Pandemic and People's Consumption Behaviors
— Survey Report —

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Centre for Communication and Public Opinion Survey
The Chinese University of Hong Kong

領展
LINK
Link Asset Management Limited

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Executive Summary

Link has commissioned the Centre for communication and Public Opinion Survey at The Chinese University of Hong Kong to conduct a survey (hereafter "the Survey") on "Pandemic and People's Consumption Behaviors" to examine the following issues:

- Consumption situation of Hong Kong people
- Shopping mode of Hong Kong people
- Opinions of Hong Kong people towards consumption at physical stores
- Whether the pandemic has changed Hong Kong people's attitude and habits of consumption
- Opinions of Hong Kong people towards shopping malls

The Survey was conducted through telephone interview during 1-22 June 2022, which has successfully interviewed 1,005 Cantonese-speaking Hong Kong residents aged 15-75. The main survey results are summarized as follows:

Consumption situation of Hong Kong people

1. This Survey asked about the respondents' monthly expenditure on four types of products and services amidst the Covid-19 pandemic, which included (1) daily necessities, (2) non-essential goods, (3) food and catering services, and (4) leisure and entertainment services. Under the pandemic, the respondents were willing to spend more on daily necessities and food and catering services. Around half of the respondents (52.1%) had a monthly expenditure of HK$1,000 to HK$4,999 on daily necessities and around one third (32.1%) of respondents have spent HK$5,000 or above per month. Three-fifths (62.0%) of respondents had a monthly expenditure of HK$1,000 to HK$4,999 on food and catering services and one-tenth (10.0%) of respondents have spent HK$5,000 or above per month. Comparatively, the respondents have spent less on non-essential products and services. Over half of the respondents have spent less than HK$1,000 or even none on non-essential goods (50.8%) and leisure and entertainment services (81.7%).

2. When the pandemic subsides, close to three-fifths of the respondents said they would increase their expenditure on food and catering services (59.9%) and leisure and entertainment services (58.4%). At the same time, around three in ten respondents expected that their consumption of daily necessities (27.0%) and non-essential goods (35.1%) would increase. In addition, over half of the respondents (55.9%) said their overall consumption would increase when the pandemic subsides.

3. Although it has been difficult for people to travel outside amidst the pandemic, 67.9% of the respondents have not increased their consumption in Hong Kong, while three in ten (31.4%) respondents have increased their local consumption. Among the latter group of respondents, more people indicated they had bought more "food or beverages" (53.3%) and "groceries" (37.6%).

Shopping mode of Hong Kong people

4. Close to three in ten respondents (29.3%) have not shopped online even under the pandemic. Overall speaking, the ratio of online shopping to traditional shopping is around 30% (29.4%) to 70% (70.6%).

5. Six in ten (59.0%) respondents anticipated that there would be no change of their ratio of traditional shopping when the pandemic subsides, while close to four in ten (38.3%) respondents suggested an increase. Only a minority (2.2%) anticipated a decrease. However, over half of the respondents who visited physical stores less frequently under the pandemic had the desire to go back to traditional shopping again when the pandemic subsides.

Opinions of Hong Kong people towards consumption at physical stores

6. The Survey asked the respondents whether there are certain products that they preferred purchasing at physical stores rather than through the internet. Over half of the respondents selected "food or beverages" (57.5%) and "clothing or shoes" (53.2%). In addition, 20% to 30% of the respondents selected other products. Furthermore, 0.7% of the respondents said there is no product that they preferred purchasing at physical stores rather than through the internet.

7. With regard to whether online shopping could replace traditional shopping, more than two-fifths (43.1%) of the respondents answered "ordinary". In addition, around one-third (32.4%) of the respondents thought that online shopping could not be able to replace traditional shopping ("completely unable" or "somewhat unable"), which is more than those (22.4%) who thought that traditional shopping could be replaced ("completely able" and "somewhat able").

8. When doing traditional shopping, most respondents attached importance to "shopping experience" (51.9%), followed by "pricing" (39.3%), "product types" (32.4%) and "service quality" (29.2%). In addition, more than one-tenth of the respondents paid attention to "choice of brands" (18.1%), "hygiene" (17.1%) and "corporate image" (14.1%). Fewer respondents (2.4%) stressed on "hotspots for photography".

9. Seven in ten (71.0%) respondents tended to agree that (i.e. giving a score of 4 or 5) they "prefer[ed] selecting the products at physical stores before buying". Very few (5.2%) respondents disagreed with it (i.e. giving a score of 1 or 2). More than one-fifth (23.7%) gave a score of 3. Overall speaking, the mean score of this question is 4.02.

10. More than two-fifths (46.4%) of the respondents tended to agree that (i.e. giving a score of 4 or 5) "more stores have adopted electronic order and payment after the pandemic, which have made [them] felt more at ease to consume at physical stores." There is one-fifth (20.6%) of the respondents expressing disagreement (i.e. giving a score of 1 or 2) with this statement. In addition, around three in ten (31.4%) respondents gave a score of 3. Overall, the mean score of this question is 3.38.

11. When asked whether they would attach more importance to shopping experience compared to the past, over half (57.3%) of the respondents agreed with this saying (i.e. giving a score of 4 or 5). Only around one-tenth (11.7%) of the respondents expressed disagreement (i.e. giving a score of 1 or 2); and three in ten (30.2%) respondents gave a score of 3. The mean score of this question is 3.69.

12. When asked whether they would care about the stores' support for environmental protection and corporate social responsibilities, over half (56.7%) of the respondents

tended to agree with it (i.e. giving a score of 4 or 5). More than one-tenth (12.8%) of the respondents expressed disagreement (i.e. giving a score of 1 or 2), while around three in ten (29.8%) respondents gave a score of 3. The mean score of this question is 3.66.

Whether the pandemic has changed Hong Kong people's attitude and habits of consumption

13. Over one-third (36.0%) of the respondents suggested that their attitude of consumption had no change after experiencing the pandemic. Among those who said their attitude had changed, they have paid more attention to "pricing" (28.0%), which is followed by "hygiene" (25.6%), "convenience of consumption" (23.8%), "product or service quality" (23.7%) and "shopping experience" (17.3%). Fewer respondents said they have paid more attention to "brand" (7.2%).

14. Furthermore, over half (53.0%) of the respondents said the pandemic had not affected their consumption preferences, while over two-fifths (46.3%) of the respondents said there were changes – more respondents said they have bought more "groceries" (34.1%) and "food or beverages" (31.7%), but less "clothing or shoes" (27.8%).

Opinions of Hong Kong people towards shopping malls

15. Finally, the Survey asked about the respondents' opinions towards Hong Kong's shopping malls to learn about their consumption preferences. It first asked about what products the respondents would like to see more. More respondents would like to see more "groceries" (43.3%) and "food or beverages" (39.6%). However, fewer respondents would like to see more "cosmetics, beauty and body care products" (4.3%) and "jewelry, watches, or accessories" (3.6%). In addition, 15.2% of the respondents said there was no need for Hong Kong's shopping malls to add more products.

16. Regarding what services the respondents would like to see more, more respondents chose "indoor sports venues, such as those for ice skating, skiing or climbing, etc." (41.6%) and "leisure activities, such as handcraft workshop, or baking centres for parents and children, etc." (34.4%). Next, the respondents would like to see more "amusement parks" (25.1%), "cafes or new-style tea drink stores" (20.8%) and "restaurants or bars" (20.1%). In addition, over one-tenth (11.3%) of the respondents did not think that there is a need to add more services.

17. Regarding the sources of brand, more (73.2%) respondents would like to see more "Local brands", while fewer respondents would like to see more "Asian brands" (30.0%) and "Western brands" (26.4%). Furthermore, a tiny minority (6.2%) of the respondents thought that there is no need to add more sources of brands.

18. Over two-fifths of the respondents found experiential retail stores attractive ("very attractive" or "somewhat attractive") (43.9%) or "ordinary" (43.7%), while one-tenth (11.3%) found them unattractive ("not attractive at all" or "not quite attractive").

