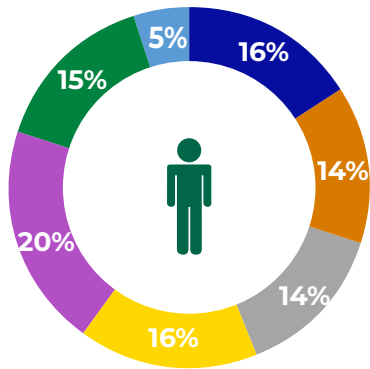
65+Y
Age Group

HOW FREQUENTLY ARE YOU UPDATING SOCIAL MEDIA STATUS?

13% of the social media users in Sri Lanka update status on their social media profiles more than once a week.



Gender Specific Analysis



- More than once a day
- At least once a day
- More than once a week
- At least once a week
- At least once a month
- Almost never
- N/A



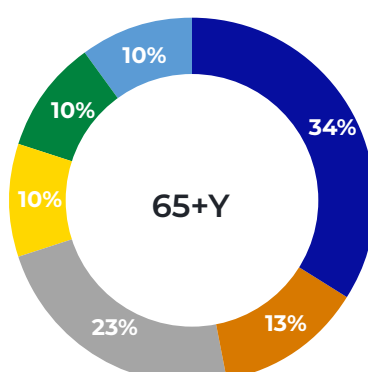
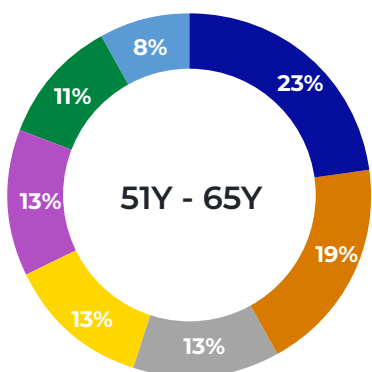
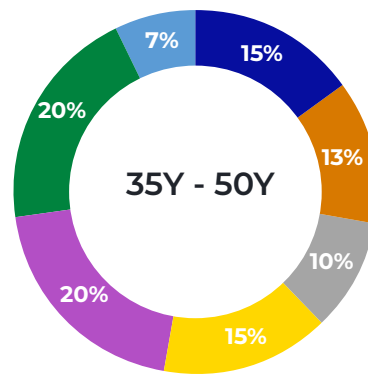
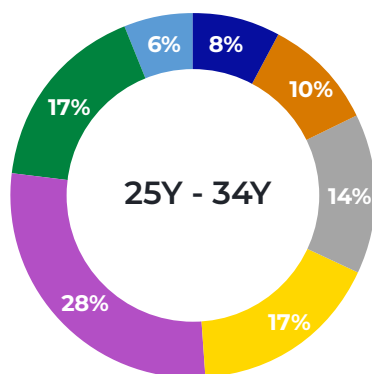
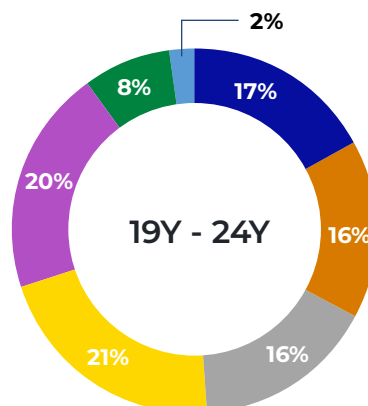
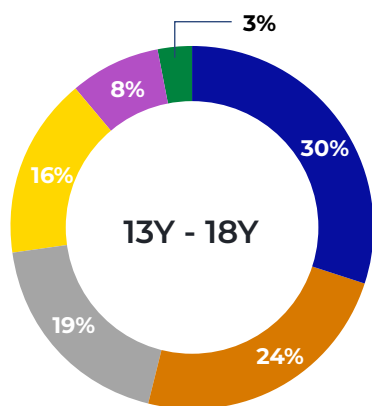
Update status on their social media profiles at least once a day while 14% update more than once a week.



Update status on their social media profiles at least once a day while 11% update more than once a week.

How frequently are you updating social media status?

Age Specific Analysis



- More than once a day
 At least once a day
 More than once a week
- At least once a week
 At least once a month
 Almost never
- N/A

13Y - 18Y

24% update status on their social media profiles at least once a day while 19% update more than once a week.

19Y - 24Y

16% update status on their social media profiles at least once a day while 16% update more than once a week

25Y - 34Y

10% update status on their social media profiles at least once a day while 14% update more than once a week.

35Y - 50Y

13% update status on their social media profiles at least once a day while 10% update more than once a week.

51Y - 65Y

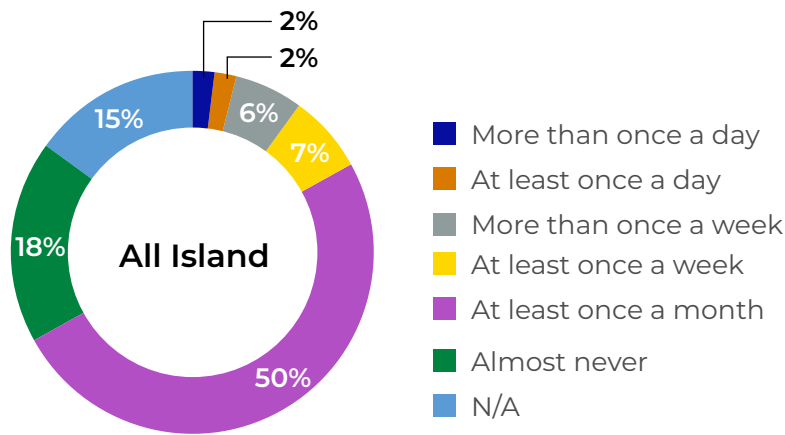
19% update status on their social media profiles at least once a day while 13% update more than once a week.

65+Y

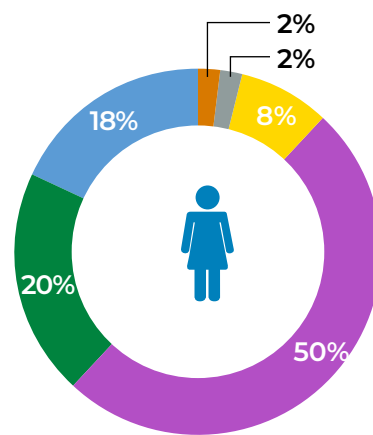
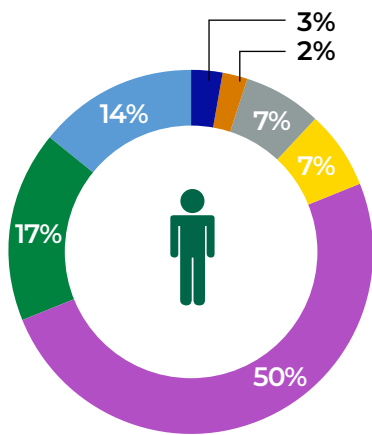
13% update status on their social media profiles at least once a day while 23% update more than once a week.

HOW FREQUENTLY ARE YOU UPLOADING PHOTOS TO SOCIAL MEDIA?

50% of the social media users in Sri Lanka upload photos on their social media profiles at least once a month.



Gender Specific Analysis



- More than once a day
- At least once a day
- More than once a week
- At least once a week
- At least once a month
- Almost never
- N/A



50%

Upload photos on social media at least once a month.

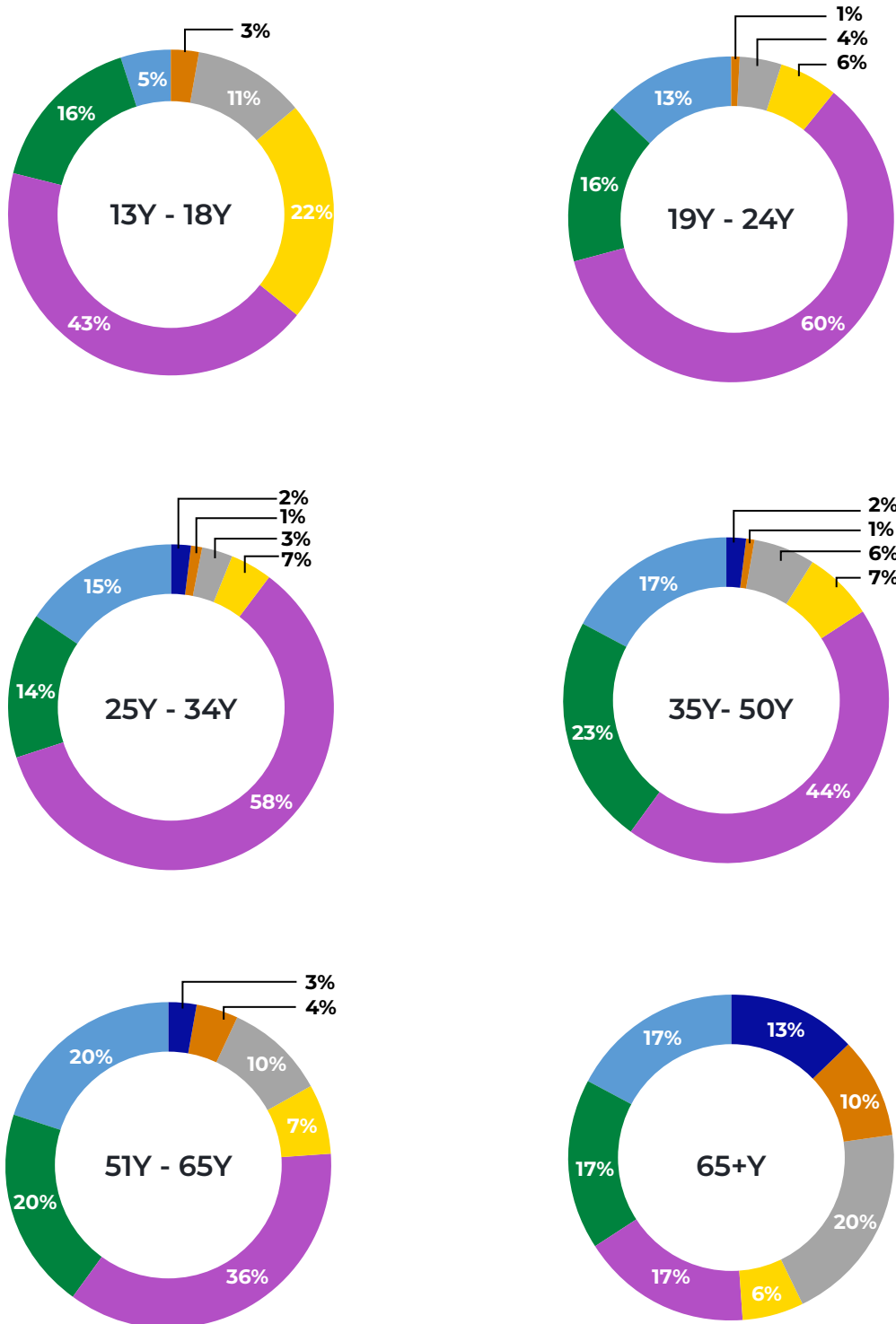


50%

Upload photos on social media at least once a month.

