

香港與內地營銷的發展趨勢

Baniel Cheung

30th August 2011

CHANGES OF CONSUMER BEHAVIOR

Changes of Consumer Behavior

Educational and
knowledge level

Diffusion of
information

Peers influence

Living standard
and affordable
luxury

Individualistic,
trendy and
fashionable

Value
consciousness

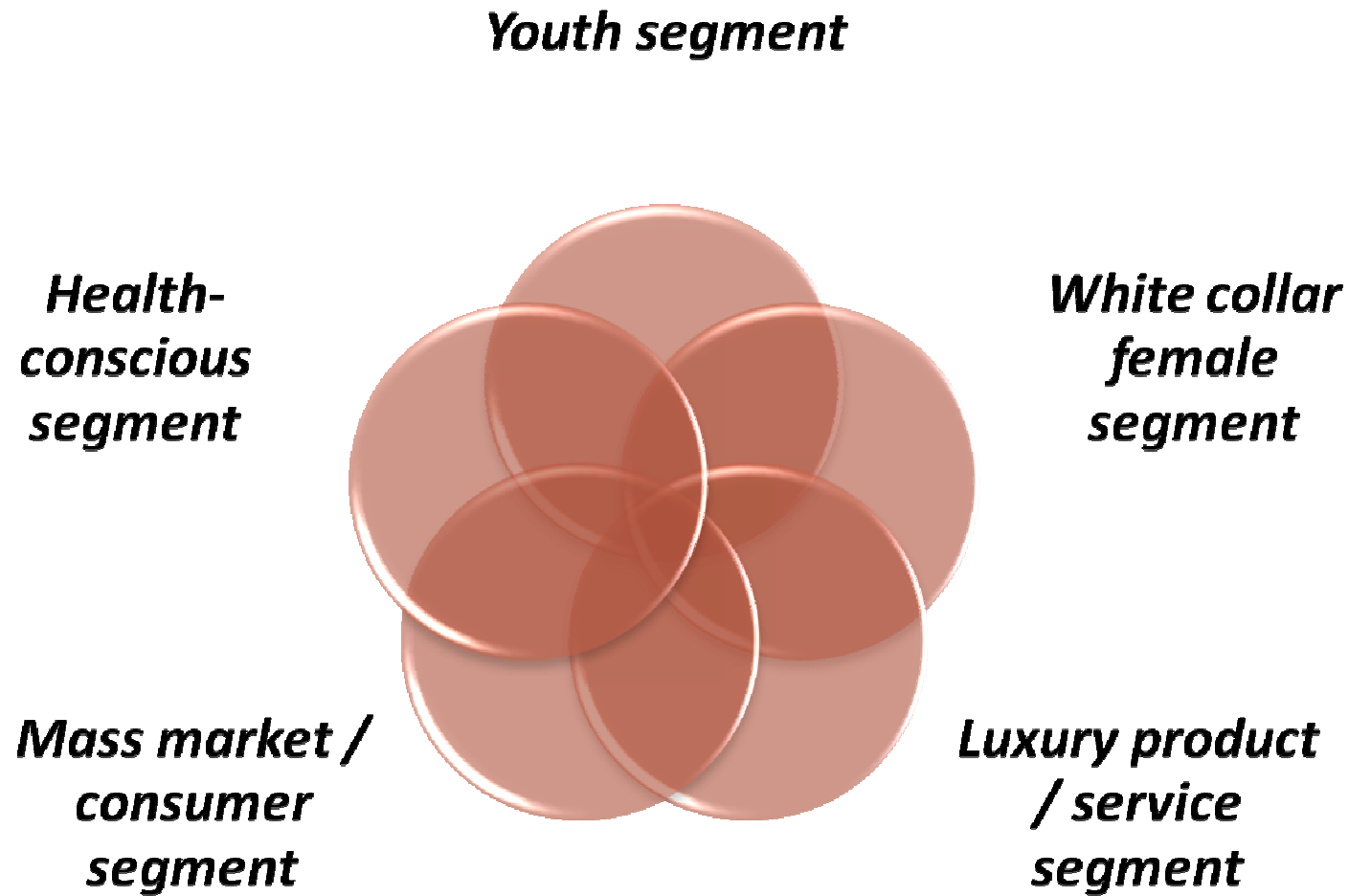
Health
consciousness

Level of influence
by advertisement

Environmental
protection and
corporate social
responsibility

RISING MARKET SEGMENTS

Rising Market Segments



CASE ANALYSIS – HONG KONG AND CHINA

Case Analysis - 1

Sport and casual wears

Target market segment

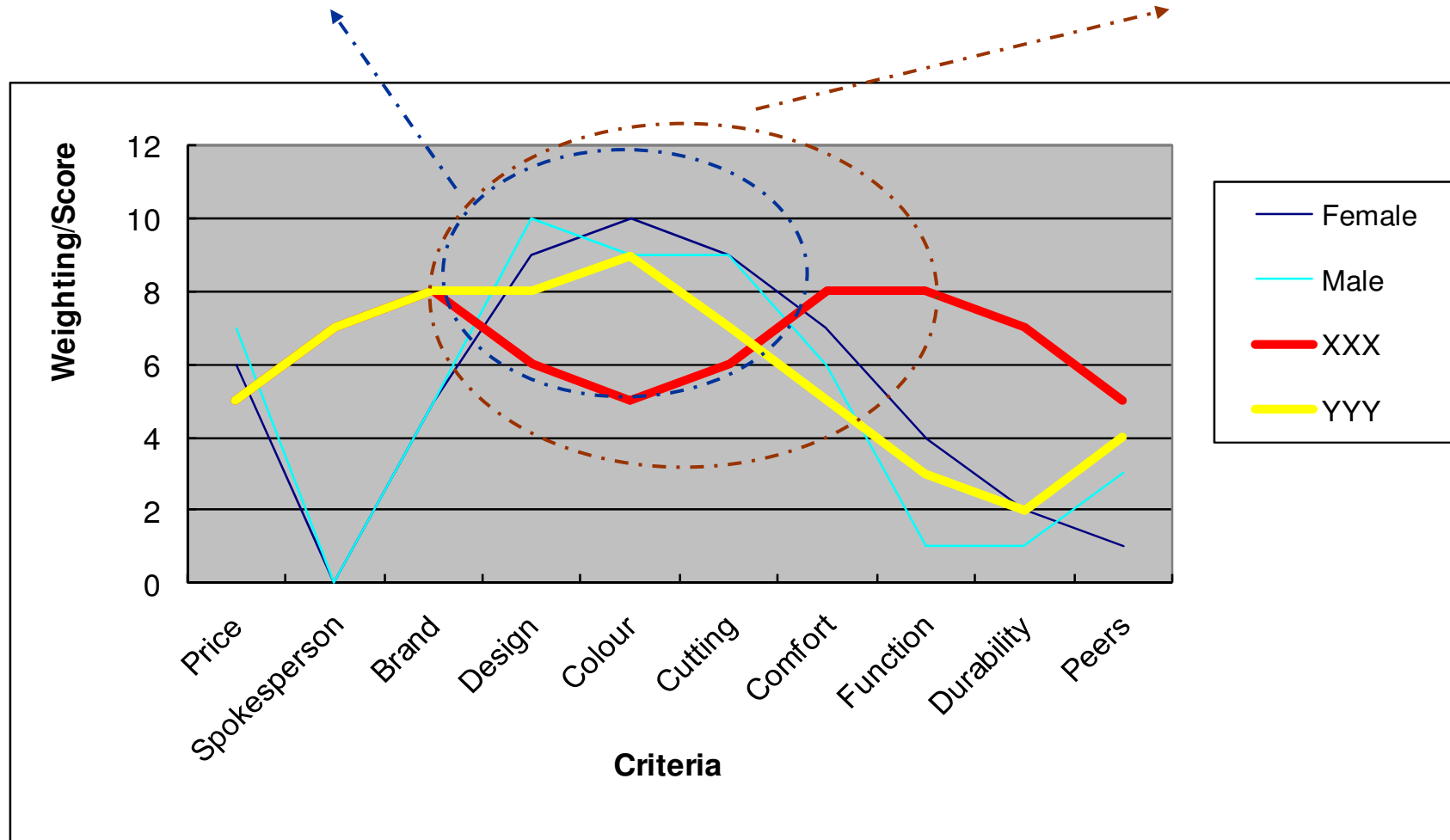
- *Youth segment, age between 15-25*

Key product attributes

- *Brand*
- *Quality*
- *Peers*
- *Design*
- *Function*
- *Celebrity*

Criteria where Brand YYY performing better than Brand XXX

Criteria where target samples valuing most importantly



Case Analysis - 2