1. Introduction

Link has commissioned the Centre for communication and Public Opinion Survey at The Chinese University of Hong Kong to conduct a survey on "Pandemic and People's Consumption Behaviors" (hereafter "the Survey") to examine the following issues:

- Consumption situation of Hong Kong people
- Shopping mode of Hong Kong people
- Opinions of Hong Kong people towards consumption at physical stores
- Whether the pandemic has changed Hong Kong people's attitude and habits of consumption
- Opinions of Hong Kong people towards shopping malls

2. Survey Method

2.1 Survey Mode

This Survey was conducted by interviewers using the CATI (Computer-Assisted Telephone Interview) system.

2.2 Survey Period

The telephone interviews were conducted at night from 6:30 pm to 10:30 pm during 1-22 June 2022.

2.3 Target Respondents

Eligible interviewees were Cantonese-speaking Hong Kong residents aged between 15 and 75.

2.4 Questionnaire Design

The questionnaire was designed in Cantonese. Apart from the questions relating to personal information, the questionnaire contains 27 close-ended questions and 1 open-ended question. See the questionnaire in **Appendix 1**.

2.5 Sampling and Response Rate

This Survey has successfully interviewed 1,005 respondents, with 502 cases collected from landline phone and 503 cases from mobile phone. The response rate is 43%. Under a confidence level of 95%, the margin of errors is within +/-3.1%. The detailed explication of sampling method and calculation of response rate can be found in **Appendix 2**. In addition, the personal information of the respondents is outlined in **Appendix 3**.

2.6 Weighting

Before data analysis, all sample data were weighted according to the latest population data released by the Census and Statistics Department so as to ensure the representativeness of the sample data. The weighting factor was calculated according to the gender, age and education distributions of Hong Kong population aged 15-75. The pre-weighting and after-weighting data is attached in **Appendix 3**.

2.7 Data Analysis

In this report, the statistical results are presented in frequency, percentage and mean. Subgroup analyses were conducted to examine the differences of different social groups (the full results are presented in **Appendix 4**). Due to round-off, the addition of percentages of individual items may be different from the combined total percentages.

3. Survey Results

3.1 Consumption Situation of Hong Kong People

3.1.1 Monthly expenditure on products and services

First of all, this Survey asked about the respondents' monthly expenditure on four types of products and services amidst the Covid-19 pandemic. (Table 3.1.1)

With regard to the purchase of daily necessities such as food or household goods, etc., a tiny portion of respondents (1.8%) did not have relevant spending. Around one-tenth (9.0%) of respondents have spent less than HK$1,000 per month on purchasing daily necessities. Around half of the respondents (52.1%) had a monthly expenditure of HK$1,000 to HK$4,999. Around one third (32.1%) of respondents have spent HK$5,000 or above per month.

With regard to the purchase of non-essential goods, such as clothing, electronic products, entertainment or gaming products, etc., more than one-fifth (22.6%) did not have relevant spending. Around three in ten respondents (28.2%) have spent less than HK$1,000 per month on purchasing non-essential goods. Two-fifths (41.5%) of respondents had a monthly expenditure of HK$1,000 to HK$4,999. Only 5.8% of respondents have spent HK$5,000 or above per month.

With regard to food and catering services including dining-in and takeaway, less than one-tenth (6.9%) of respondents did not have relevant spending. Around one-fifth (19.8%) of respondents have spent less than HK$1,000 per month on food and catering services. Three-fifths (62.0%) of respondents had a monthly expenditure of HK$1,000 to HK$4,999. In addition, one-tenth (10.0%) of respondents have spent HK$5,000 or above per month.

Finally, with regard to leisure and entertainment services, such as arts and culture, sports, or media entertainment, etc., more than two-fifths (44.3%) of respondents did not have relevant spending. More than three-tenths (37.4%) of respondents have spent less than HK$1,000 per month on leisure and entertainment services. More than one-tenth (16.8%) of respondents had a monthly expenditure of HK$1,000 to HK$4,999. Only very few respondents (0.3%) have spent HK$5,000 or above per month.

Overall speaking, under the pandemic, the respondents have spent more on daily necessities and food and catering services, with 70% to 80% spending HK$1,000 or above on these items. However, over half (50% to 80%) of respondents have spent less (i.e. less than HK$1,000 or no spending at all) on non-essential goods and leisure and entertainment services.

Table 3.1.1: Existing monthly expenditure on products and services

	Daily necessities		**Non-essential goods**		**Food and catering services**		**Leisure and entertainment services**	
	Percentage		Percentage		Percentage		Percentage	
None	1.8		22.6		6.9		44.3	
HK$1–99	0.5		2.4		0.8		2.7	
HK$100–499	3.1	9.0	11.5	28.2	8.6	19.8	20.4	37.4
HK$500–999	5.3		14.4		10.4		14.3	
HK$1,000–1,999	9.5		21.1		23.7		12.3	
HK$2,000–2,999	13.9	52.1	12.8	41.5	16.4	62.0	3.2	16.8
HK$3,000–4,999	28.7		7.6		21.9		1.3	
HK$5,000–6,999	16.3		3.3		7.7		0.1	
HK$7,000–9,999	6.0	32.1	0.5	5.8	1.2	10.0	0.0	0.3
HK$10,000 or above	9.9		2.0		1.2		0.2	
No answer/ Refuse to answer	5.0		1.9		1.2		1.2	
Total (Sample size)	100.0 (1005)		100.0 (1005)		100.0 (1005)		100.0 (1005)	

Subgroup analysis

Subgroup analysis found that the following groups were significantly more willing to spend more on daily necessities (HK$5,000 or above per month) (See Appendix 4 – Table 1):

- People aged 35-54 (37.0%)
- People with educational level of Form 3 or below (35.2%)

Subgroup analysis found that the following groups were significantly more willing to spend more on non-essential goods (HK$5,000 or above per month) (See Appendix 4 – Table 2):

- People aged 15-34 (8.0%)
- People with tertiary education (7.9%)
- Employed persons (8.3%)
- People with monthly household income of HK$60,000 or above (16.2%)

Subgroup analysis found that the following groups were significantly more willing to spend more on food and catering services (HK$5,000 or above per month) (See Appendix 4 – Table 3):

- Males (12.5%)
- People aged 35-54 (12.4%)
- People with tertiary education (12.8%)
- Employed persons (12.7%)
- People with monthly household income of HK$60,000 or above (20.7%)

Subgroup analysis found that the following groups were significantly more willing to spend more on leisure and entertainment services (HK$1,000 or above per month) (See Appendix 4 – Table 4):

- Males (21.5%)
- People aged 15-34 (23.0%)
- People with tertiary education (25.5%)
- Employed persons (20.4%)
- People with monthly household income of HK$60,000 or above (27.0%)

3.1.2 Expected Change of Consumption When the Pandemic Subsides

Apart from understanding the existing consumption situation of the respondents, this Survey also asked them to evaluate whether their consumption would change when the pandemic subsides. (Table 3.1.2)

It is found that over half of the respondents expected that when the pandemic subsides, their consumption of daily necessities (64.7%) and non-essential goods (55.7%) would remain unchanged. At the same time, around three in ten respondents (27.0% and 35.1% respectively) expected that their consumption of these two items would increase. Less than one-tenth (7.2% and 8.0% respectively) of respondents expected that their consumption would decrease.

However, the respondents suggested that they would spend more on other items when the pandemic subsides. Close to three-fifths of the respondents said they would increase their expenditure on food and catering services (59.9%) and leisure and entertainment services (58.4%). A minority of respondents said their consumption of these two items would remain unchanged (34.6% and 37.5% respectively). Only very few respondents (5.0% and 2.9% respectively) expected their consumption would decrease.

All in all, over half of the respondents (55.9%) said their overall consumption would increase when the pandemic subsides. Close to two-fifths (38.8%) suggested no change, while only a small minority (3.9%) expected a decrease in consumption.