How frequently are you uploading photos to social media?

Age Specific Analysis



- More than once a day
 At least once a day
 More than once a week
- At least once a week
 At least once a month
 Almost never
- N/A

13Y - 18Y 43% upload photos on social media at least once a month.

19Y - 24Y 60% upload photos on social media at least once a month.

25Y - 34Y 58% upload photos on social media at least once a month.

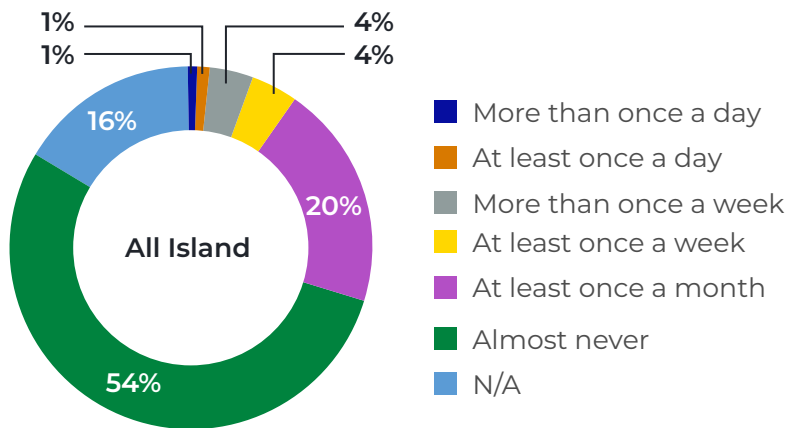
35Y - 50Y 44% upload photos on social media at least once a month.

51Y - 65Y 36% upload photos on social media at least once a month.

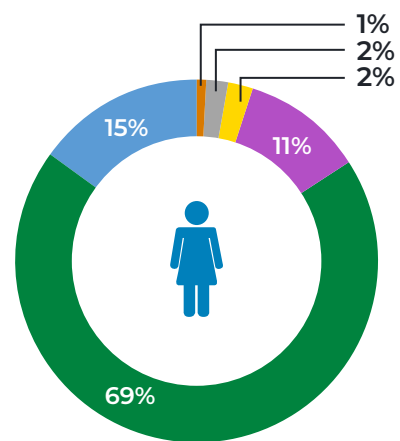
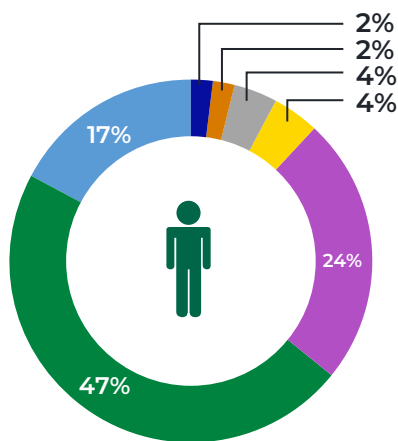
65+Y 17% upload photos on social media at least once a month.

HOW FREQUENTLY ARE YOU UPLOADING VIDEOS TO SOCIAL MEDIA?

20% of the social media users in Sri Lanka upload videos on their social media profiles at least once a month.



Gender Specific Analysis



- More than once a day
- At least once a day
- More than once a week
- At least once a week
- At least once a month
- Almost never
- N/A

 **24%**

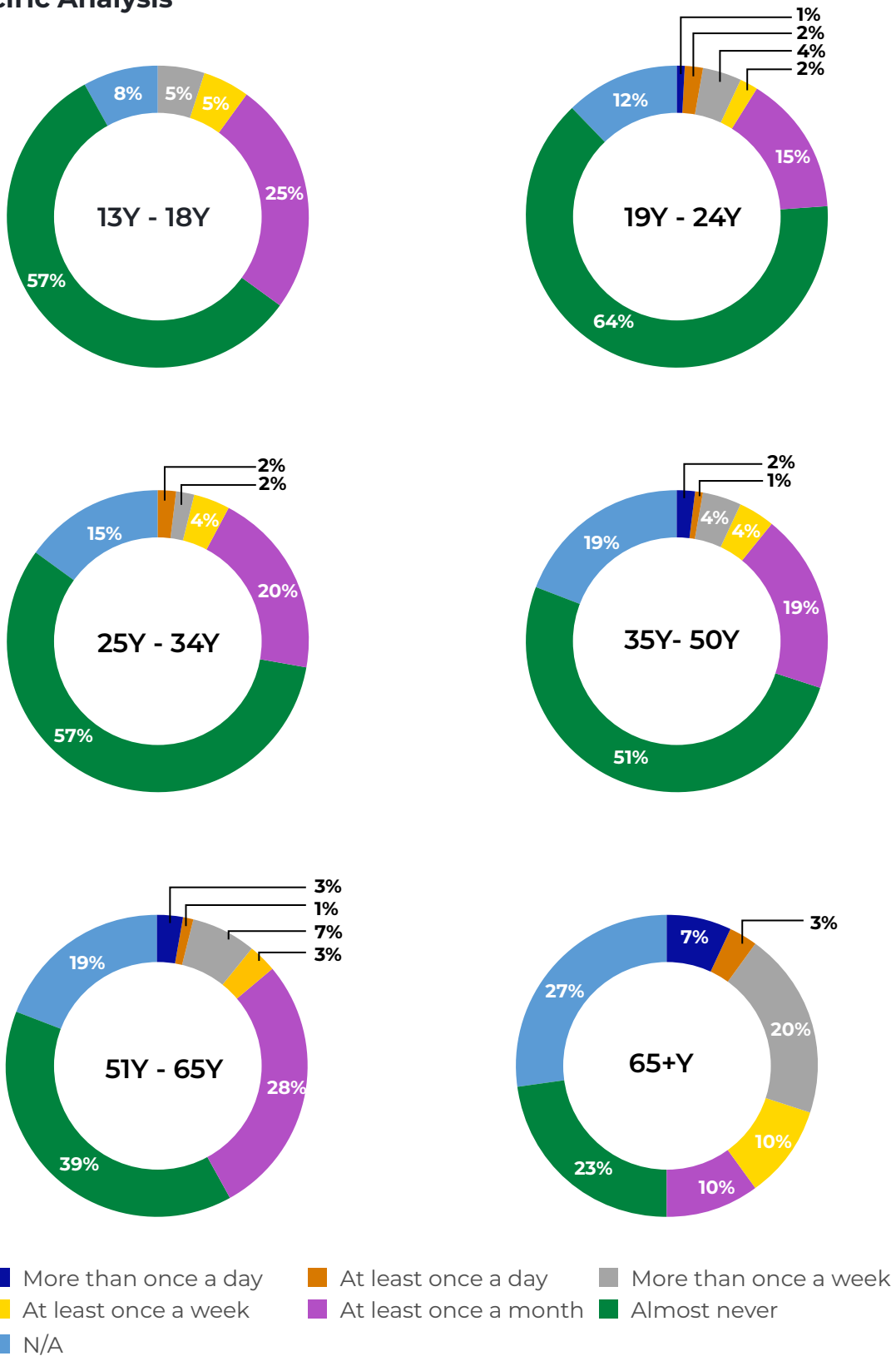
Upload videos on social media at least once a month.

 **11%**

Upload videos on social media at least once a month.

How frequently are you uploading videos to social media?

Age Specific Analysis



13Y - 18Y 25% upload videos on social media at least once a month.

19Y - 24Y 15% upload videos on social media at least once a month.

25Y - 34Y 20% upload videos on social media at least once a month.

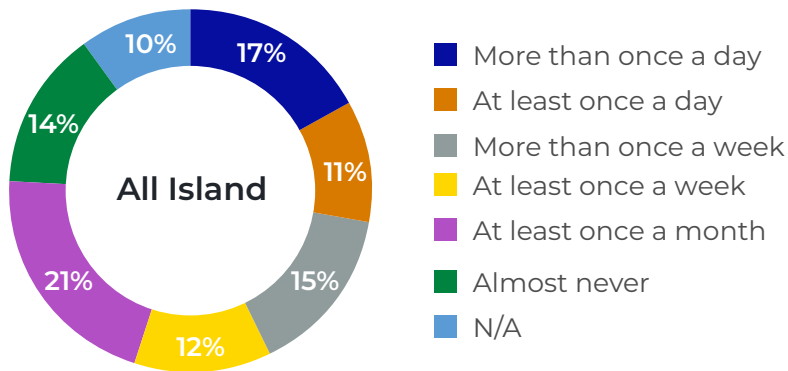
35Y - 50Y 19% upload videos on social media at least once a month.

51Y - 65Y 28% upload videos on social media at least once a month.

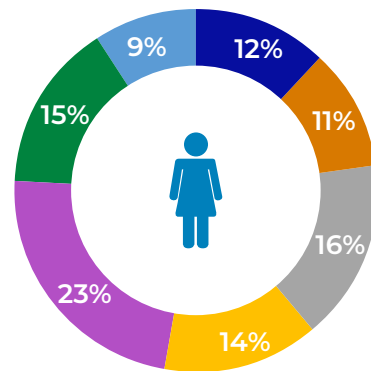
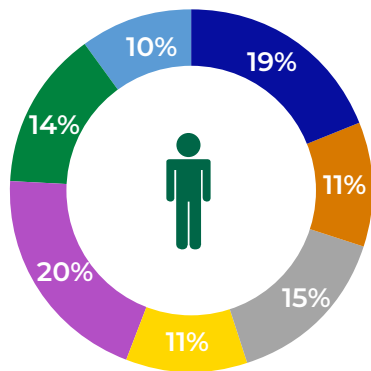
65+Y 10% upload videos on social media at least once a month.