Health supplements

Target market segments

- *White collar, especially female*
- *Health-conscious people*
- *Seniors*

Key product attributes

- *Natural*
- *Effective and high quality*
- *Prestige ingredients*

Geographic coverage

- *Hong Kong*

Definition of Health Supplement

Findings are similar across different ages & genders

- Healthy; supplement to normal meal; additional nutrition to body
- Natural and organic
- Concentrated; quick and efficient
- Help both mind and body internally/externally
- Improve metabolism, immunity and overall energy
- Enhance beauty; anti-oxidize and 排毒; 去膽固醇
- Anti-aging and improve digestion
- Food but not drug; not medicine

Perception of Health Supplement

Costly, not compulsory, optional

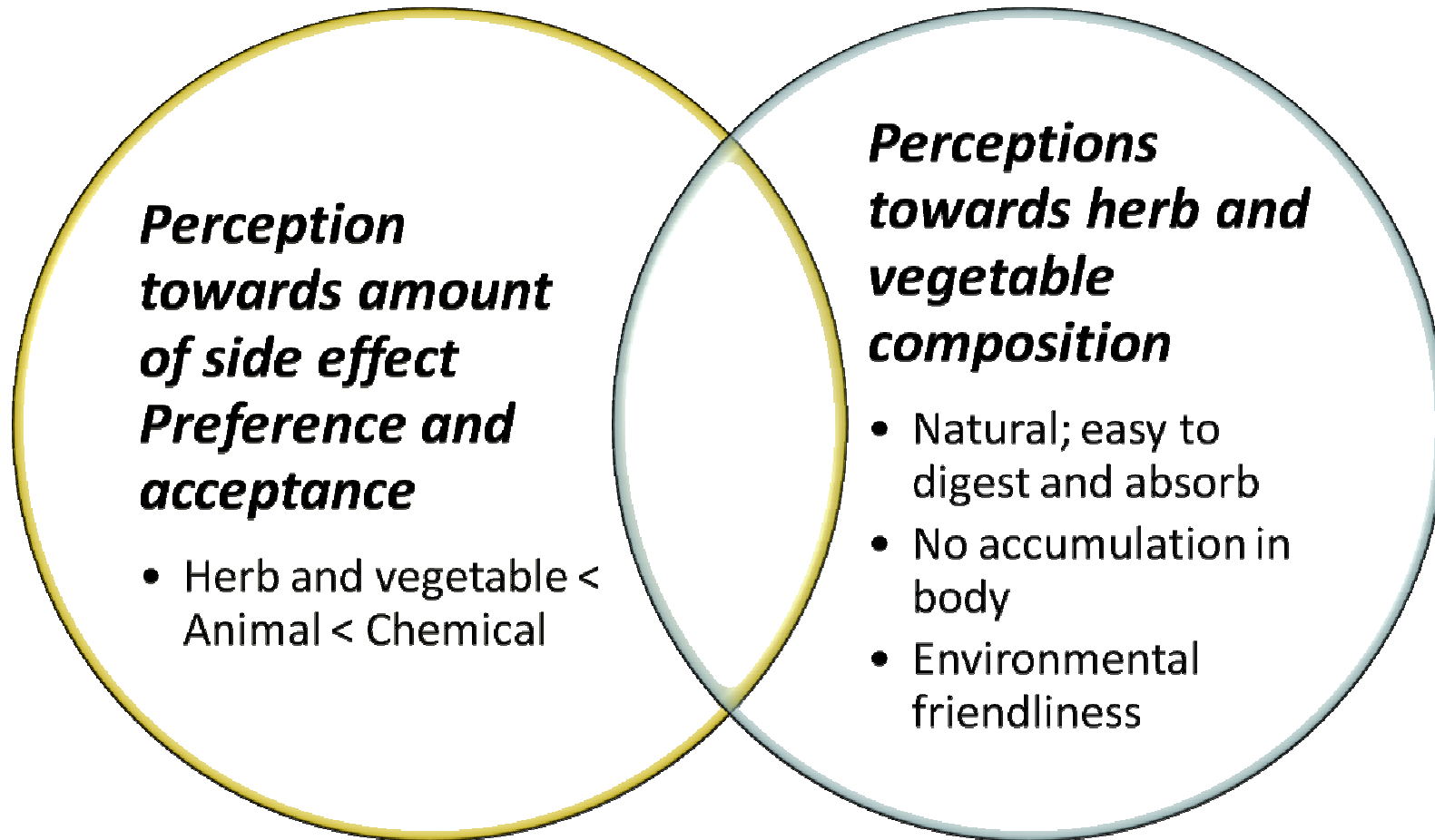
Supplements cost money, so will become more health conscious and will change their daily living behaviors e.g. drink and smoke less