Table 3.1.2: Expected change of consumption when the pandemic subsides

	Daily necessities	**Non-essential goods**	**Food and catering services**	**Leisure and entertainment services**	**Overall consumption**
	Percentage	Percentage	Percentage	Percentage	Percentage
Increase	27.0	35.1	**59.9**	**58.4**	**55.9**
No change	**64.7**	**55.7**	34.6	37.5	38.8
Decrease	7.2	8.0	5.0	2.9	3.9
No answer/ Refuse to answer	1.0	1.2	0.5	1.2	1.3
Total (Sample size)	100.0 (1005)	100.0 (1005)	100.0 (1005)	100.0 (1005)	100.0 (1005)

Subgroup analysis

Subgroup analysis found that the following groups were significantly more willing to increase spending on daily necessities when the pandemic subsides (See Appendix 4 – Table 5):

- People aged 55-75 (31.4%)
- People with educational level of Form 3 or below (33.3%)
- Non-employed persons (32.0%)
- People with monthly household income of HK$29,999 or below (30.1%)

Subgroup analysis found that the following groups were significantly more willing to increase spending on non-essential goods when the pandemic subsides (See Appendix 4 – Table 6):

- People aged 35-54 (39.1%)

Subgroup analysis found that the following groups were significantly more willing to increase spending on food and catering services when the pandemic subsides (See Appendix 4 – Table 7):

- Females (64.1%)
- People aged 35-54 (62.8%)
- People with tertiary education (66.2%)
- People with monthly household income of HK$60,000 or above (71.7%)

Subgroup analysis found that the following groups were significantly more willing to increase spending on leisure and entertainment services when the pandemic subsides (See Appendix 4 – Table 8):

- People aged 15-34 (70.5%)
- People with tertiary education (73.5%)
- People with monthly household income of HK$60,000 or above (75.1%)

Subgroup analysis found that the following groups were significantly more willing to increase overall consumption when the pandemic subsides (See Appendix 4 – Table 9):

- People aged 35-54 (60.0%)
- People with tertiary education (59.8%)
- People with monthly household income of HK$60,000 or above (65.5%)

3.1.3 How the difficulty of travelling outside affect local consumption

While it has been difficult for people to travel outside amidst the pandemic, 67.9% of the respondents have not increased their consumption in Hong Kong. Only three in ten (31.4%) respondents have increased their local consumption. (Table 3.1.3a)

The respondents whose local consumption had increased were further asked about what kinds of products they had bought more. Most respondents suggested "food or beverages" (53.3%), followed by "groceries" (37.6%). In addition, 20% to 30% of the respondents suggested "clothing or shoes" (28.0%), "electronic products" (21.8%) and "outdoor activities or sports products" (18.7%). Fewer respondents said they have increased their consumption of "cosmetics, beauty and body care products" (12.7%), "trendy products or toy figures" (9.5%), "jewelry, watches, or accessories" (7.8%) and "other products" (3.7%). (Table 3.1.3b)

Table 3.1.3a: As traveling outside has become difficult currently due to the pandemic, have you increased your consumption in Hong Kong?

	Frequency	Percentage
Yes	316	31.4
No	682	67.9
No answer/ Refuse to answer	7	0.7
Total	1005	100.0

[For those who have increased their local consumption due to the difficulty of travelling outside]
Table 3.1.3b: Which of the following items have you bought more? 1. Food or beverages, 2. Clothing or shoes, 3. Jewelry, watches, or accessories, 4. Cosmetics, or beauty and body care products, 5. Electronic products, 6. Trendy products or toy figures, 7. Outdoor activities or sports products, 8. Groceries, 9. Others? You can choose more than one answer.

	Frequency	Percentage based on valid sample size
Food or beverages	168	53.3
Groceries	119	37.6
Clothing or shoes	89	28.0
Electronic products	69	21.8
Outdoor activities or sports products	59	18.7
Cosmetics, beauty and body care products	40	12.7
Trendy products or toy figures	30	9.5
Jewelry, watches, or accessories	24	7.8
Others (See Table 3.1.3c)	12	3.7
No answer/ Refuse to answer	3	1.1

Note: Valid sample size is 316. Because the respondents can choose more than one answer, therefore the total addition of percentages exceeds 100%.

Table 3.1.3c: Other types of products

	Frequency
Pandemic protective equipment	3
Leisure/ entertainment products	2
Healthcare products	2
Chinese medicine	1
Baby products	1
Car parts	1
Luxury products	1
All kinds of Japanese products	1

Subgroup analysis

Subgroup analysis found that the following groups were significantly more willing to increase local consumption due to the difficulty of travelling outside (See Appendix 4 – Table 10):

- People aged 15-34 (41.2%)
- People with tertiary education (38.4%)
- Employed persons (35.3%)
- People with monthly household income of HK$60,000 or above (43.3%)

Subgroup analysis found that the following groups were significantly more willing to increase spending on certain goods (See Appendix 4 – Table 11):

Food or beverages	• People with educational level of Form 3 or below (64.2%)
Clothing or shoes	------
Jewelry, watches, or accessories	------
Cosmetics, beauty, or healthcare products	• Females (22.0%)
Electronic products	• Males (28.9%) • People with tertiary education (31.4%)
Trendy products or toy figures	• Males (13.7%) • People aged 15-34 (16.3%)
Outdoor activities or sports products	• People with tertiary education (22.9%)
Groceries	• Females (44.9%)

3.2 Shopping Mode of Hong Kong People

3.2.1 Ratio of online shopping and traditional shopping

Online shopping has become increasingly popular in recent years. However, close to three in ten respondents (29.3%) have not shopped online even under the pandemic. In addition, more than three-fifths (63.7%) of the respondents have opted for traditional shopping more than online shopping (i.e. the ratio of traditional shopping is 51% or above), while over one-fifth (22.6%) of the respondents have opted for online shopping more than traditional shopping (i.e. the ratio of online shopping is 51% or above).

Overall speaking, the ratio of online shopping to traditional shopping is around 30% to 70%. That means, three out of ten times (29.4%) of consumption was through online shopping, while seven out of ten times (70.6%) was through traditional shopping. (Table 3.2.1)

Table 3.2.1: Ratio of online shopping and traditional shopping

	Online shopping		Traditional shopping	
	Percentage		Percentage	
0%	29.3		0.3	
1-10%	15.7	47.9	2.2	35.8
11-20%	8.3		5.3	
21-30%	7.0		9.7	
31-40%	3.4		5.0	
41-50%	13.5		13.6	
51-60%	4.7	22.6	3.0	63.7
61-70%	9.7		6.8	
71-80%	5.6		8.6	
81-90%	2.0		9.5	
91-100%	0.6		35.7	
No answer/ Refuse to answer	0.2		0.2	
Total (Sample size)	100.0 (1005)		100.0 (1005)	
Mean (Sample size)	29.4% (1003)		70.6% (1003)	

Note: "No answer/ Refuse to answer" are excluded from the calculation of the mean score.

Subgroup analysis

Subgroup analysis found that the following groups chose online shopping more frequently (See Appendix 4 – Table 12):

- People aged 15-34 (Mean: 43.7%)
- People with tertiary education (Mean: 39.2%)
- Employed persons (Mean: 35.2%)
- People with monthly household income of HK$60,000 or above (Mean: 41.5%)

Subgroup analysis found that the following groups chose traditional shopping more frequently (See Appendix 4 – Table 12):

- People aged 55-75 (Mean: 87.0%)
- People with educational level of Form 3 or below (Mean: 86.0%)
- Non-employed persons (Mean: 78.7%)
- People with monthly household income of HK$29,999 or below (Mean: 81.8%)

3.2.2 Expected change of traditional shopping when the pandemic subsides

The Survey also asked the respondents to anticipate the potential change of traditional shopping when the pandemic subsides. Overall speaking, six in ten (59.0%) respondents suggested that there would be no change, while close to four in ten (38.3%) respondents suggested an increase. Only a few respondents (2.2%) expected a decrease. (Table 3.2.2a)

In further analysis, among those who bought things from physical stores 50% of the times or less and among those who bought things online over 50% of the times, over half of them (50.1% and 53.3%) suggested that they would increase consumption at physical stores when the pandemic subsides. **In a nutshell, many people who visited physical stores less frequently under the pandemic had the desire to go back to traditional shopping again when the pandemic subsides.** (Table 3.2.2b)

Table 3.2.2a: When the pandemic subsides, how do you anticipate the change of your consumption at physical stores? Will there be an increase, a decrease, or no change?