HOW FREQUENTLY DO YOU RE-SHARE THE CONTENT SHARED BY YOUR FRIENDS ON SOCIAL MEDIA?

17% of the social media users in Sri Lanka re-share the content shared by their friends on social media more than once a day while 15% re-share more than once a week.



Gender Specific Analysis



- More than once a day
- At least once a day
- More than once a week
- At least once a week
- At least once a month
- Almost never
- N/A

19%

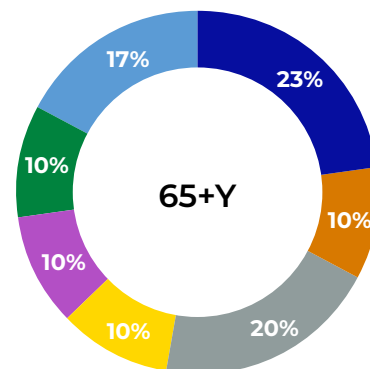
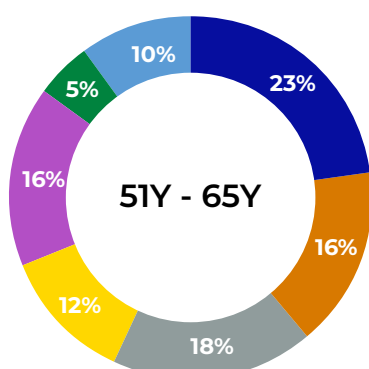
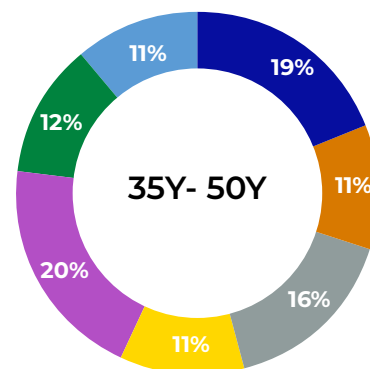
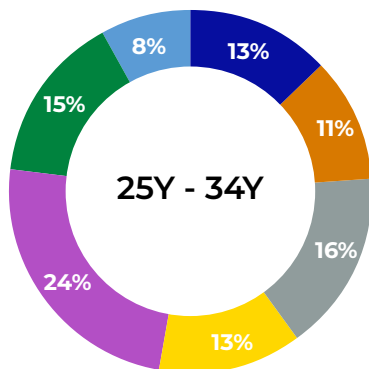
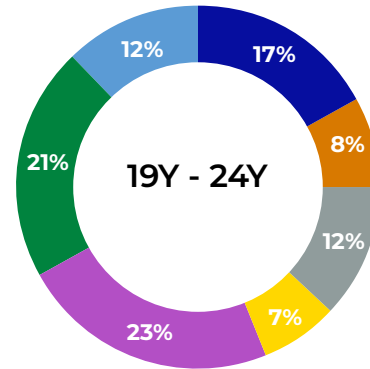
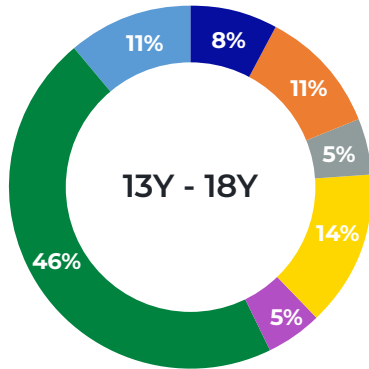
Re-share the content shared by their friends on social media more than once a day while 15% re-share more than once a week.

12%

Re-share the content shared by their friends on social media more than once a day while 16% re-share more than once a week.

How frequently do you re-share the content shared by your friends on social media?

Age Specific Analysis



- More than once a day
 At least once a day
 More than once a week
- At least once a week
 At least once a month
 Almost never
- N/A

13Y - 18Y

8% re-share the content shared by their friends on social media more than once a day while 5% re-share more than once a week.

19Y - 24Y

17% re-share the content shared by their friends on social media more than once a day while 12% re-share more than once a week.

25Y - 34Y

13% re-share the content shared by their friends on social media more than once a day while 16% re-share more than once a week.

35Y - 50Y

19% re-share the content shared by their friends on social media more than once a day while 16% re-share more than once a week.

51Y - 65Y

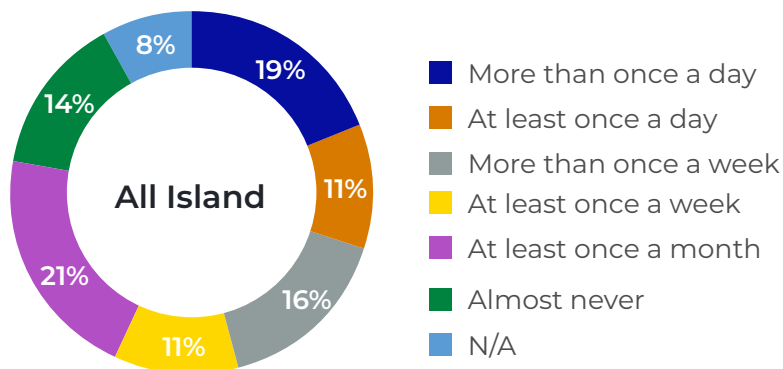
23% re-share the content shared by their friends on social media more than once a day while 18% re-share more than once a week.

65+Y

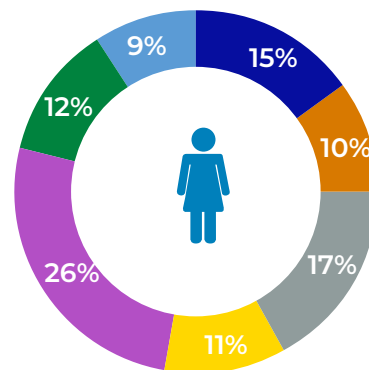
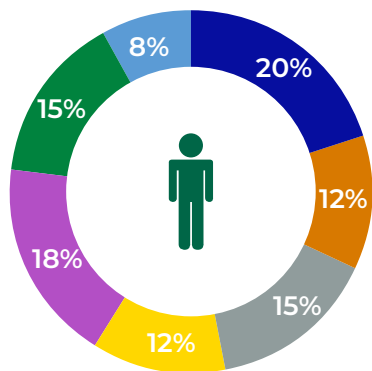
23% re-share the content shared by their friends on social media more than once a day while 20% re-share more than once a week.

HOW FREQUENTLY ARE YOU SHARING THE CONTENT FROM OTHER FACEBOOK PAGES ON YOUR WALL?

19% of the social media users in Sri Lanka share content from other Facebook sources more than once a day while 16% share more than once a week.



Gender Specific Analysis



- More than once a day
- At least once a day
- More than once a week
- At least once a week
- At least once a month
- Almost never
- N/A

 **20%**

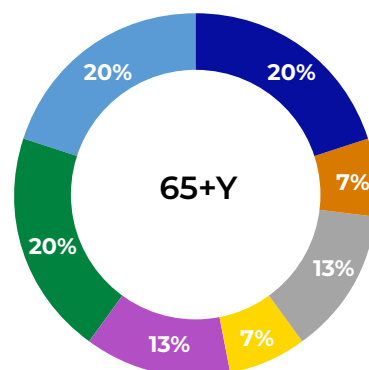
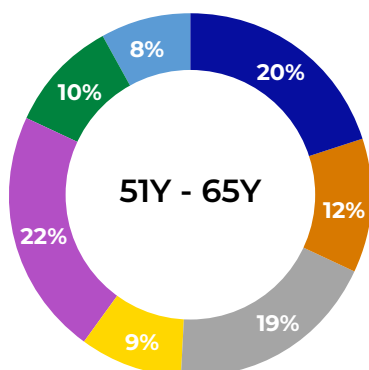
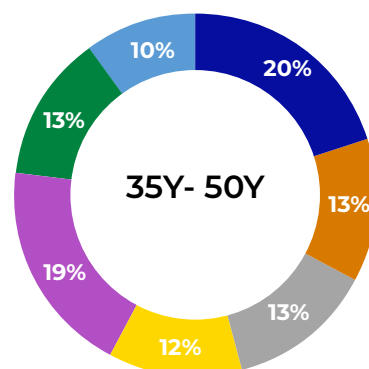
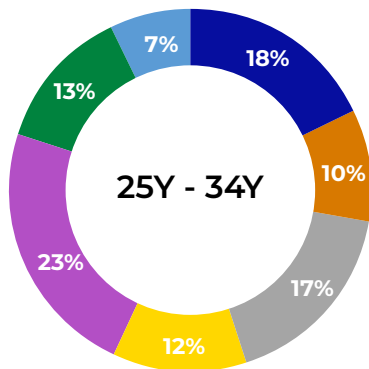
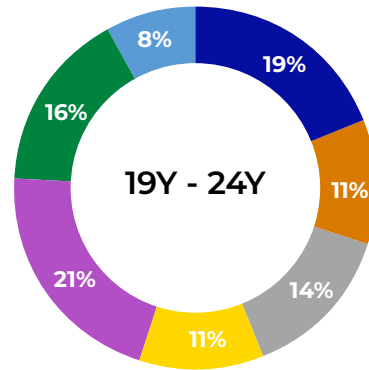
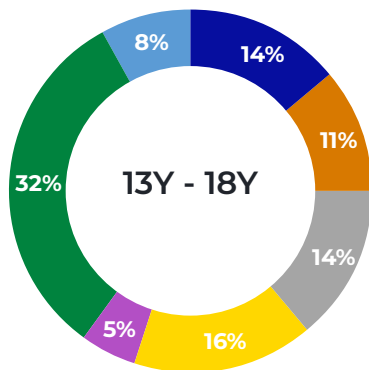
Share content from other Facebook sources more than once a day while 15% share more than once a week.

 **15%**

Share content from other Facebook sources more than once a day while 17% share more than once a week.

How frequently are you sharing the content from other facebook pages on your wall?

Age Specific Analysis



- More than once a day
 At least once a day
 More than once a week
- At least once a week
 At least once a month
 Almost never
- N/A

13Y - 18Y

14% share content from other Facebook sources more than once a day while 14% share more than once a week.

19Y - 24Y

19% share content from other Facebook sources more than once a day while 14% share more than once a week.

25Y - 34Y

18% share content from other Facebook sources more than once a day while 17% share more than once a week.