Become part of daily life

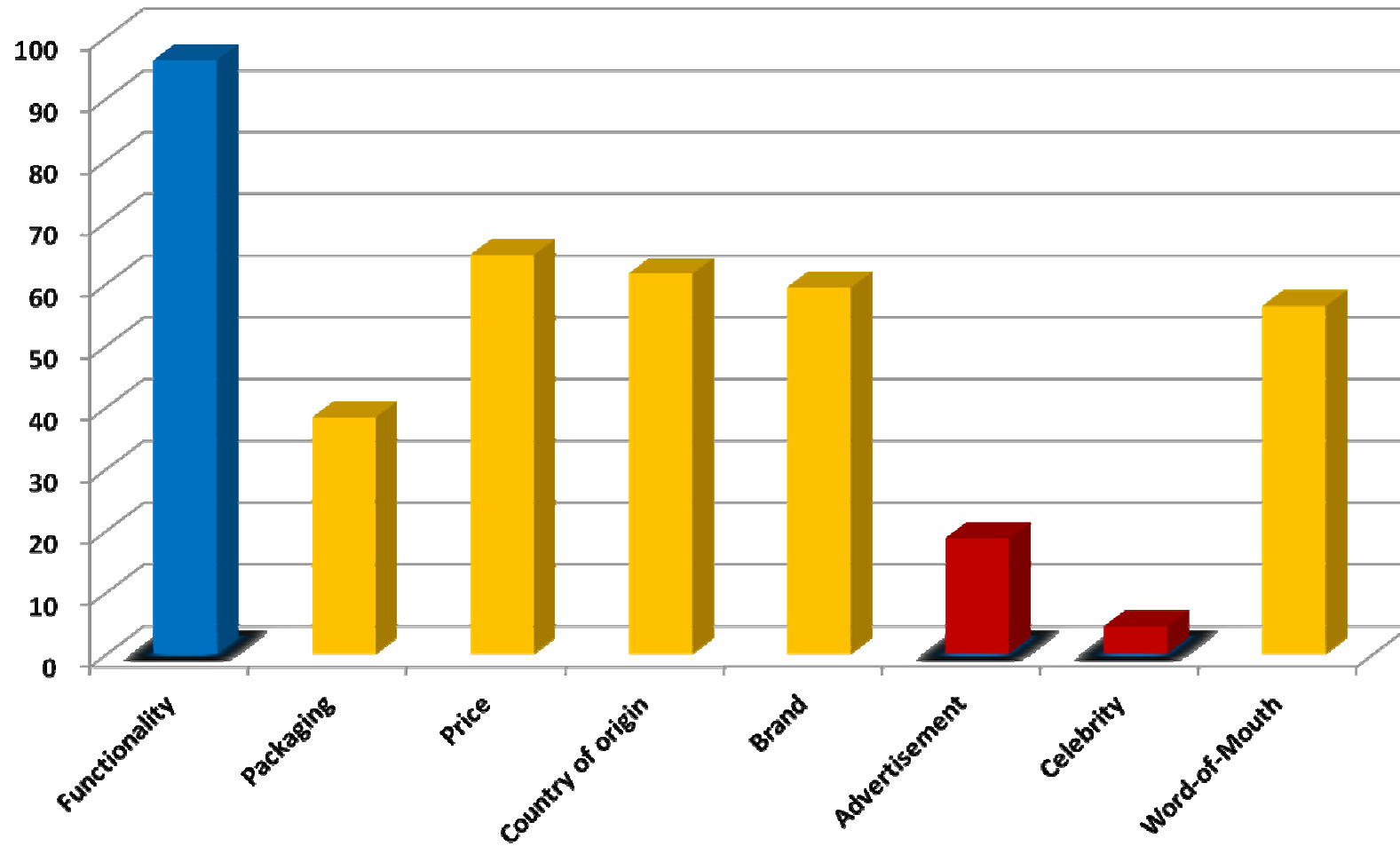
Psychological positive effect to health

May create inconvenience as always need to remember to take the supplements

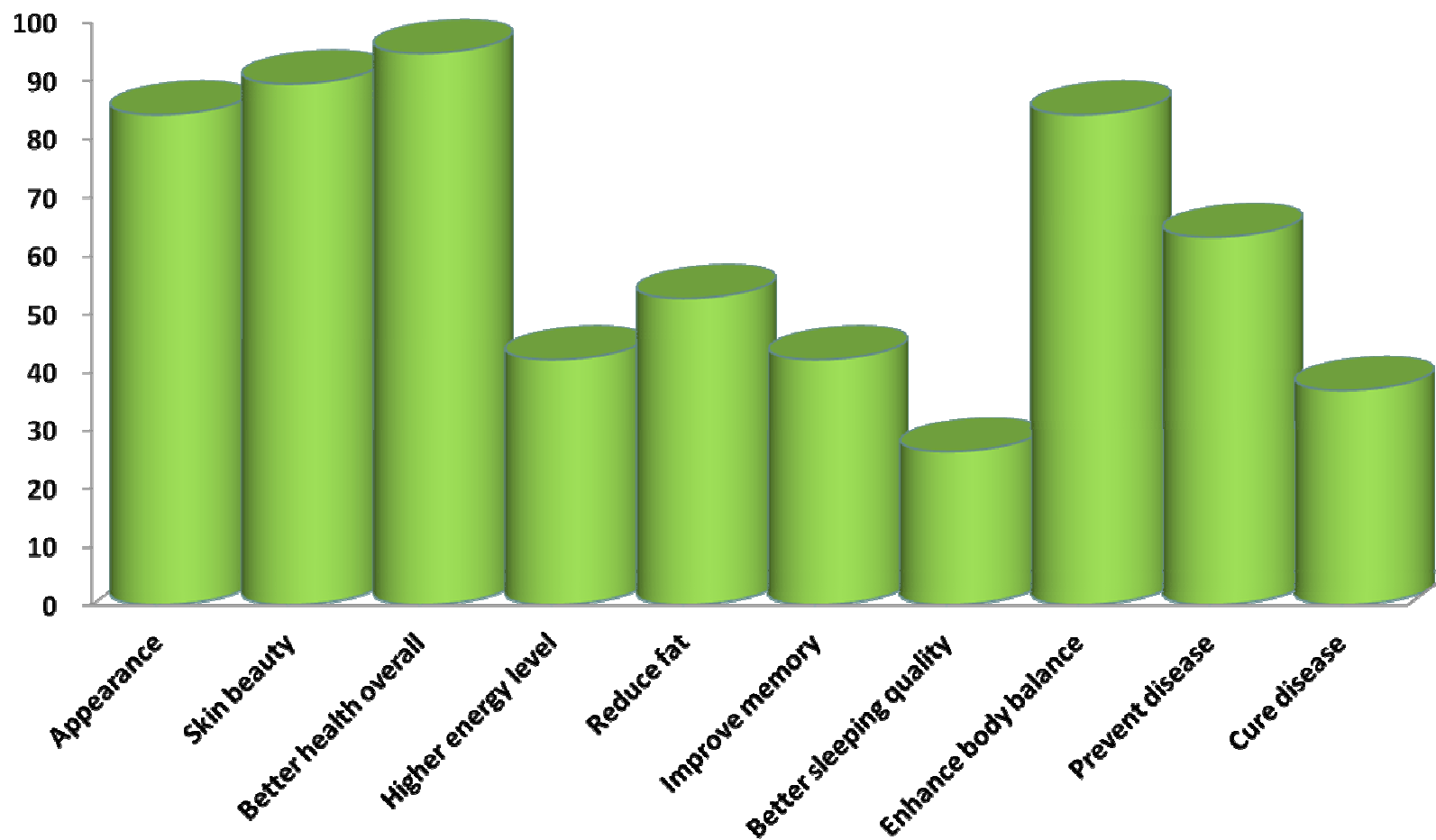
Perception Towards Composition



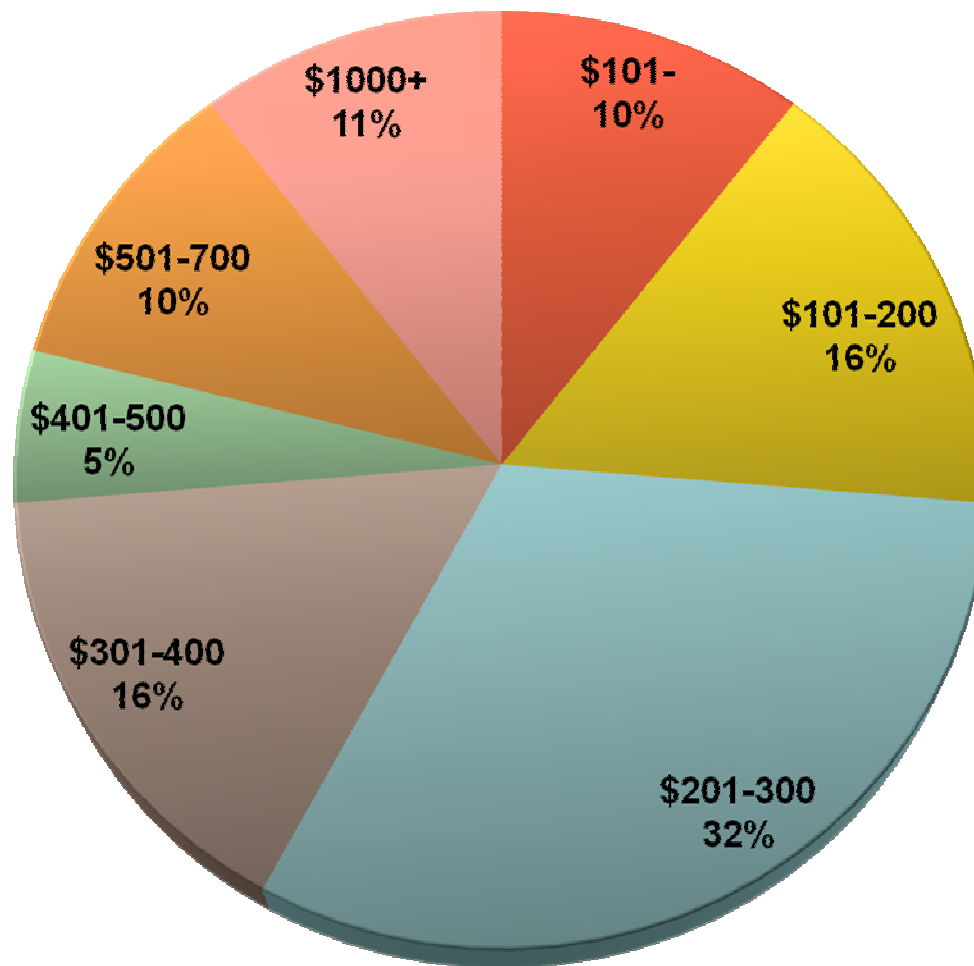
Importance of Selection Criteria



Importance of Purchase Motivation (by Functionality)