	Frequency	Percentage
Increase	385	38.3
No change	539	**59.0**
Decrease	22	2.2
No answer/ Refuse to answer	5	0.5
Total	1005	100.0

Table 3.2.2b: When the pandemic subsides, how do you anticipate the change of your consumption at physical stores? Will there be an increase, a decrease, or no change? (Further analysis)

	Respondents who bought things online 51% of the times or more	**Respondents who bought things online 50% of the times or less**	**Respondents who bought things at physical stores 51% of the times or more**	**Respondents who bought things at physical stores 50% of the times or less**
	Percentage	Percentage	Percentage	Percentage
Increase	**53.3**	33.7	31.5	**50.1**
No change	43.3	**63.8**	**66.1**	46.8
Decrease	3.0	2.0	1.8	2.9
No answer/ Refuse to answer	0.4	0.5	0.6	0.2
Total (Sample size)	100.0 (227)	100.0 (776)	100.0 (640)	100.0 (362)

Subgroup analysis

Subgroup analysis found that the following groups more significantly anticipated themselves to visit physical stores more to buy things (See Appendix 4- Table 13):

- People with monthly household income of HK$60,000 or above (43.8%)

3.3 Opinions of Hong Kong People towards Consumption at Physical Stores

3.3.1 Types of products preferred to be bought at physical stores

The Survey asked the respondents whether there are certain products that they preferred purchasing at physical stores rather than through the internet. Over half of the respondents selected “food or beverages” (57.5%) and “clothing or shoes” (53.2%). In addition, 20% to 30% of the respondents selected “electronic products” (34.7%), “jewelry, watches, or accessories” (30.8%), “groceries” (30.7%), “cosmetics, beauty and body care products” (28.2%), “outdoor activities or sports products” (26.5) and “trendy products or toy figures” (21.4%).

Furthermore, 0.7% of the respondents said there is no product that they preferred purchasing at physical stores rather than through the internet. Besides, 4.9% of the respondents had no answer/ refused to answer (Table 3.3.1)

Table 3.3.1: Which of the following products do you prefer purchasing at physical stores rather than through the internet? 1. Food or beverages, 2. Clothing or shoes, 3. Jewelry, watches, or accessories, 4. Cosmetics, or beauty and body care products, 5. Electronic products, 6. Trendy products or toy figures, 7. Outdoor activities or sports products, 8. Groceries, 9. Others? You can choose more than one answer.

	Frequency	Percentage based on valid sample size
Food or beverages	578	57.5
Clothing or shoes	534	53.2
Electronic products	349	34.7
Jewelry, watches, or accessories	310	30.8
Groceries	308	30.7
Cosmetics, beauty and body care products	284	28.2
Outdoor activities or sports products	267	26.5
Trendy products or toy figures	215	21.4
Others (e.g. books or medicine)	3	0.3
None	7	0.7
No answer/ Refuse to answer	49	4.9

Note: Valid sample size is 1,005. Because the respondents can choose more than one answer, therefore the total addition of percentages exceeds 100%.

Subgroup analysis

Subgroup analysis found that the following groups would more significantly visit physical stores to buy certain products (See Appendix 4 – Table 14):

Food or beverages	• Non-employed persons (62.3%) • People with monthly household income of HK$29,999 or below (62.3%)
Clothing or shoes	• People with tertiary education (61.1%) • People with monthly household income of HK$60,000 or above (57.5%)
Jewelry, watches, or accessories	• People aged 35-54 (36.4%) • People with tertiary education (37.3%) • Employed persons (34.2%) • People with monthly household income of HK$60,000 or above (38.6%)
Cosmetics, beauty, or healthcare products	• Females (34.1%) • People aged 35-54 (32.6%) • People with tertiary education (34.0%)
Electronic products	• People with tertiary education (39.5%)
Trendy products or toy figures	• Males (24.6%) • People with tertiary education (25.6%)
Outdoor activities or sports products	• People with tertiary education (30.5%)
Groceries	• People aged 55-75 (35.2%) • Non-employed persons (34.9%) • People with monthly household income of HK$29,999 or below (35.2%)
None	---------

3.3.2 Whether traditional shopping would be replaced

With regard to whether online shopping could replace traditional shopping, more than two-fifths (43.1%) of the respondents answered "ordinary". In addition, around one-third (32.4%) of the respondents thought that online shopping could not be able to replace traditional shopping ("completely unable" or "somewhat unable"), which is more than those (22.4%) who thought that traditional shopping could be replaced ("completely able" and "somewhat able"). Some (2.1%) respondents had no answer/ refused to answer. (Table 3.3.2)

Table 3.3.2: Do you think online shopping could be able to replace traditional shopping? Is it completely able, somewhat able, ordinary, somewhat unable, or completely unable?

	Frequency	Percentage	
Completely able	22	2.2	22.4
Somewhat able	203	20.2	
Ordinary	433	43.1	
Somewhat unable	164	16.4	32.4
Completely unable	161	16.0	
No answer/ Refuse to answer	21	2.1	
Total	1005	100.0	

Subgroup analysis

Subgroup analysis found that the following groups were more significantly of the view that traditional shopping could not be replaced by online shopping (See Appendix 4 – Table 15):

- People aged 55-75 (40.2%)
- People with educational level of Form 3 or below (35.5%)
- Non-employed persons (37.3%)
- People with monthly household income of HK$29,999 or below (37.7%)

3.3.3 Most important elements of traditional shopping

When doing traditional shopping, around half (51.9%) of the respondents attached the most importance to “shopping experience”, such as having the opportunity to try the products. Then, close to two-fifths (39.3%) of the respondents most stressed on “pricing”; and around three in ten respondents emphasized on “product types” (32.4%) and “service quality” (29.2%) the most. More than one-tenth of the respondents paid most attention to “choice of brands” (18.1%), “hygiene” (17.1%) and “corporate image” (14.1%). Fewer respondents (2.4%) stressed on “have hotspots for photography”. Moreover, a minority (2.4%) of the respondents had no answer/ refused to answer. (Table 3.3.3)

Table 3.3.3: Which of the following elements are the most important when you visit a physical store to purchase products? 1. Product types, 2. Choice of brands, 3. Pricing, 4. Service quality, 5. Hygiene, 6. Hotspots for photography, 7. Shopping experience, such as having the opportunity to try the products, 8. Corporate image, such as whether the companies are eco-friendly or have fulfilled social responsibilities? You can choose up to three answers.

	Frequency	Percentage based on valid sample size
Shopping experience	522	51.9
Pricing	395	39.3
Product types	326	32.4
Service quality	293	29.2
Choice of brands	181	18.1
Hygiene	172	17.1
Corporate image	142	14.1
Hotspots for photography	24	2.4
No answer/ Refuse to answer	24	2.4

Note: Valid sample size is 1,005. Because the respondents can choose more than one answer, therefore the total addition of percentages exceeds 100%.

Subgroup analysis

Subgroup analysis found that the following groups would significantly pay more attention to certain elements when doing traditional shopping (See Appendix 4 – Table 16):

Product types	• People aged 55-75 (36.1%) • People with educational level of Form 3 or below (39.3%)
Choice of brands	-------
Pricing	• People aged 55-75 (43.7%) • People with educational level of Form 3 or below (43.8%) • Non-employed persons (47.9%) • People with monthly household income of HK$29,999 or below (46.5%)
Service quality	• Females (32.4%)
Hygiene	• Females (20.0%)
Hotspots for photography	--------
Shopping experience	• People aged 15-34 (59.0%) • People with tertiary education (65.6%) • Employed persons (56.4%) • People with monthly household income of HK$60,000 or above (65.5%)
Corporate image	----------

3.3.4 Whether would prefer selecting products at physical stores before buying

The Survey further asked about the respondents' opinions and experiences of traditional shopping at physical stores. Specifically, they were asked to evaluate a set of statements about traditional shopping on a scale of 1-5, with 1 representing "strongly disagree" and 5 representing "strongly agree".