35Y - 50Y

20% share content from other Facebook sources more than once a day while 13% share more than once a week.

51Y - 65Y

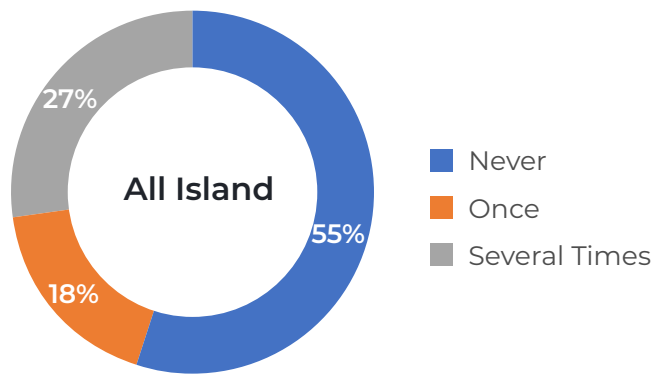
20% share content from other Facebook sources more than once a day while 19% share more than once a week.

65+Y

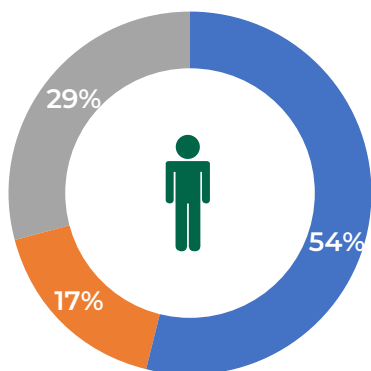
20% share content from other Facebook sources more than once a day while 13% share more than once a week.

DURING THE LAST 12 MONTHS, HAVE YOU EVER PURCHASED A PRODUCT OR A SERVICE, AFTER SEEING A RECOMMENDATION BY A FRIEND ON SOCIAL MEDIA?

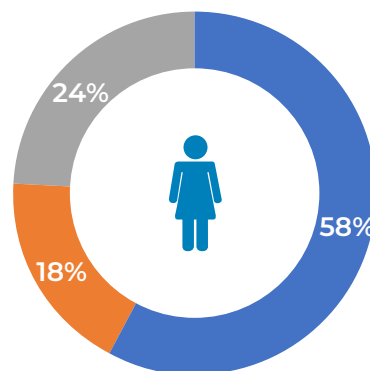
27% of the Sri Lankan Internet users stated that they have purchased a product or a service more than once after seeing a recommendation by a friend on social media.



Gender Specific Analysis



■ Never ■ Once ■ Several Times



 **29%**

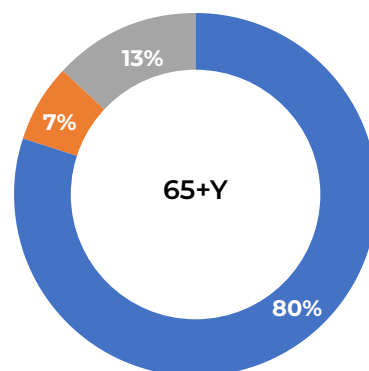
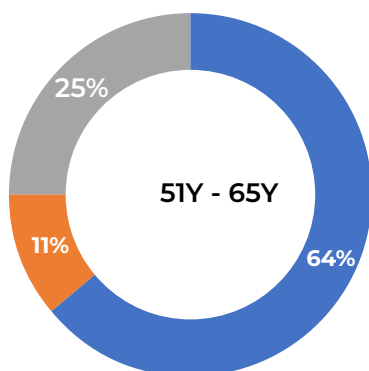
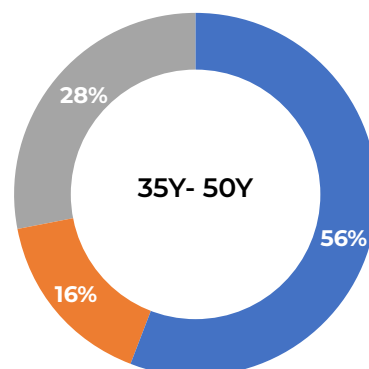
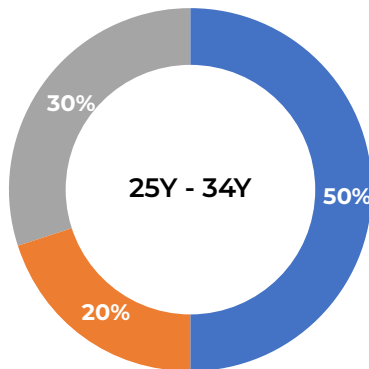
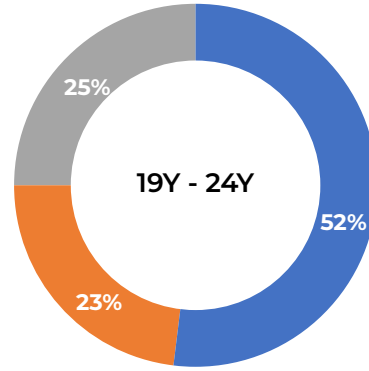
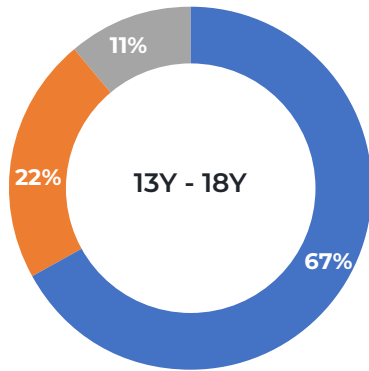
Have purchased a product or a service more than once after seeing a recommendation by a friend on social media.

 **24%**

Have purchased a product or a service more than once after seeing a recommendation by a friend on social media.

During the last 12 months, have you ever purchased a product or a service, after seeing a recommendation by a friend on social media?

Age Specific Analysis



■ Never ■ Once ■ Several Times

13Y - 18Y

11% have purchased a product or a service more than once after seeing a recommendation by a friend on social media.

19Y - 24Y

25% have purchased a product or a service more than once after seeing a recommendation by a friend on social media.

25Y - 34Y

30% have purchased a product or a service more than once after seeing a recommendation by a friend on social media.

35Y - 50Y

28% have purchased a product or a service more than once after seeing a recommendation by a friend on social media.

51Y - 65Y

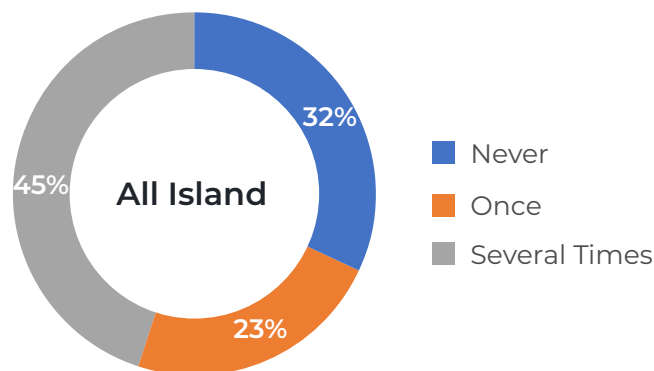
25% have purchased a product or a service more than once after seeing a recommendation by a friend on social media.

65+Y

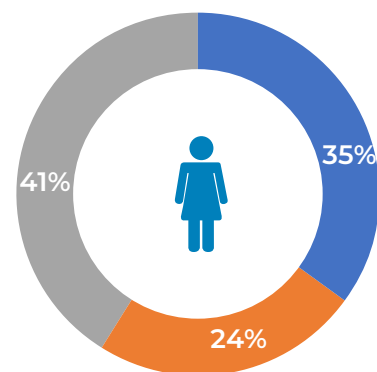
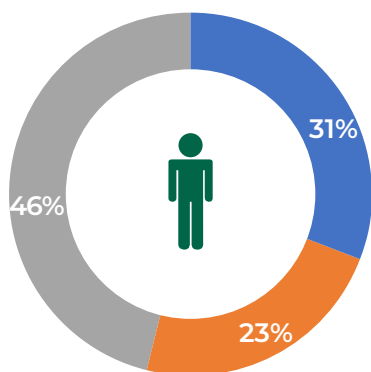
13% have purchased a product or a service more than once after seeing a recommendation by a friend on social media.

DURING THE LAST 12 MONTHS, HAVE YOU PURCHASED A PRODUCT OR A SERVICE, AFTER SEEING AN ADVERTISEMENT ON THE INTERNET?

45% of the Sri Lankan Internet users stated that they have purchased a product or a service more than once after seeing an advertisement on the Internet.



Gender Specific Analysis



■ Never ■ Once ■ Several Times



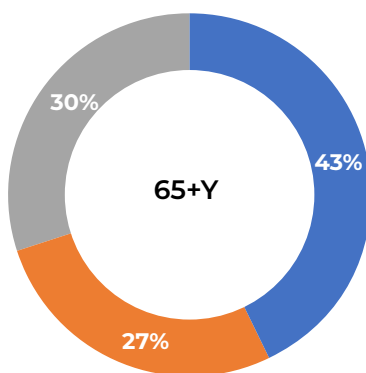
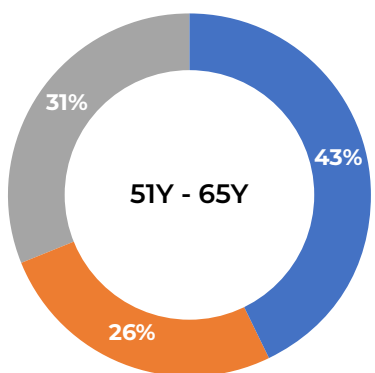
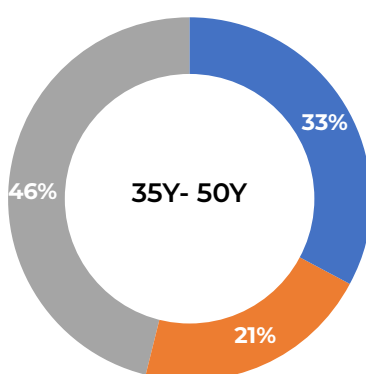
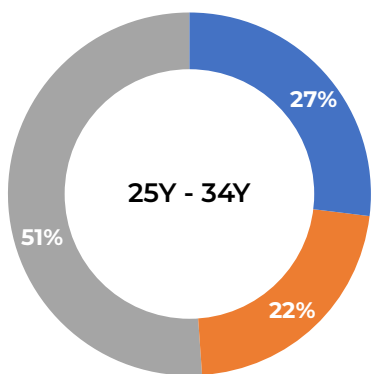
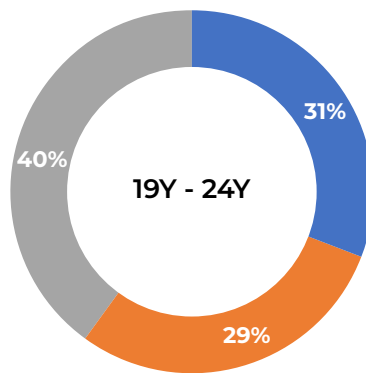
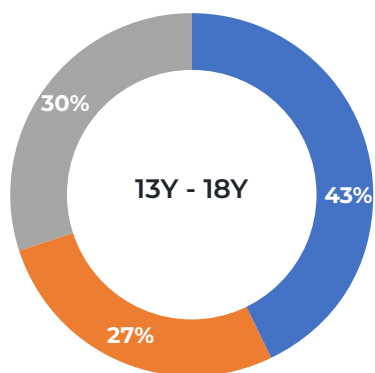
Have purchased a product or a service more than once after seeing an advertisement on the Internet.