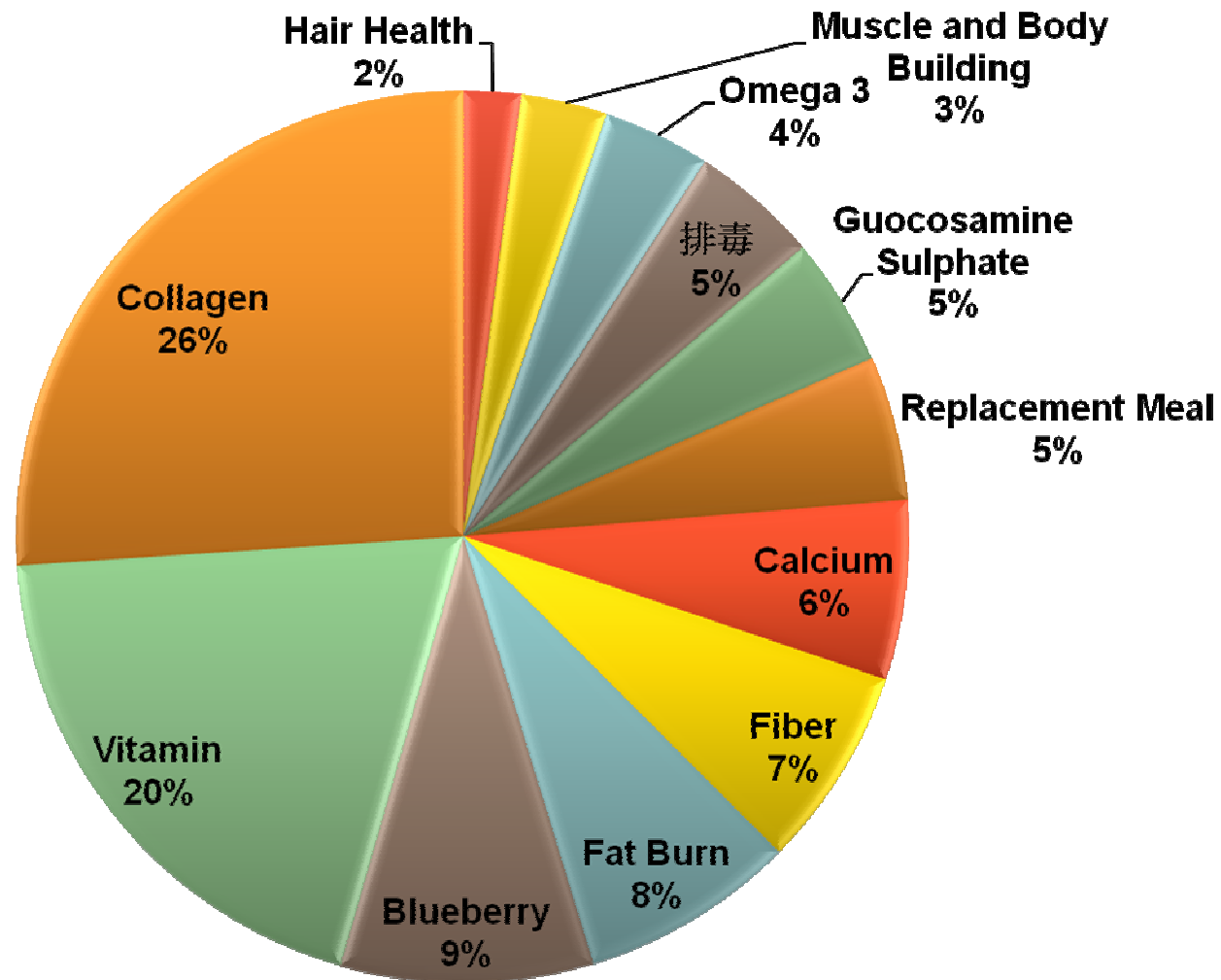


Monthly Spending by Dollar Amount



香港與內地營銷的發展趨勢

Monthly Spending by Product Type



香港與內地營銷的發展趨勢

Case Analysis - 3

Luxury wear product

Target market segment

- *White collar working female*

Key product attributes

- *Trendy and fashionable*
- *Work and casual use*
- *Prestige quality*
- *Affordable luxury*