First of all, seven in ten (71.0%) respondents tended to agree that (i.e. giving a score of 4 or 5) they "prefer[ed] selecting the products at physical stores before buying". Very few (5.2%) respondents disagreed with it (i.e. giving a score of 1 or 2). More than one-fifth (23.7%) gave a score of 3. Overall speaking, the mean score of this question is 4.02, which revealed that the respondents preferred selecting the products at physical stores before purchase. (Table 3.3.4)

Table 3.3.4: "Overall speaking, you prefer selecting the products at physical stores before buying." Do you agree? What is your score on a scale of 1-5?

	Frequency	Percentage	
1 Strongly disagree	19	1.9	5.2
2	33	3.3	
3	238	23.7	
4	336	33.5	71.0
5 Strongly agree	377	37.5	
No answer/ Refuse to answer	1	0.1	
Total	1005	100.0	
Mean (Sample size): 4.02 (1004)			

Note: "No answer/ Refuse to answer" are excluded from the calculation of the mean score.

Subgroup analysis

Subgroup analysis found that the following groups significantly much more preferred selecting products at physical stores before buying (See Appendix 4 – Table 17):

- Females (Mean: 4.10)
- People aged 55-75 (Mean: 4.12)
- Non-employed persons (Mean: 4.10)
- People with monthly household income of HK$29,999 or below (Mean: 4.11)

3.3.5 Whether electronic order and payment would make people feel more at ease to consume

Next, more than two-fifths (46.4%) of the respondents tended to agree that (i.e. giving a score of 4 or 5) “more stores have adopted electronic order and payment after the pandemic, which have made [them] felt more at ease to consume at physical stores”. There is one-fifth (20.6%) of the respondents expressing disagreement (i.e. giving a score of 1 or 2) with this statement. In addition, around three in ten (31.4%) respondents gave a score of 3. Overall, the mean score of this question is 3.38. (Table 3.3.5)

Table 3.3.5: “More stores have adopted electronic order and payment after the pandemic, which have made you felt more at ease to consume at physical stores.” Do you agree? What is your score on a scale of 1-5?

	Frequency	Percentage	
1 Strongly disagree	95	9.5	20.6
2	111	11.1	
3	316	31.4	
4	254	25.3	46.4
5 Strongly agree	211	21.0	
No answer/ Refuse to answer	17	1.7	
Total	1005	100.0	
Mean (Sample size): 3.38 (988)			

Note: “No answer/ Refuse to answer” are excluded from the calculation of the mean score.

Subgroup analysis

Subgroup analysis found that the following groups more significantly agreed that electronic order and payment would make people feel more at ease to consume at physical stores (See Appendix 4 – Table 18):

- People aged 35-54 (Mean: 3.50)

3.3.6 Whether would attach more importance to shopping experience

As discussed above, shopping experience was a relatively more important element of traditional shopping. When asked whether they would attach more importance to shopping experience compared to the past, over half (57.3%) of the respondents agreed with this saying (i.e. giving a score of 4 or 5). Only around one-tenth (11.7%) of the respondents expressed disagreement (i.e. giving a score of 1 or 2); and three in ten (30.2%) respondents gave a score of 3. In addition, overall speaking, the mean score of this question is 3.69. (Table 3.3.6)

Table 3.3.6: "Compared to the past, you would attach more importance to shopping experience when consuming at physical stores." Do you agree? What is your score on a scale of 1-5?

	Frequency	Percentage	
1 Strongly disagree	40	4.0	11.7
2	77	7.7	
3	303	30.2	
4	310	30.8	57.3
5 Strongly agree	267	26.5	
No answer/ Refuse to answer	8	0.8	
Total	1005	100.0	
Mean (Sample size): 3.69 (997)			

Note: "No answer/ Refuse to answer" are excluded from the calculation of the mean score.

Subgroup analysis

Subgroup analysis found that the following groups more significantly agreed that they would attach more importance to shopping experience when consuming at physical stores (See Appendix 4 – Table 19):

- People aged 55-75 (Mean: 3.79)

3.3.7 Whether would attach importance to the stores' support for environmental protection and corporate social responsibilities

As discussed above, corporate image was a relatively less important element of traditional shopping. However, it does not mean that the respondents did not attach importance to it in consumption. When asked whether they would care about the stores' support for environmental protection and corporate social responsibilities, over half (56.7%) of the respondents tended to agree with it (i.e. giving a score of 4 or 5). More than one-tenth (12.8%) of the respondents expressed disagreement (i.e. giving a score of 1 or 2), while around three in ten (29.8%) respondents gave a score of 3. Overall speaking, the mean score of this question is 3.66. (Table 3.3.7)

Table 3.3.7: "When you consume at physical stores, you would attach importance to whether the stores support environmental protection and corporate social responsibilities." Do you agree? What is your score on a scale of 1-5?

	Frequency	Percentage	
1 Strongly disagree	43	4.3	12.8
2	85	8.5	
3	300	29.8	
4	307	30.6	56.7
5 Strongly agree	263	26.2	
No answer/ Refuse to answer	7	0.7	
Total	1005	100.0	
Mean (Sample size): 3.66 (998)			

Note: "No answer/ Refuse to answer" are excluded from the calculation of the mean score.

Subgroup analysis

Subgroup analysis found that the following groups more significantly agreed that they would attach importance to whether the stores support environmental protection and corporate social responsibilities when consuming at physical stores (See Appendix 4 – Table 20):

- Females (Mean: 3.78)
- People aged 55-75 (Mean: 3.84)
- People with educational level of Form 3 or below (Mean: 3.96)
- Non-employed persons (Mean: 3.79)
- People with monthly household income of HK$29,999 or below (Mean: 3.80)

3.4 Whether the Pandemic has Changed Hong Kong People's Attitude and Habits of Consumption

3.4.1 Whether the pandemic has changed Hong Kong people's overall attitude of consumption

The pandemic has lasted for a very long time. The Survey asked the respondents about whether their overall attitude of consumption has changed after experiencing the pandemic. Over one-third (36.0%) of the respondents suggested that their attitude of consumption had no change.

Among those who said their attitude had changed, they have paid more attention to "pricing" (28.0%), which is followed by "hygiene" (25.6%), "convenience of consumption" (23.8%), "product or service quality" (23.7%) and "shopping experience" (17.3%). Fewer respondents said they have paid more attention to "brand" (7.2%). (Table 3.4.1)

Table 3.4.1: After experiencing the pandemic, have there been any changes to your overall conception of consumption? More specifically, have you paid more attention to the following elements compared to the past? 1. Product or service quality, 2. Brand, 3. Pricing, 4. Convenience of consumption, 5. Hygiene, 6. Shopping experience, or no change? You can choose more than one answer.

	Frequency	Percentage based on valid sample size
Pricing	281	28.0
Hygiene	258	25.6
Convenience of consumption	239	23.8
Product or service quality	238	23.7
Shopping experience	174	17.3
Brand	73	7.2
Others	0	0.0
No change	361	36.0
No answer/ Refuse to answer	6	0.6

Note: Valid sample size is 1,005. Because the respondents can choose more than one answer, therefore the total addition of percentages exceeds 100%.