Have purchased a product or a service more than once after seeing an advertisement on the Internet.

During the last 12 months, have you purchased a product or a service, after seeing an advertisement on the Internet?

Age Specific Analysis



■ Never ■ Once ■ Several Times

13Y - 18Y

30% have purchased a product or a service more than once after seeing an advertisement on the Internet.

19Y - 24Y

40% have purchased a product or a service more than once after seeing an advertisement on the Internet

25Y - 34Y

51% have purchased a product or a service more than once after seeing an advertisement on the Internet.

35Y - 50Y

46% have purchased a product or a service more than once after seeing an advertisement on the Internet.

51Y - 65Y

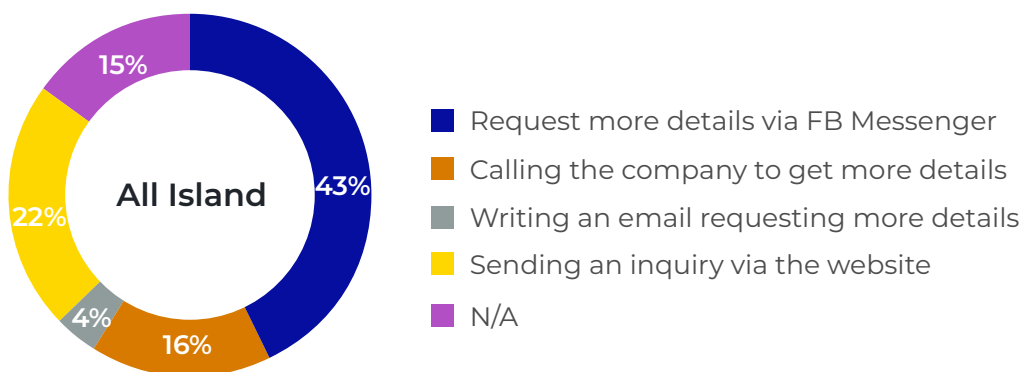
31% have purchased a product or a service more than once after seeing an advertisement on the Internet.

65+Y

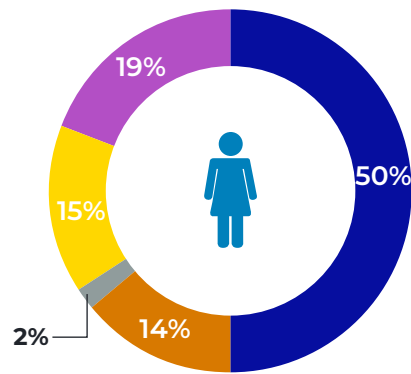
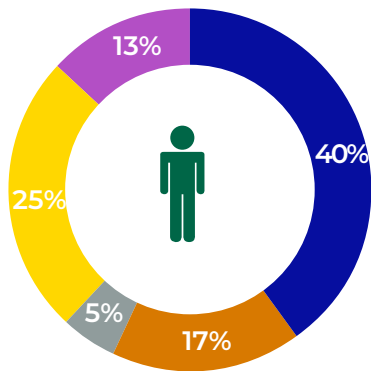
30% have purchased a product or a service more than once after seeing an advertisement on the Internet.

DURING THE LAST 12 MONTHS, WHAT WAS THE MOST COMMONLY USED METHOD TO GET THE DETAILS OF A PRODUCT/SERVICE THAT YOU WERE INTERESTED IN?

43% of the Internet users in Sri Lanka use Facebook Messenger to get the details of a product/service that they are interested in buying while 16% call the company to get the details.



Gender Specific Analysis



- Request more details via FB Messenger
- Calling the company to get more details
- Writing an email requesting more details
- Sending an inquiry via the website
- N/A

 **40%**

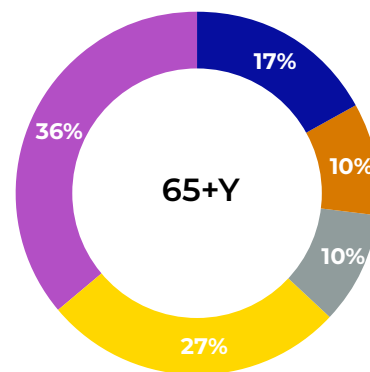
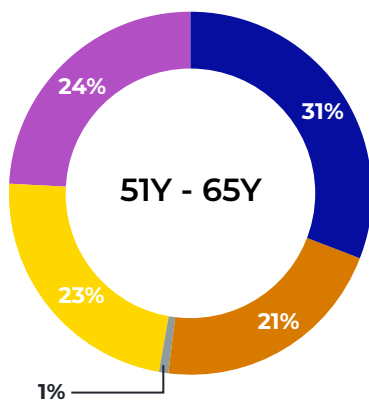
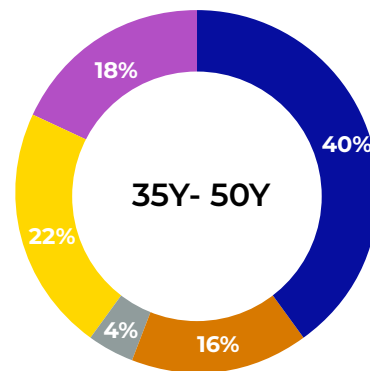
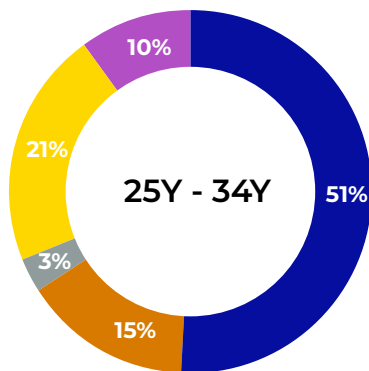
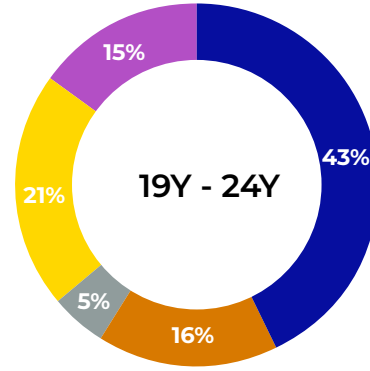
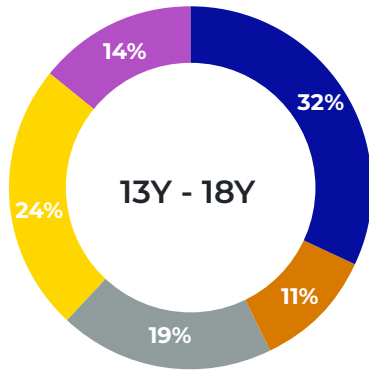
Use Facebook Messenger to get the details of a product/service that they are interested in buying while 17% call the company to get the details.

 **50%**

Use Facebook Messenger to get the details of a product/service that they are interested in buying while 14% call the company to get the details.

During the last 12 months, what was the most commonly used method to get the details of a product/service that you were interested in?

Age Specific Analysis



- Request more details via FB Messenger
- Calling the company to get more details
- Writing an email requesting more details
- Sending an inquiry via the website
- N/A

13Y - 18Y

32% use Facebook Messenger to get the details of a product/service that they are interested in buying while 11% call the company to get the details.

19Y - 24Y

43% use Facebook Messenger to get the details of a product/service that they are interested in buying while 16% call the company to get the details.

25Y - 34Y

51% use Facebook Messenger to get the details of a product/service that they are interested in buying while 15% call the company to get the details.

35Y - 50Y

40% use Facebook Messenger to get the details of a product/service that they are interested in buying while 16% call the company to get the details.

51Y - 65Y

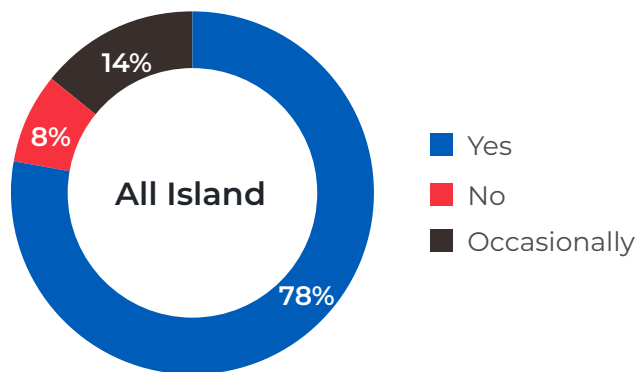
31% use Facebook Messenger to get the details of a product/service that they are interested in buying while 21% call the company to get the details.

65+Y

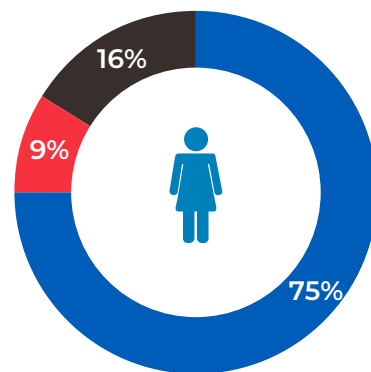
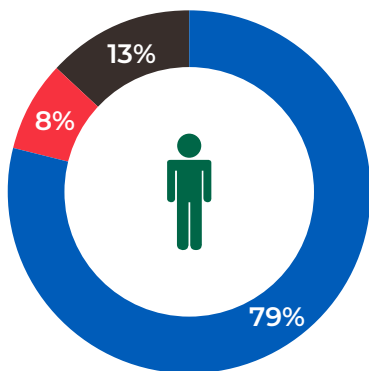
17% use Facebook Messenger to get the details of a product/service that they are interested in buying while 10% call the company to get the details.