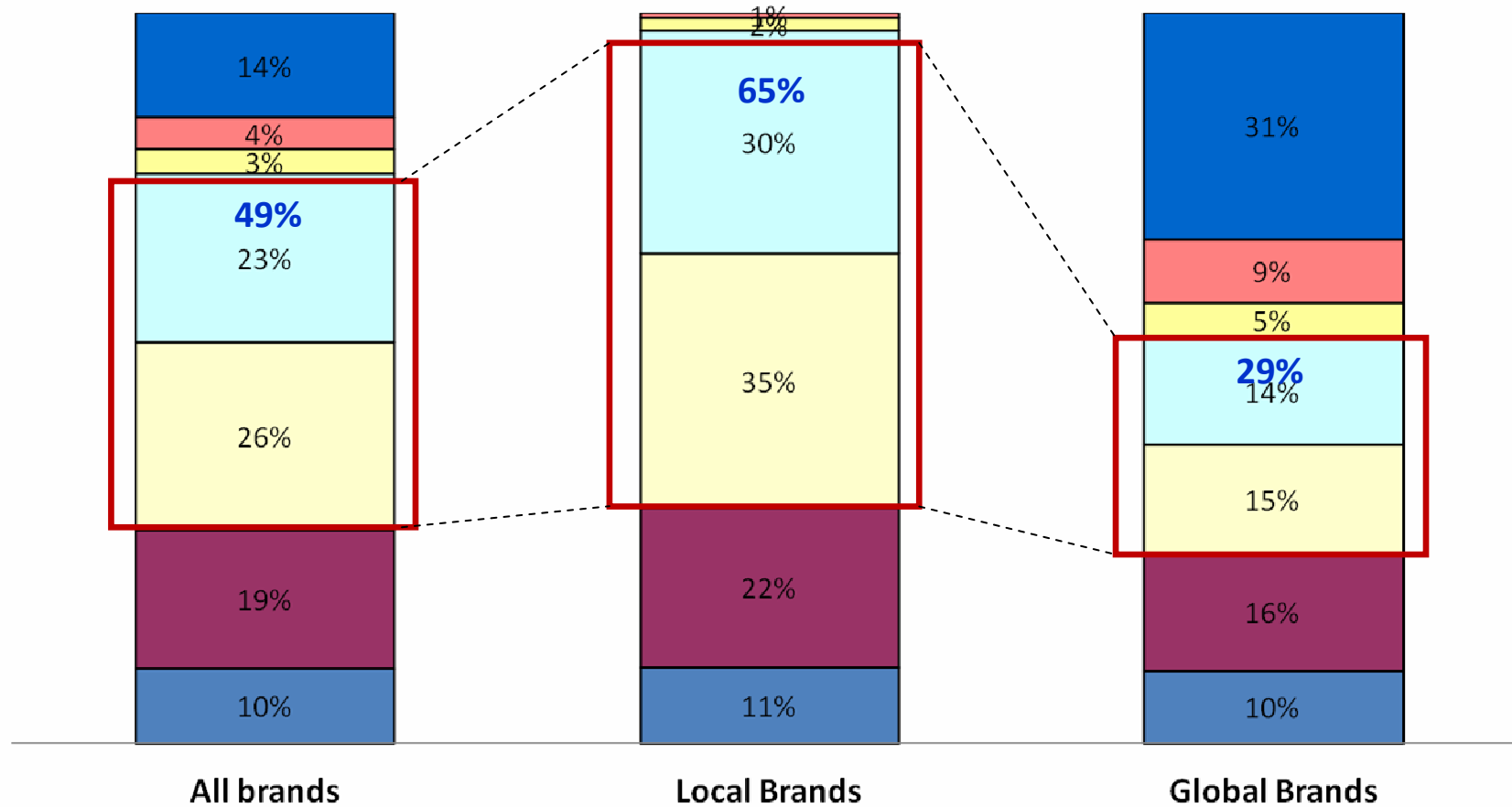
Geographic coverage

- *1st and 2nd tier cities of Mainland China*

Global vs. Local Brand – City 1

Recent Purchase Dollar Amount

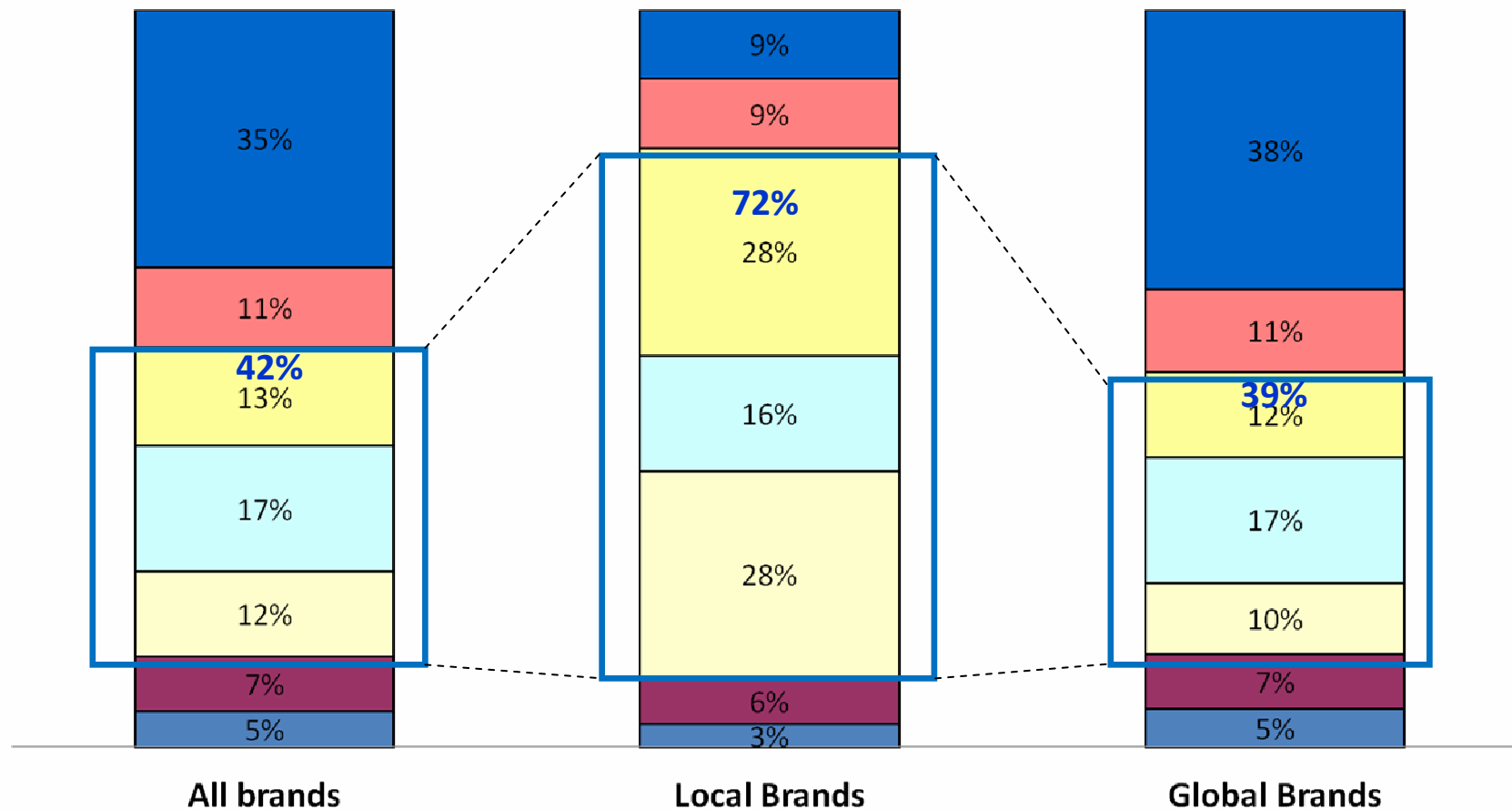
■ 1000以下 ■ 1000-1499 ■ 1500-1999 ■ 2000-2999 ■ 3000-3999 ■ 4000-4999 ■ 5000以上