Subgroup analysis

Subgroup analysis found that the following groups more significantly agreed that they have paid more attention to certain elements of consumption compared to the past (See Appendix 4 – Table 21):

Product or service quality	• Females (26.8%) • People aged 35-54 (26.7%)
Brand	-------
Pricing	• People aged 55-75 (32.1%) • People with educational level of Form 3 or below (34.5%) • People with monthly household income of HK$29,999 or below (34.2%)
Convenience of consumption	• People aged 35-54 (29.8%) • People with tertiary education (31.3%) • People with monthly household income of HK$60,000 or above (29.4%)
Hygiene	• Females (31.3%) • People aged 35-54 (28.3%)
Shopping experience	• People aged 35-54 (23.2%) • People with tertiary education (22.5%) • Employed persons (20.6%) • People with monthly household income of HK$60,000 or above (23.2%)
No change	• Males (40.7%) • People aged 15-34 (44.3%)

3.4.2 Whether the pandemic has changed Hong Kong people's consumption preferences

In addition, the Survey has also tried to understand whether the pandemic has changed Hong Kong people's habits of consumption. Over half (53.0%) of the respondents said the pandemic had not affected their consumption preferences, while over two-fifths (46.3%) of the respondents said there were changes. Furthermore, 0.6% of the respondents had no answer/ refused to answer. (Table 3.4.2a)

Respondents who indicated changes were further asked what kinds of products they had bought more/ less after experiencing the pandemic. More respondents said they have bought more "groceries" (34.1%) and "food or beverages" (31.7%), while at the same time close three in ten (27.8%) respondents said they have bought less "clothing or shoes". (Table 3.4.2b)

All in all, more than a quarter (26.1%) of the respondents said they have bought more products after experiencing the pandemic, which is consistent with the above-discussed finding that there was around 30% of the respondents who had increase their local consumption because of their difficulty of traveling outside. In addition, there was around one-tenth of the respondents who said they have bought certain products more but other products less after experiencing the pandemic (9.7%), and also another one-tenth of the respondents who have bought certain products less (9.6%) after the pandemic. (Table 3.4.2d)

Table 3.4.2a: After experiencing the pandemic, have there been any changes to your consumption preferences? More specifically, have you bought certain products for more/ less?

	Frequency	Percentage
Yes	466	46.3
No	533	53.0
No answer/ Refuse to answer	6	0.6
Total	1005	100.0

[For those whose consumption preferences have changed]
Table 3.4.2b: Please tell us what kinds of products you have bought more/ less.

	Frequency	Percentage based on valid sample size
Types of products that were bought more		
Groceries	159	**34.1**
Food or beverages	148	**31.7**
Clothing or shoes	30	6.4
Electronic products	23	5.0
Trendy products or toy figures	12	2.5
Cosmetics, beauty and body care products	11	2.3
Jewelry, watches, or accessories	5	1.1
Outdoor activities or sports products	4	1.0
Others (See Table 3.4.2c)	79	16.9

Note: Valid sample size is 446. Because the respondents can choose more than one answer, therefore the total addition of percentages exceeds 100%.

[For those whose consumption preferences have changed]
Table 3.4.2b: Please tell us what kinds of products you have bought more/ less. (Continued)

	Frequency	Percentage based on valid sample size
Types of products that were bought less		
Clothing or shoes	130	**27.8**
Electronic products	28	6.0
Food or beverages	26	5.5
Jewelry, watches, or accessories	25	5.3
Cosmetics, beauty and body care products	24	5.2
Groceries	15	3.1
Trendy products or toy figures	11	2.4
Outdoor activities or sports products	10	2.1
Others (See Table 3.4.2c)	12	2.6
Difficult to tell	9	1.9
No answer/ Refuse to answer	0	0.0

Note: Valid sample size is 446. Because the respondents can choose more than one answer, therefore the total addition of percentages exceeds 100%.

Table 3.4.2c: Other products that were bought more/ less

	Frequency
Products that were bought more	
Pandemic protective equipment	63
Healthcare products	7
Medicine	5
Books	2
Leisure/ entertainment products	1
Car parts	1
Products that were bought less	
Luxury products	3
Travel products	3
Leisure/ entertainment products	3
Pandemic protective equipment	1
Bought less products but could not tell which types of products	2

[For those whose consumption preferences have changed]
Table 3.4.2d: Please tell us what kinds of products you have bought more/ less. (Aggregate)

	Percentage	Valid percentage
Bought more products	56.4	26.1
Bought less products	20.8	9.6
Bought certain products more, but other products less	20.8	9.7
Difficult to tell	1.9	0.9
No need to answer this question	--	53.7
Total (Sample size)	100.0 (466)	100.0 (1005)

Subgroup analysis

Subgroup analysis found that the following groups more significantly have changed their consumption preferences after experiencing the pandemic (See Appendix 4 – Table 22):

- Females (50.9%)
- People with tertiary education (47.2%)

Subgroup analysis found that the following groups more significantly have changed their consumption preferences in the following ways after experiencing the pandemic (See Appendix 4 – Table 23):

Bought more	Food or beverages	----------
	Clothing or shoes	----------
	Jewelry, watches, or accessories	----------
	Cosmetics, beauty, healthcare products	----------
	Electronic products	• Males (8.1%) • People aged 15-34 (11.0%) • People with tertiary education (8.4%)
	Trendy products or toy figures	• People aged 15-34 (8.0%)
	Outdoor activities or sports products	----------
	Groceries	• People with tertiary education (40.1%)
Bought less	Food or beverages	---------
	Clothing or shoes	• Females (33.7%)
	Jewelry, watches, or accessories	---------
	Cosmetics, beauty, healthcare products	• Females (8.7%)
	Electronic products	---------
	Trendy products or toy figures	---------
	Outdoor activities or sports products	---------
	Groceries	• People with educational level of Form 3 or below (6.5%)

3.5 Opinions of Hong Kong People towards Shopping Malls

3.5.1 What products would like to see more

Finally, the Survey asked about the respondents' opinions towards Hong Kong's shopping malls to learn about their consumption preferences.

It first asked about what products the respondents would like to see more. More respondents (around two-fifths) would like to see more "groceries" (43.3%) and "food or beverages" (39.6%). Then, around one-tenth to one-fifth of the respondents would like to see more "outdoor activities or sports products" (18.1%), "clothing or shoes" (16.1%), "electronic products" (12.1%) and "trendy products or toy figures" (10.0%). Comparatively, fewer respondents would like to see more "cosmetics, beauty and body care products" (4.3%) and "jewelry, watches, or accessories" (3.6%). In addition, 15.2% of the respondents said there was no need for Hong Kong's shopping malls to add more products. (Table 3.5.1a)

Table 3.5.1a: Which of the following products would you like to see more in the shopping malls or places in Hong Kong? 1. Food or beverages, 2. Clothing or shoes, 3. Jewelry, watches or accessories, 4. Cosmetics, beauty and body care products, 5. Electronic products, 6. Trendy products or toy figures, 7. Outdoor activities or sports products, 8. Groceries, 9. Others? You can choose more than one answer.

	Frequency	Percentage based on valid sample size
Groceries	435	43.3
Food or beverages	398	39.6
Outdoor activities or sports products	182	18.1
Clothing or shoes	162	16.1
Electronic products	121	12.1
Trendy products or toy figures	100	10.0
Cosmetics, beauty and body care products	43	4.3
Jewelry, watches, or accessories	36	3.6
Others (See Table 3.5.1b)	46	4.5
No need to add more products	153	15.2
No answer/ Refuse to answer	16	1.6

Note: Valid sample size is 1,005. Because the respondents can choose more than one answer, therefore the total addition of percentages exceeds 100%.