DO YOU CHECK ONLINE REVIEWS BEFORE YOU MAKE A PURCHASE DECISION?

78% of the Internet users in Sri Lanka stated that they check on online customer reviews before making a purchase decision.



Gender Specific Analysis



■ Yes ■ No ■ Occasionally



79%

stated that they check on online customer reviews before making a purchase decision.

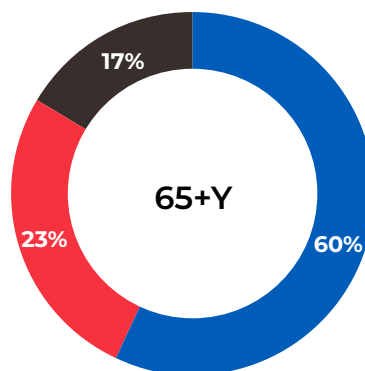
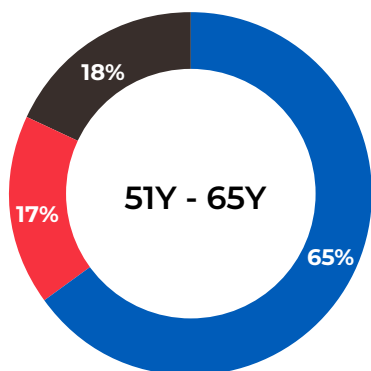
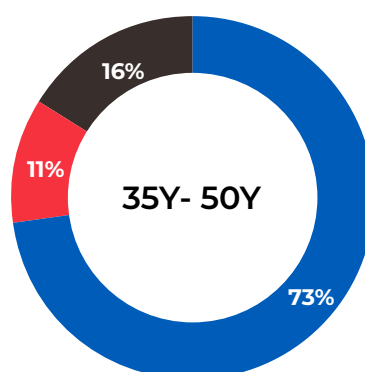
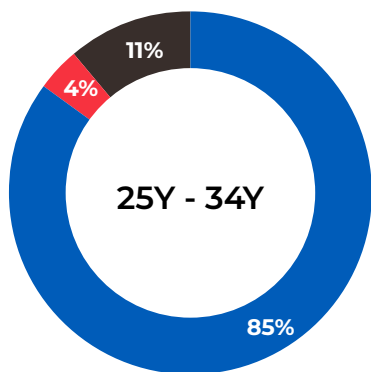
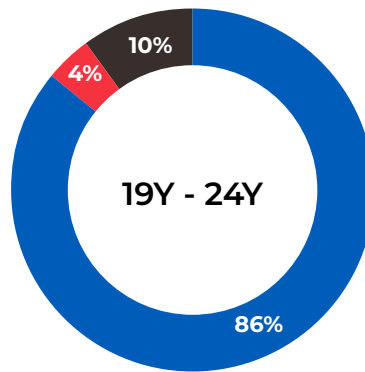
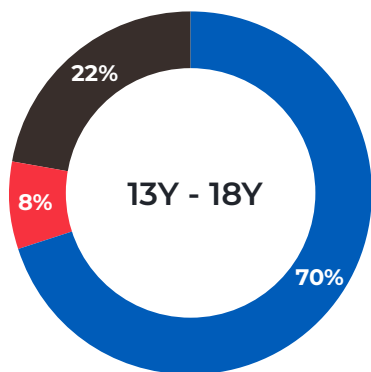


75%

stated that they check on online customer reviews before making a purchase decision.

Do you check online reviews before you make a purchase decision?

Age Specific Analysis



■ Yes ■ No ■ Occasionally

13Y - 18Y

70% stated that they check on online customer reviews before making a purchase decision.

19Y - 24Y

86% stated that they check on online customer reviews before making a purchase decision.

25Y - 34Y

85% stated that they check on online customer reviews before making a purchase decision.

35Y - 50Y

73% stated that they check on online customer reviews before making a purchase decision.

51Y - 65Y

65% stated that they check on online customer reviews before making a purchase decision.

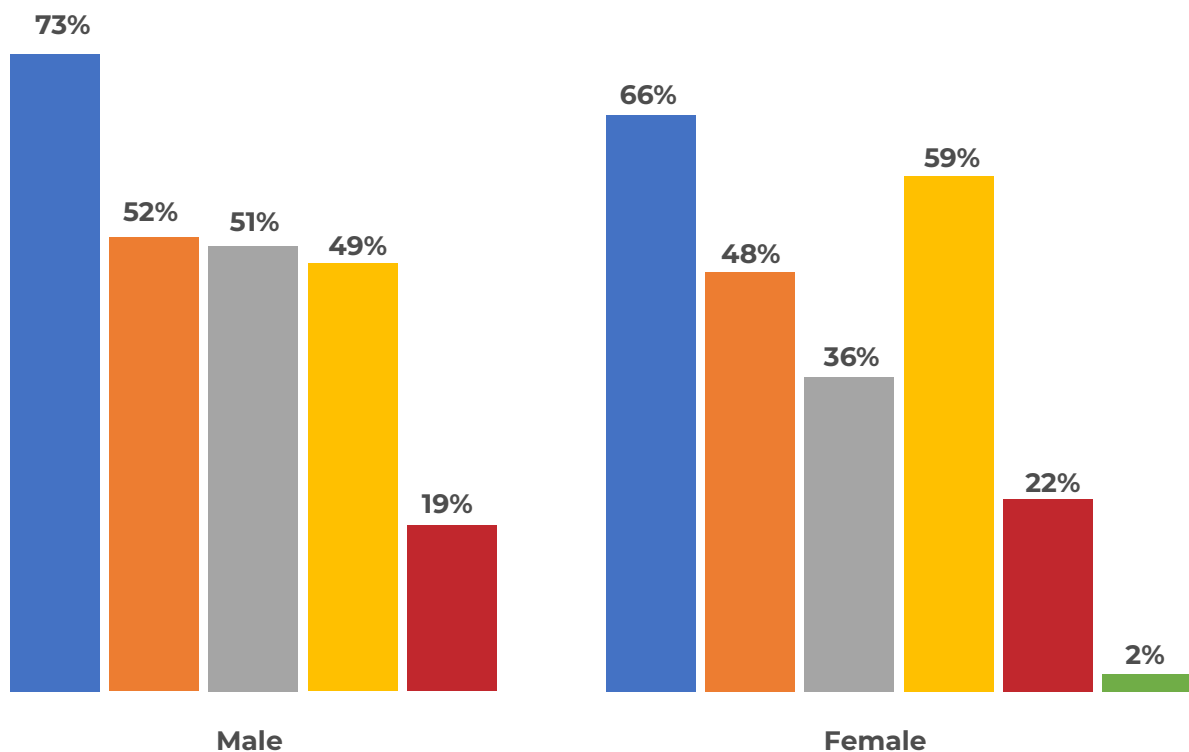
65+Y

60% stated that they check on online customer reviews before making a purchase decision.

WHAT ARE THE MOST LIKELY SITUATIONS THAT YOU CHECK ON ONLINE CUSTOMER REVIEWS BEFORE MAKING A PURCHASE DECISION?

Sri Lankan Internet users mostly check on online customer reviews specifically when the company/ service provider is unknown/ small in scale or the product is expensive or the expected consumption duration of the product is 4 months or more.

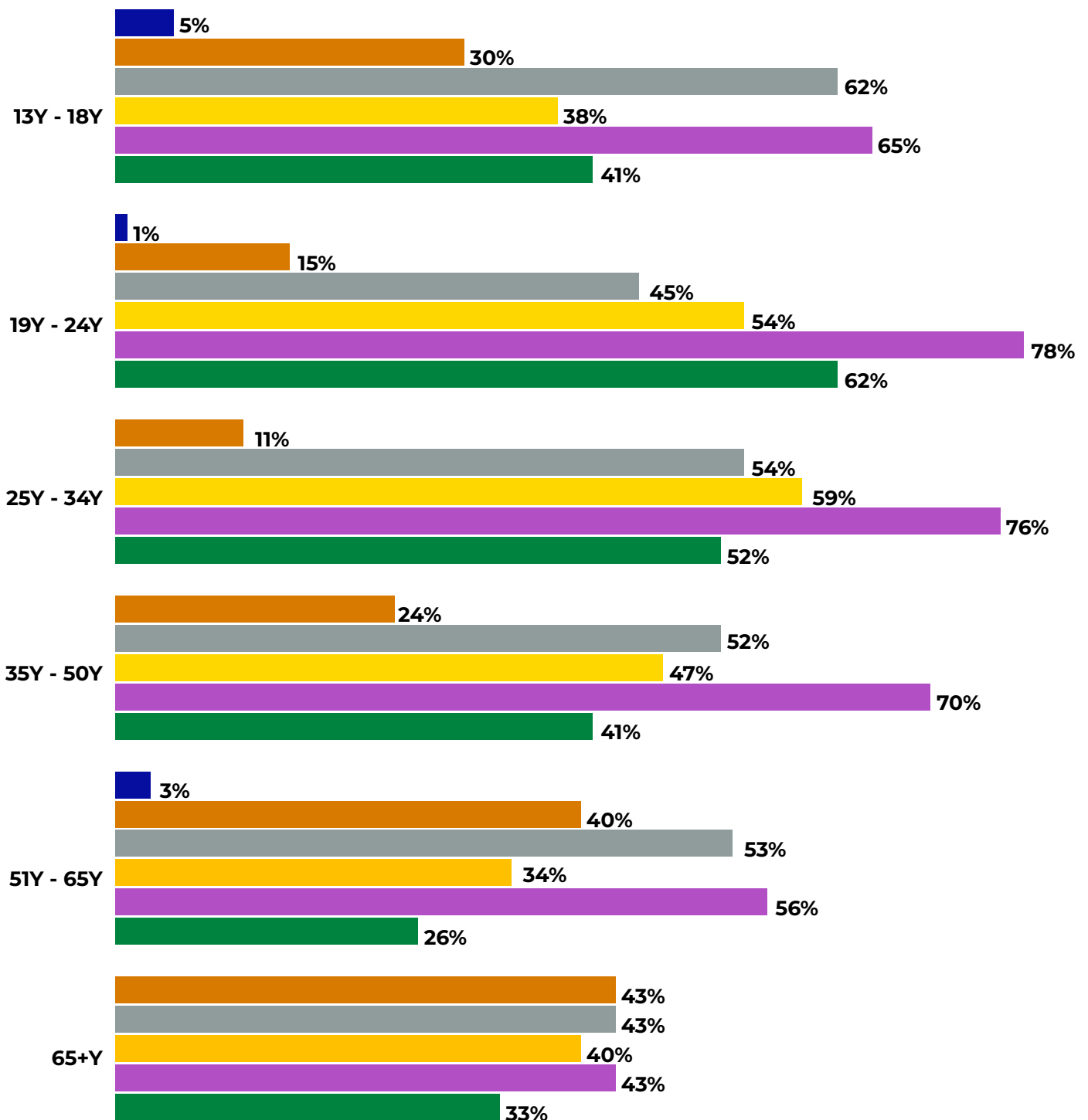
Gender Specific Analysis



- I check online reviews when the company / sevice provider in unknown or small in scale.
- I check online reviews when the product is expensive.
- I check online reviews when my expected consumption duration of the product is 4 months or more.
- I check online reviews only if it is an online purchase.
- I rarely check online customer reviews.
- I do not check online customer reviews at all.