Global vs. Local Brand – City 2

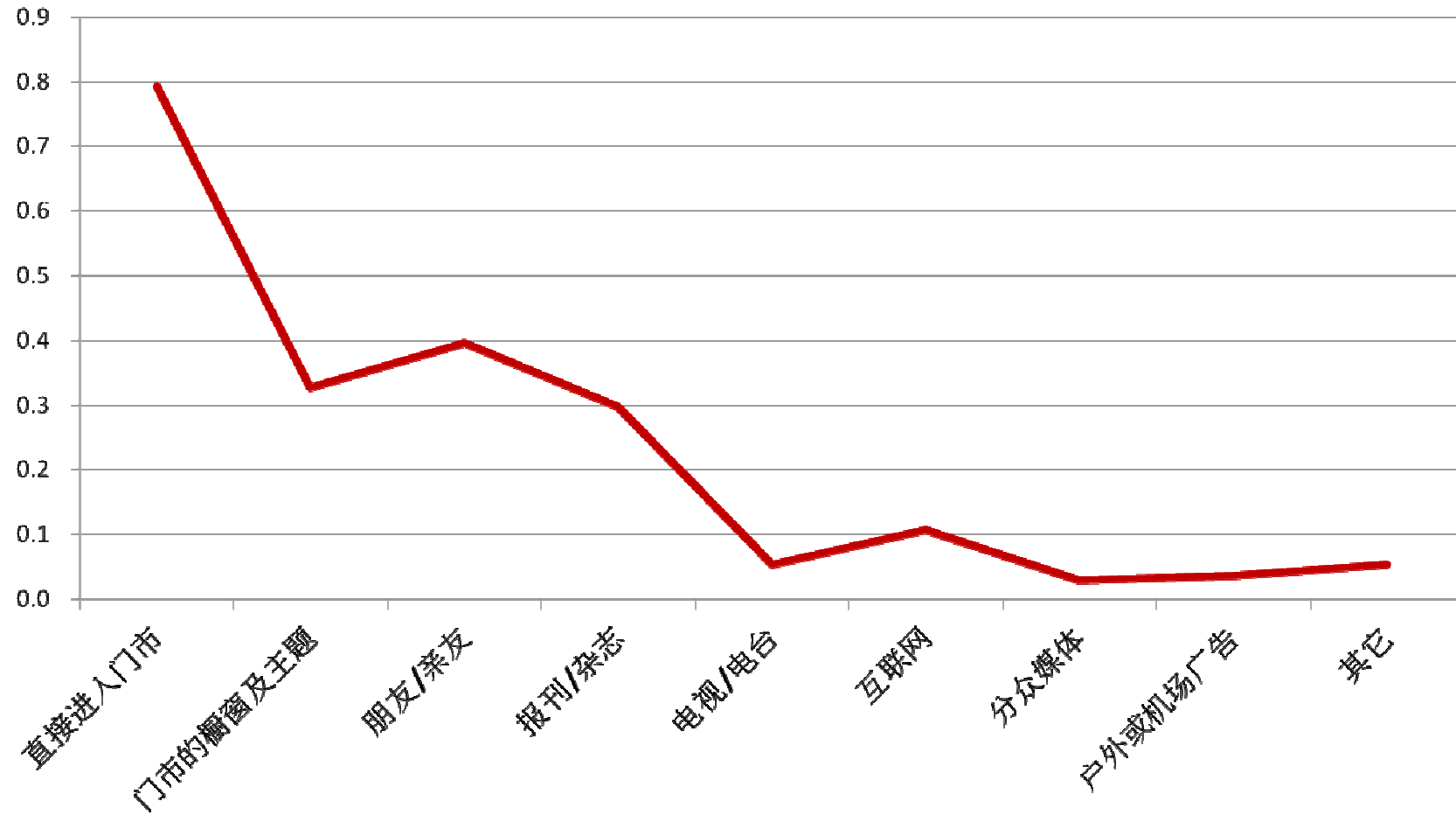
Recent Purchase Dollar Amount

■ 1000以下
 ■ 1000-1499
 ■ 1500-1999
 ■ 2000-2999
 ■ 3000-3999
 ■ 4000-4999
 ■ 5000以上