Table 3.5.1b: Other products

	Frequency
Book stores	14
Small shops (not chain stores)	7
Hong Kong-style/ locally-designed products	4
Cultural/ arts products	4
Nostalgic/ traditional products	3
Pet products	2
Environmental-friendly products	2
Boutiques	2

Table 3.5.1b: Other products (Continued)

	Frequency
Pandemic protective equipment	2
CD and audio-visual products	2
Healthcare products	1
Organic products	1
Child products	1
Self-made or old-style products, such as stationery stores	1
Medicine	1
Stores that sell foreign products	1

Subgroup analysis

Subgroup analysis found that the following groups significantly would like to see certain products more (See Appendix 4 – Table 24):

Food or beverages	• Females (42.9%) • People aged 55-75 (45.9%) • People with educational level of Form 3 or below (43.6%) • People with monthly household income of HK$29,999 or below (48.6%)
Clothing or shoes	----------
Jewelry, watches, or accessories	• Employed persons (4.9%) • People with monthly household income of HK$60,000 or above (6.5%)
Cosmetics, beauty, or healthcare products	----------
Electronic products	• Males (18.3%) • People aged 15-34 (16.7%) • People with tertiary education (16.3%) • People with monthly household income of HK$60,000 or above (16.7%)
Trendy products or toy figures	• Males (13.6%) • People aged 15-34 (14.5%) • People with tertiary education (12.0%) • Employed persons (12.3%) • People with monthly household income of HK$60,000 or above (14.0%)
Outdoor activities or sports products	• Males (21.5%) • People with tertiary education (22.1%) • People with monthly household income of HK$30,000-59,999 (24.4%)
Groceries	• Females (48.6%)
No need to add more products	• People aged 35-54 (17.1%)

3.5.2 What services would like to see more

Next, the Survey asked about what services the respondents would like to see more. More respondents would like to see more "indoor sports venues, such as those for ice skating, skiing or climbing, etc." (41.6%) and "leisure activities, such as handcraft workshop, or baking centres for parents and children, etc." (34.4%). Over one-fifth of the respondents would like to see more "amusement parks" (25.1%), "cafes or new-style tea drink stores" (20.8%) and "restaurants or bars" (20.1%) respectively. In addition, over one-tenth (11.3%) of the respondents did not think that there is a need to add more services. (Table 3.5.2a)

Table 3.5.2a: Which of the following services would you like to see more in the shopping malls or places in Hong Kong? 1. Restaurants or bars, 2. Cafes or new-style tea drink stores, 3. Indoor sports venues, such as those for ice skating, skiing, or climbing, etc., 4. Leisure activities, such as handcraft workshop, or baking centres for parents and children, etc., 5. Amusement parks for parents and children, 6. Others? You can choose more than one answer.

	Frequency	Percentage based on valid sample size
Indoor sports venues	418	41.6
Leisure activities	346	34.4
Amusement parks	252	25.1
Cafes or new-style tea drink stores	209	20.8
Restaurants or bars	202	20.1
Others (See Table 3.5.2b)	16	1.6
No need to add more services	114	11.3
No answer/ Refuse to answer	25	2.5

Note: Valid sample size is 1,005. Because the respondents can choose more than one answer, therefore the total addition of percentages exceeds 100%.

Table 3.5.2b：Other services

	Frequency
Bazaar	3
Pet-related services	2
Cinemas	2
Board game stores (can buy or borrow the games, and play the games inside the stores)	2
Cosmetics services	1
Travel agencies	1
VR experience stores	1
Game centres	1
Entertainment venues (such as Karaoke)	1
Exhibitions (product promotion)	1
Arts services	1

Subgroup analysis

Subgroup analysis found that the following groups significantly would like to see certain services more in Hong Kong's shopping malls (See Appendix 4 – Table 25):

Restaurants or bars	• People aged 55-75 (27.2%) • People with educational level of Form 3 or below (25.4%)
Cafes or new-style tea drink stores	• People aged 15-34 (26.2%)
Indoor sports venues	• People aged 15-34 (58.7%) • People with tertiary education (52.4%) • Employed persons (48.0%) • People with monthly household income of HK$60,000 or above (58.5%)
Leisure activities	• Females (40.5%) • People aged 15-34 (42.9%) • People with tertiary education (43.1%) • People with monthly household income of HK$60,000 or above (40.6%)
Amusement parks	• People aged 35-54 (33.6%)
No need to add more services	• People aged 55-75 (19.1%) • People with educational level of Form 3 or below (15.5%) • Non-employed persons (13.9%) • People with monthly household income of HK$29,999 or below (14.3%)

3.5.3 What sources of brand would like to see more

The Survey finally asked about what sources of brand the respondents would like to see more. More (73.2%) respondents would like to see more “Local brands”, while fewer respondents would like to see more “Asian brands” (30.0%) and “Western brands” (26.4%). Furthermore, a tiny minority (6.2%) of the respondents thought that there is no need to add more sources of brands. (Table 3.5.3)

Table 3.5.3: Which of the following brands would you like to see more in the shopping malls or places in Hong Kong? 1. Local brands, 2. Asian brands, 3. Western brands? You can choose more than one answer.

	Frequency	Percentage based on valid sample size
Local brands	736	73.2
Asian brands	301	30.0
Western brands	265	26.4
No need to add more brands	62	6.2
No answer/ Refuse to answer	24	2.4

Note: Valid sample size is 1,005. Because the respondents can choose more than one answer, therefore the total addition of percentages exceeds 100%.

Subgroup analysis

Subgroup analysis found that the following groups would like to see certain brands significantly more in Hong Kong’s shopping malls (See Appendix 4 – Table 26):

Local brands	• People aged 15-34 (77.2%)
Asian brands	----------
Western brands	• People aged 15-34 (32.5%) • People with tertiary education (31.5%) • People with monthly household income of HK$60,000 or above (33.4%)
No need to add more brands	• People aged 55-75 (9.1%)

3.5.4 Opinions towards experiential retail stores

Lastly, the Survey asked about the respondents' opinions towards the recently emerged experiential retail stores. Different from traditional stores, these experiential retail stores provide the opportunity for the customers to participate in the production of the products or experience the products freely. Over two-fifths (43.9%) of the respondents found the experiential retail stores attractive ("very attractive" and "somewhat attractive"), while another two-fifths (43.7%) of the respondents found them "ordinary". Only one-tenth (11.3%) of the respondents found them unattractive ("not attractive at all" and "not quite attractive"). (Table 3.5.4)

Table 3.5.4: Experiential retail stores have emerged recently. These stores could allow the customers to participate in or experience certain activities, such as they can participate in the production of the products or freely experience the products, etc. Do you find this kind of experiential retail stores attractive? Is it very attractive, somewhat attractive, ordinary, not quite attractive, or not attractive at all?

	Frequency	Percentage	
Very attractive	106	10.6	43.9
Somewhat attractive	335	33.4	
Ordinary	440	43.7	
Not quite attractive	82	8.1	11.3
Not attractive at all	32	3.2	
No answer/ Refuse to answer	10	1.0	
Total	1005	100.0	

<u>Subgroup analysis</u>

Subgroup analysis found that the following groups tended to find experiential retail stores significantly more attractive (See Appendix 4 – Table 27):

- People aged 15-34 (60.7%)
- People with tertiary education (55.9%)
- People with monthly household income of HK$60,000 or above (57.8%)

Appendix 1: Questionnaire (Cantonese)

Centre for Communication and Public Opinion Survey
The Chinese University of Hong Kong

Opinion Survey on "People's Consumption Behaviors"

May 2022

Part 1 Sampling & Confirmation

Introduction
Good evening. This is the Centre for Communication and Public Opinion Survey at the Chinese University of Hong Kong. We are conducting an opinion survey on "Pandemic and Consumption". May I take a moment to ask you a few questions? We would highly appreciate your assistance.

Sampling
First, we have to randomly select a member in your family for this interview.
Could you please tell us, how many family members are aged between 15 and 75 in your household, excluding domestic helper?
【If there is only one eligible respondent, interview him/her.】
【If there are more than one eligible respondent：
"**In order to randomly select a respondent, we would like to interview the family member whose birthday will come the soonest.**"】

Confirmation
Just as a confirmation, are you currently a Hong Kong resident aged between 15 and 75, Sir/Madam?

1. Yes
2. No【**"Sorry, but we only interview Hong Kong residents aged between 15 and 75." -** Back to 'Sampling'】

Sex (No need to ask)

1. Male
2. Female

Part 2 Survey Questions

Part A

Consumption refers to the purchasing of products as well as services. In what follows, we would like to learn about your current consumption behaviors amidst the pandemic.

Q1. How much do you spend currently per month on purchasing daily necessities, such as food or household goods, etc.?