What are the most likely situations that you check on online customer reviews before making a purchase decision?

Age Specific Analysis

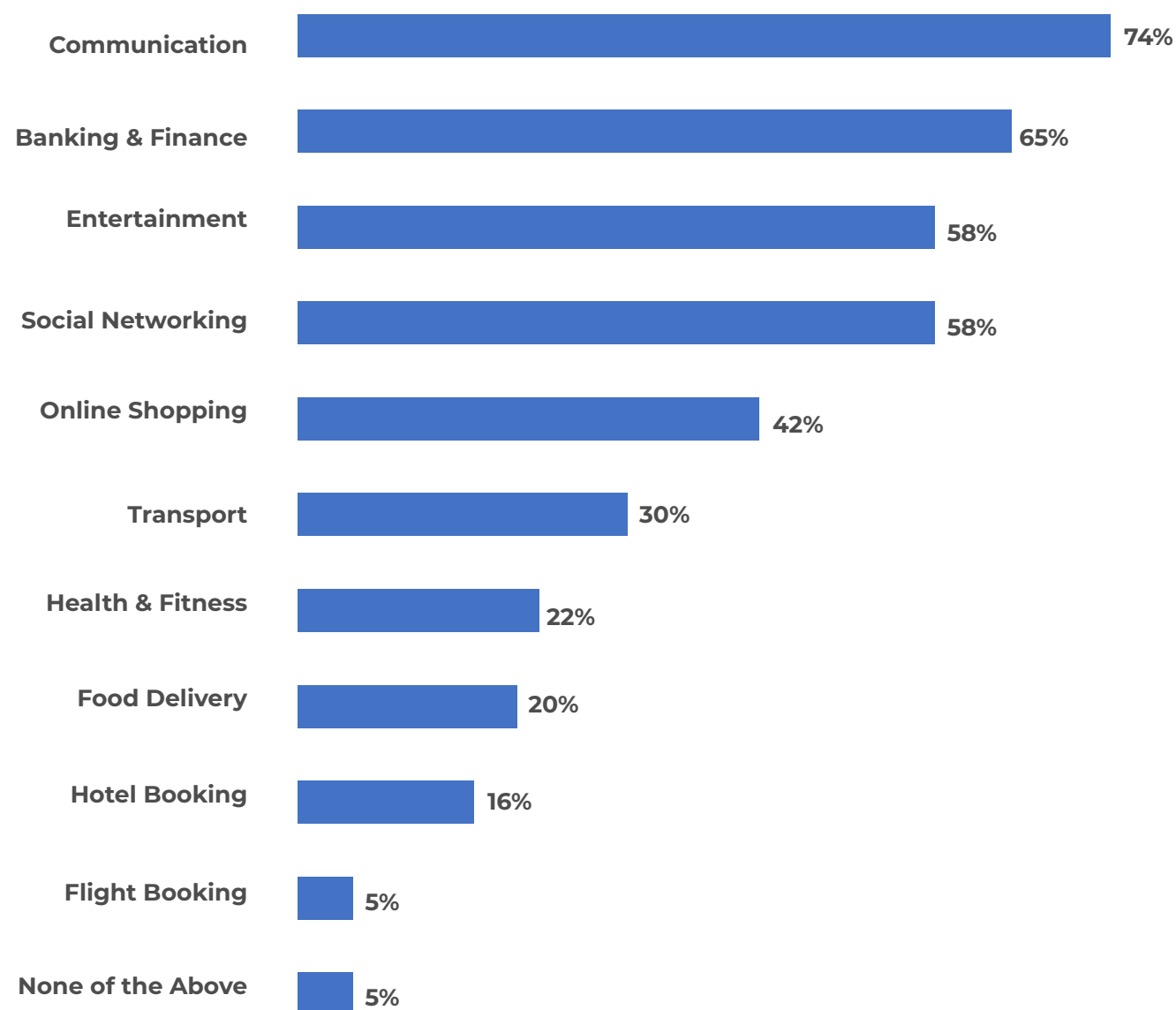


- I do not check online customer reviews at all.
- I rarely check online customer reviews.
- I check online reviews only if it is an online purchase.
- I check online reviews when the product is expensive.
- I check online reviews when the company / service provider is unknown or small in scale.
- I check online reviews when my expected consumption duration of the product is 4 months or more.

WHAT ARE THE ACTIVITIES THAT YOU USE A MOBILE APPLICATION TO GET THE SERVICE?

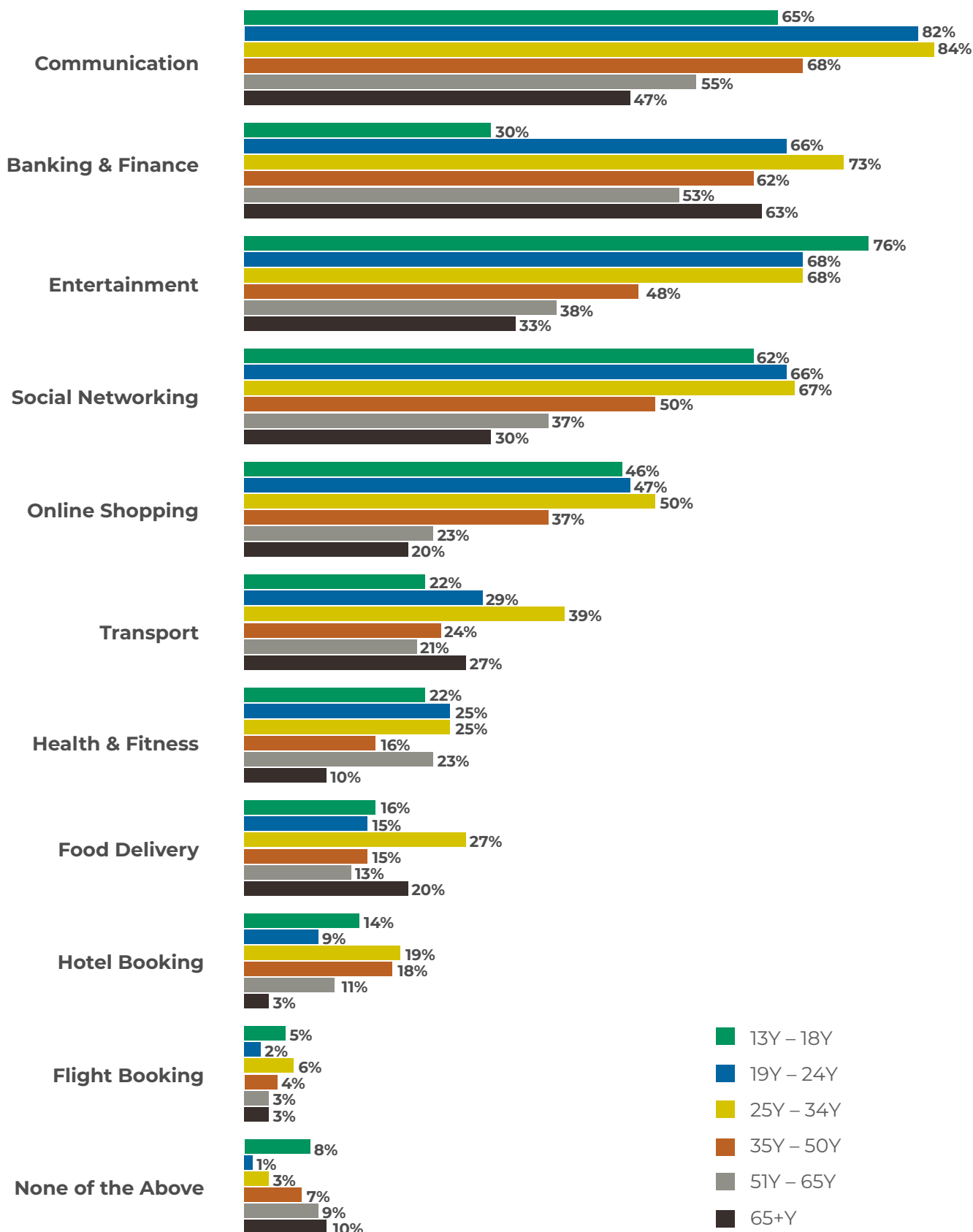
74% of the Internet users in Sri Lanka use mobile applications for communication while 65% use for banking and finance.