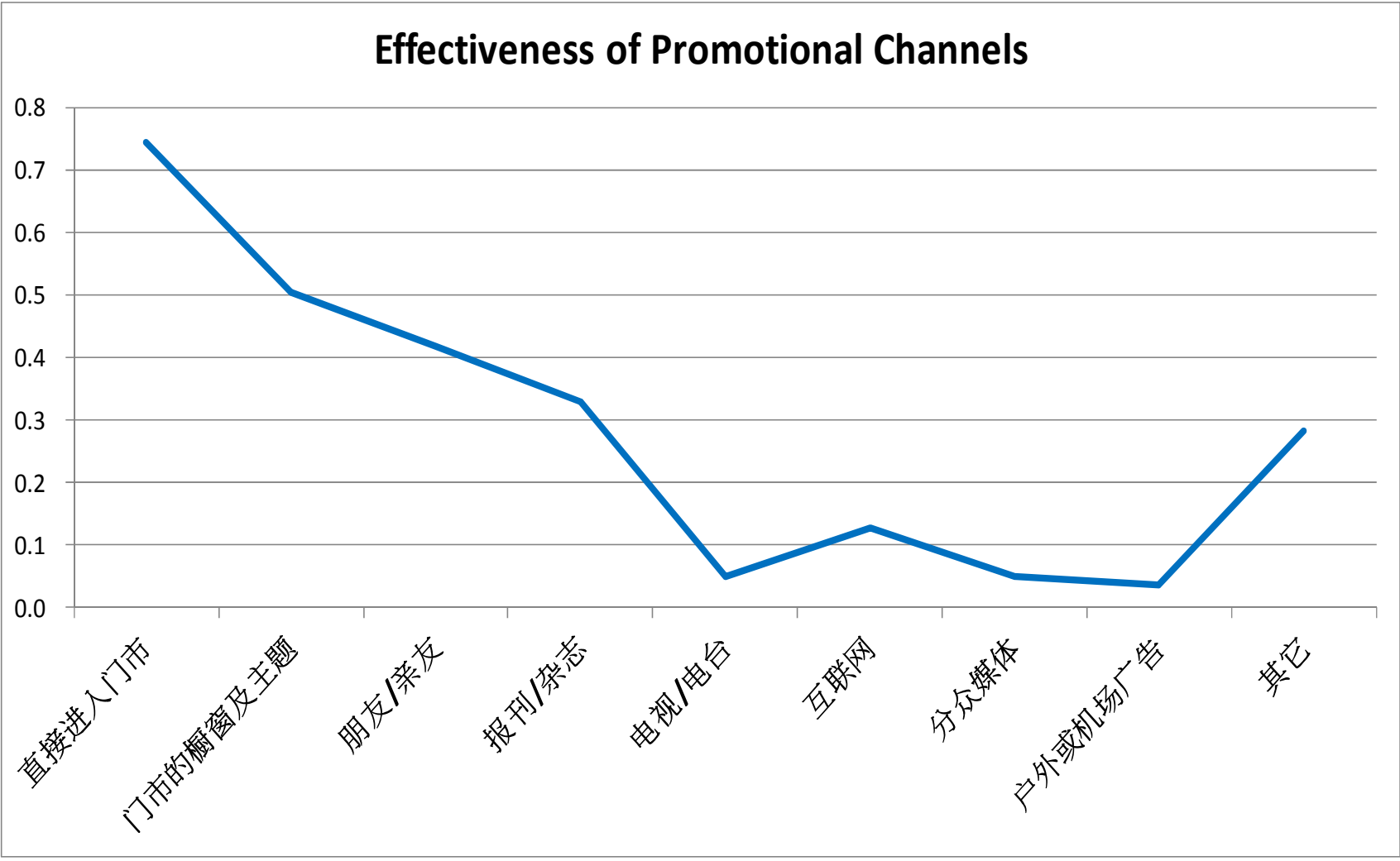
Global vs. Local Brand – City 1

Effectiveness of Promotional Channels

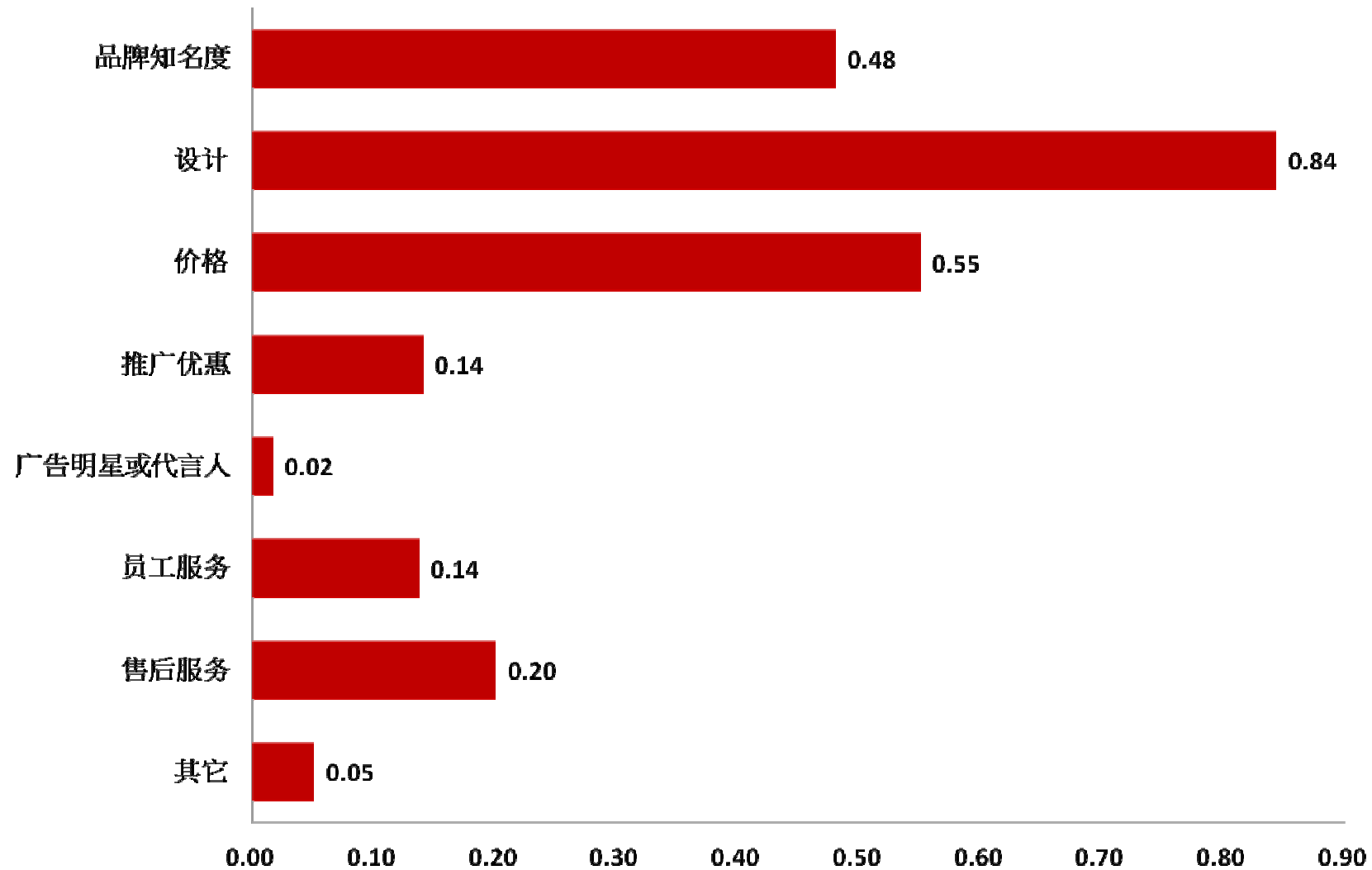


Global vs. Local Brand – City 2

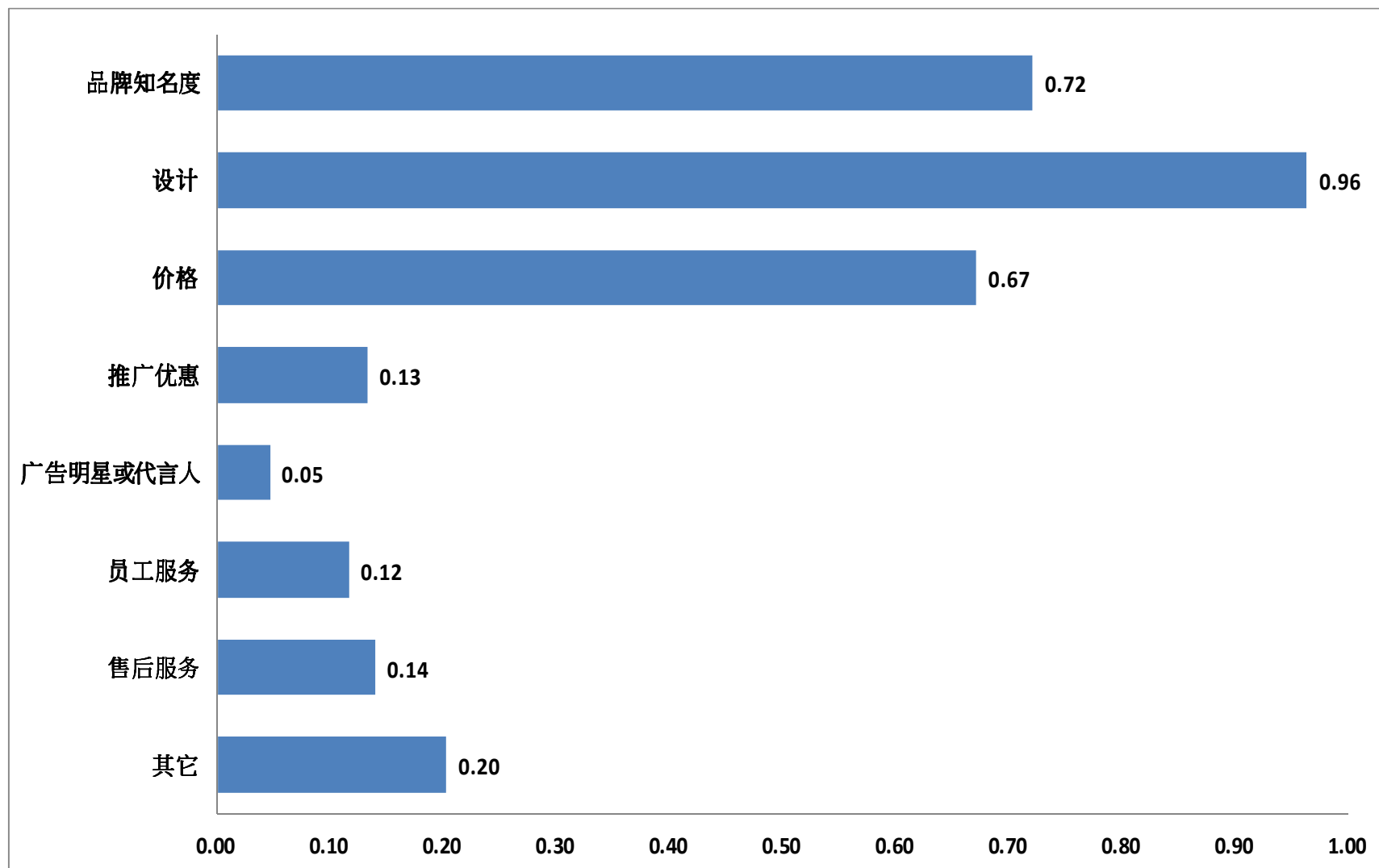
香港與內地營銷的發展趨勢



Global vs. Local Brand – City 1



Global vs. Local Brand – City 2



Global vs. Local Brand – City 1

| | Arousal rate (Desire to purchase / Interested) | Step-in rate (Stepping in outlets / Desire to purchase) | Action rate (Made a purchase / Stepping in outlets) |
|----------------------------------|--|---|---|
| Brand A | 56.00% | 75.30% | 32.90% |
| Brand B | 55.60% | 56.80% | 50.00% |
| Brand C | 72.10% | 83.70% | 51.20% |
| Brand D | 83.00% | 93.20% | 56.10% |
| Average for global brands | 66.68% | 77.25% | 47.55% |
| Brand W | 85.70% | 65.00% | 43.00% |
| Brand X | 84.10% | 87.40% | 62.70% |
| Brand Y | 62.50% | 85.00% | 52.90% |
| Brand Z | 76.30% | 82.20% | 48.60% |
| Average for local brands | 77.15% | 79.90% | 51.80% |