All Island



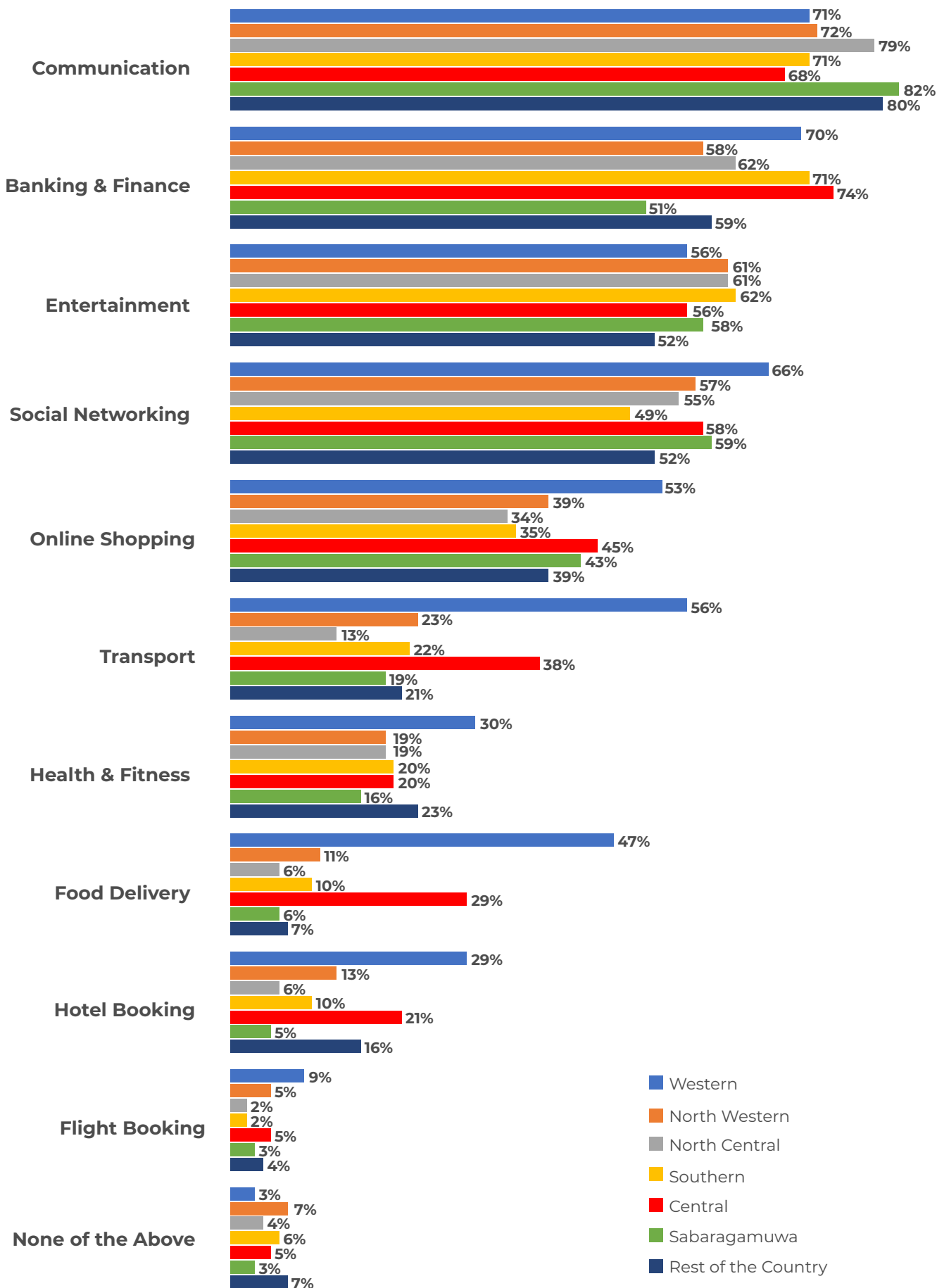
What are the activities that you use a mobile application to get the service?

Age Specific Analysis



What are the activities that you use a mobile application to get the service?

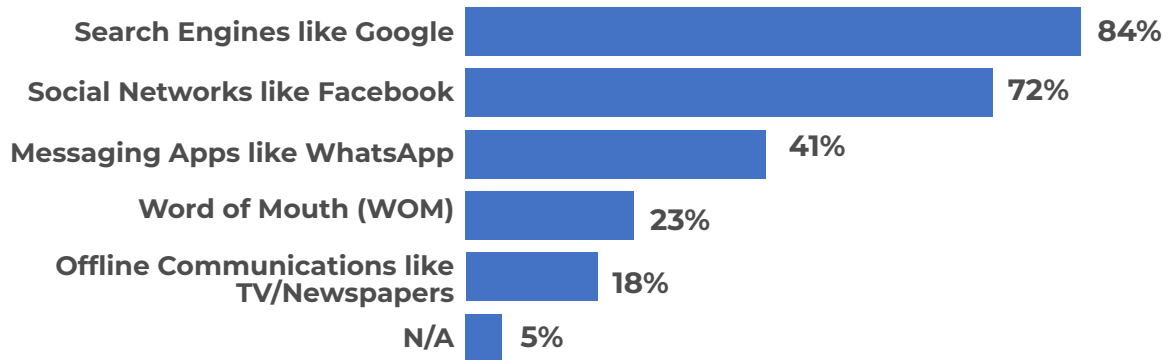
Provincial analysis



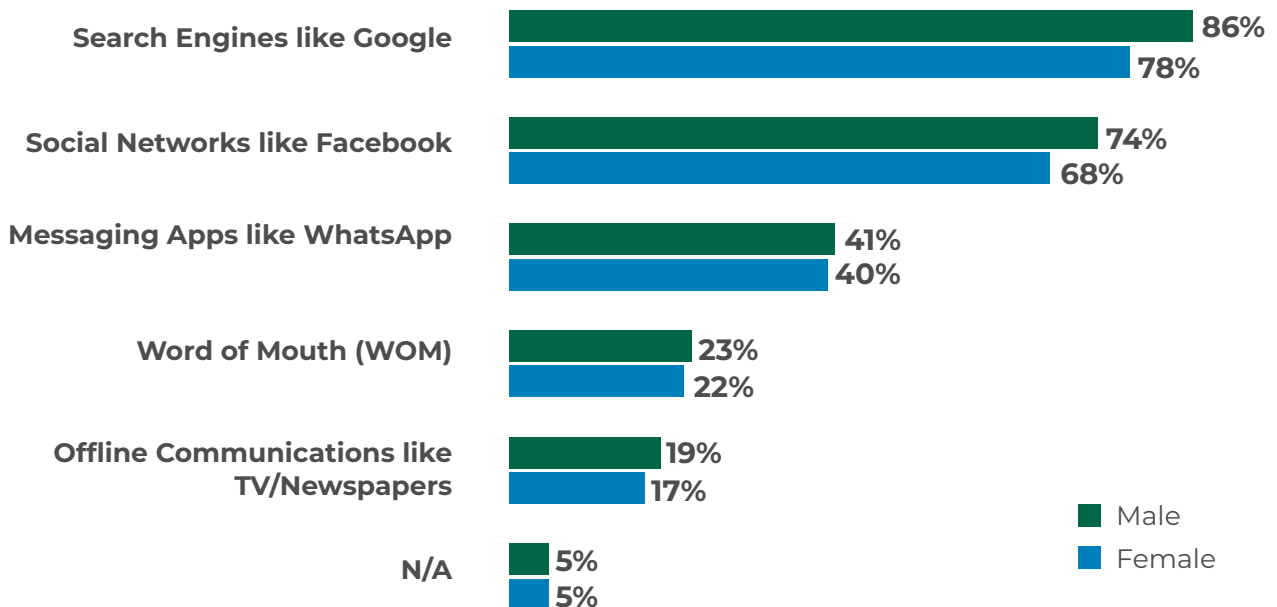
HOW DO YOU DISCOVER/FIND WEBSITES YOU FREQUENTLY VISIT ON THE INTERNET?



84% of the Sri Lankan Internet users discover websites that they usually visit via search engines while 72% discover via social networks.



Gender Specific Analysis



86%

Discover websites via search engines while 74% via social networks.


























78%


Discover websites via search engines while 68% via social networks.

MOST VISIBLE BRANDS IN SRI LANKA ON THE INTERNET - TOP 25







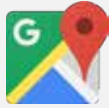













Maintaining the online visibility of a brand is an important goal to achieve. Highly visible brands are highly likely to be remembered by potential customers, hence highly likely to be preferred over competitors during a point of purchase or a point of recommendation. When we asked our respondents to "name three Sri Lankan brands that you remember seeing advertising on internet media", these were the top 25 brands that got mentioned.

 1. Daraz	 2. Dialog	 3. Samsung	 4. Singer	 5. Mobitel
 6. Abans	 7. Huawei	 8. Softlogic	 9. ikman	 10. Keells
 11. Hutch	 12. SLT	 13. Maliban	 14. Kelly Felder	 15. Pizzahut
 16. Maggi	 17. Nestle	 18. Cargills	 19. Lux	 20. Munchee
 21. Airtel	 22. Lifebouy	 23. Pickme	 24. Oriflame	 25. Odel

MOST POPULAR WEBSITES IN SRI LANKA TOP 10

 1. Daraz	 2. ikman.lk	 3. gossiplankanews.com	 4. Baiscope.lk	 5. Lankadeepa
 6. Lanka C News	 7. moe.gov.lk	 8. topjobs.lk	 9. BBC Sinhala	 10. e thakasalawa

MOST POPULAR MOBILE APPS IN SRI LANKA - Top 20

 <p>1. Zoom</p>	 <p>2. Helakuru</p>	 <p>3. MyDialog</p>	 <p>4. Pickme</p>	 <p>5. AliExpress</p>
 <p>6. Uber</p>	 <p>7. Google map</p>	 <p>8. Gmail</p>	 <p>9. Daraz</p>	 <p>10. People's wave</p>
 <p>11. Boc app</p>	 <p>12. Mobitel Selfcare</p>	 <p>13. CombankDigital</p>	 <p>14. Google translate</p>	 <p>15. Uber Eats</p>
 <p>16. FriMi</p>	 <p>17. Netflix</p>	 <p>18. Truecaller</p>	 <p>19. Sampath Bank</p>	 <p>20. PicsArt</p>

INVITATION TO COLLABORATE

Asia Pacific Institute of Digital Marketing (Pvt) Ltd takes great pleasure in presenting the “Digital Outlook 2021”, Sri Lanka’s most extensive survey report on consumers’ behavioural trends on digital media. This has been initiated with the intention of empowering business leaders and decision makers to make informed decisions, targeting the digital consumers. We are pleased to welcome any organization who wishes to collaborate with APIDM for the next edition: Digital Outlook 2022. We at APIDM, highly appreciate your feedback and suggestions for further improvements and believe that your partnership will certainly add value to this project, while enabling us to cover a broader scope and deep dive into the modern consumer behavioural patterns in the digital era.



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