Global vs. Local Brand – City 2

| | Arousal rate (Desire to purchase / Interested) | Step-in rate (Stepping in outlets / Desire to purchase) | Action rate (Made a purchase / Stepping in outlets) |
|----------------------------------|--|---|---|
| Brand A | 61.70% | 68.50% | 41.90% |
| Brand B | 73.60% | 84.80% | 66.70% |
| Brand C | 63.60% | 55.10% | 48.10% |
| Brand D | 88.10% | 84.70% | 54.00% |
| Average for global brands | 71.75% | 73.28% | 52.68% |
| Brand W | 79.00% | 83.70% | 34.10% |
| Brand X | 73.80% | 67.70% | 33.30% |
| Brand Y | 88.90% | 50.00% | 50.00% |
| Brand Z | 60.00% | 80.00% | 50.00% |
| Average for local brands | 75.43% | 70.35% | 41.85% |

Case Analysis - 4

Financial service company

Target market segment

- *Mass consumers*

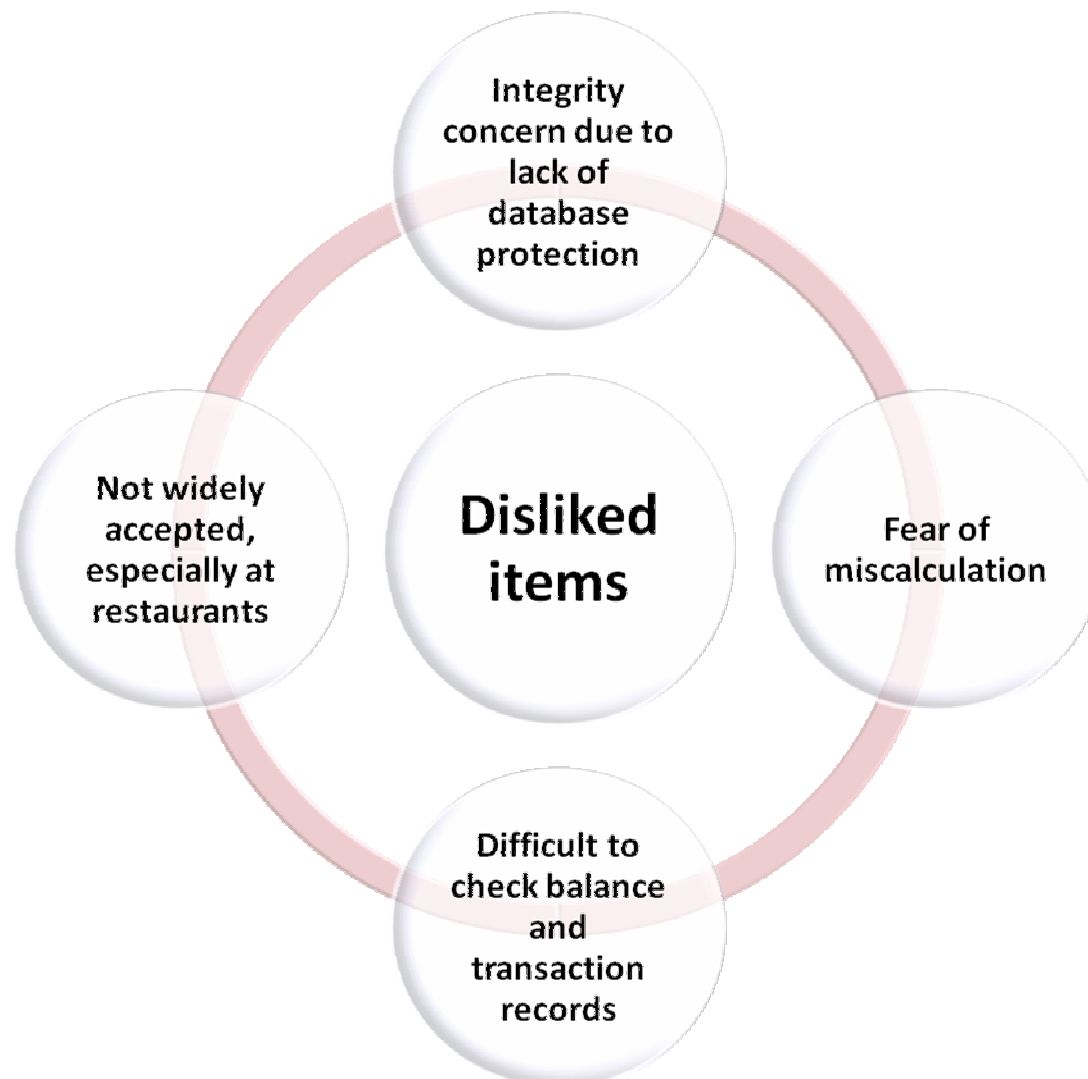
Key product attributes

- *Professional*
- *Innovative*
- *Credible*

Geographic coverage

- *Hong Kong*
- *Mainland China*

Customer Perception on Major Competitor



End of Presentation

Q&A Session