0. None
1. HK$1 – 99
2. HK$100 – 499
3. HK$500 – 999
4. HK$1,000 – 1,999
5. HK$2,000 – 2,999
6. HK$3,000 – 4,999
7. HK$5,000 – 6,999
8. HK$7,000 – 9,999
9. HK$10,000 or above
10. No answer/ Refuse to answer

Q2. How much do you spend currently per month on purchasing non-essential goods, such as clothing, electronic products, entertainment or gaming products, etc.?

0. None
1. HK$1 – 99
2. HK$100 – 499
3. HK$500 – 999
4. HK$1,000 – 1,999
5. HK$2,000 – 2,999
6. HK$3,000 – 4,999
7. HK$5,000 – 6,999
8. HK$7,000 – 9,999
9. HK$10,000 or above
10. No answer/ Refuse to answer

Q3. How much do you spend currently per month on food and catering services, including dining-in and takeaway?

0. None
1. HK$1 – 99
2. HK$100 – 499
3. HK$500 – 999
4. HK$1,000 – 1,999
5. HK$2,000 – 2,999
6. HK$3,000 – 4,999
7. HK$5,000 – 6,999
8. HK$7,000 – 9,999
9. HK$10,000 or above
10. No answer/ Refuse to answer

Q4. How much do you spend currently per month on leisure and entertainment services, such as arts and culture, sports, or media entertainment, etc.?

0. None
1. HK$1 – 99
2. HK$100 – 499
3. HK$500 – 999
4. HK$1,000 – 1,999
5. HK$2,000 – 2,999
6. HK$3,000 – 4,999
7. HK$5,000 – 6,999
8. HK$7,000 – 9,999
9. HK$10,000 or above
10. No answer/ Refuse to answer

Q5. When the pandemic subsides, how do you anticipate the change of your consumption on daily necessities, such as food or household goods, etc.? Will there be an increase, a decrease, or no change?

1. Increase
2. Decrease
3. No change
4. No answer/ Refuse to answer

Q6. When the pandemic subsides, how do you anticipate the change of your consumption on purchasing non-essential goods, such as clothing, electronic products, entertainment or gaming products, etc.?? Will there be an increase, a decrease, or no change?

1. Increase
2. Decrease
3. No change
4. No answer/ Refuse to answer

Q7. When the pandemic subsides, how do you anticipate the change of your consumption on food and catering services, including dining-in and takeaway? Will there be an increase, a decrease, or no change?

1. Increase
2. Decrease
3. No change
4. No answer/ Refuse to answer

Q8. When the pandemic subsides, how do you anticipate the change of your consumption on leisure and entertainment services, such as arts and culture, sports, or media entertainment, etc.? Will there be an increase, a decrease, or no change?

1. Increase
2. Decrease
3. No change
4. No answer/ Refuse to answer

Q9. As traveling outside has become difficult currently due to the pandemic, have you increased your consumption in Hong Kong?

1. Yes
2. No (Skip to Q11)
3. No answer/ Refuse to answer (Skip to Q11)

Q10.【For those who answered "yes" in Q9】**Which of the following items have you bought more? 1. Food or beverages, 2. Clothing or shoes, 3. Jewelry, watches, or accessories, 4. Cosmetics, or beauty and body care products, 5. Electronic products, 6. Trendy products or toy figures, 7. Outdoor activities or sports products, 8. Groceries, 9. Others? You can choose more than one answer.**

【Can choose multiple items】

1. Food or beverages
2. Clothing or shoes
3. Jewelry, watches, or accessories
4. Cosmetics, beauty and body care products
5. Electronic products
6. Trendy products or toy figures
7. Outdoor activities or sports products
8. Groceries
9. Others (Please specify)
10. No answer/ Refuse to answer

Q11. When the pandemic subsides, how do you anticipate the change of your overall consumption? Will there be an increase, a decrease, or no change?

1. Increase
2. Decrease
3. No change
4. No answer/ Refuse to answer

Part B

Then, we would like to learn about your consumption mode amidst the current pandemic, which includes online shopping and traditional shopping.

Q12a. What is the percentage of purchasing products online?

0 – 100% 999. No answer/ Refuse to answer

Q12b. What is the percentage of purchasing products at physical stores?

0 – 100% 999. No answer/ Refuse to answer

Q13. When the pandemic subsides, how do you anticipate the change of your consumption at physical stores? Will there be an increase, a decrease, or no change?

1. Increase
2. Decrease
3. No change
4. No answer/ Refuse to answer

Q14. Which of the following products do you prefer purchasing at physical stores rather than through the internet? 1. Food or beverages, 2. Clothing or shoes, 3. Jewelry, watches, or accessories, 4. Cosmetics, or beauty and body care products, 5. Electronic products, 6. Trendy products or toy figures, 7. Outdoor activities or sports products, 8. Groceries, 9. Others? You can choose more than one answer.

【Can choose multiple items】

1. Food or beverages
2. Clothing or shoes
3. Jewelry, watches, or accessories
4. Cosmetics, beauty and body care products
5. Electronic products
6. Trendy products or toy figures
7. Outdoor activities or sports products
8. Groceries
9. Others (Please specify)
10. None
11. No answer/ Refuse to answer

Q15. Do you think online shopping could be able to replace traditional shopping? Is it completely able, somewhat able, ordinary, somewhat unable, or completely unable?

1. Completing able
2. Somewhat able
3. Ordinary
4. Somewhat unable

5. Completely unable
6. No answer/ Refuse to answer

Q16. Which of the following elements are the most important when you visit a physical store to purchase products? 1. Product types, 2. Choice of brands, 3. Pricing, 4. Service quality, 5. Hygiene, 6. Hotspots for photography, 7. Shopping experience, such as having the opportunity to try the products, 8. Corporate image, such as whether the companies are eco-friendly or have fulfilled social responsibilities? You can choose up to three answers.

【Can choose up to three items】

1. Product types
2. Choice of brands
3. Pricing
4. Service quality
5. Hygiene
6. Hotspots for photography
7. Shopping experience
8. Corporate image
9. No answer/ Refuse to answer

We would like to know to what extent you agree with the following statements. You can give a score from 1 to 5, with 5 representing strongly agree and 1 representing strongly disagree.

Q17. "Overall speaking, you prefer selecting the products at physical stores before buying." Do you agree? What is your score on a scale of 1-5?

Score 1- 5 6. No answer/ Refuse to answer

Q18. "More stores have adopted electronic order and payment after the pandemic, which have made you felt more at ease to consume at physical stores." Do you agree? What is your score on a scale of 1-5?

Score 1- 5 6. No answer/ Refuse to answer

Q19. "Compared to the past, you would attach more importance to shopping experience when consuming at physical stores." Do you agree? What is your score on a scale of 1-5?

Score 1- 5 6. No answer/ Refuse to answer

Q20. "When you consume at physical stores, you would attach importance to whether the stores support environmental protection and corporate social responsibilities." Do you agree? What is your score on a scale of 1-5?

Score 1- 5 6. No answer/ Refuse to answer

Part C

We would like to know whether your overall attitude and habits of consumption has changed due to the pandemic, and whether you think that the changes will continue in the future.

Q21. After experiencing the pandemic, have there been any changes to your overall attitude of consumption? More specifically, have you paid more attention to the following elements compared to the past? 1. Product or service quality, 2.

Brand, 3. Pricing, 4. Convenience of consumption, 5. Hygiene, 6. Shopping experience, or no change? You can choose more than one answer.

【Can choose multiple items】

1. Product or service quality
2. Brand
3. Pricing
4. Convenience of consumption
5. Hygiene
6. Shopping experience
7. Others (Please specify)
8. No change
9. No answer/ Refuse to answer

Q22. After experiencing the pandemic, have there been any changes to your consumption preferences? More specifically, have you bought certain products for more/ less?

1. Yes
2. No (Skip to Q24)
3. No answer/ Refuse to answer (Skip to Q24)

Q23.【For those who answered "yes" in Q22】Please tell us what kinds of products you have bought more/ less.

【Do not read out the answers】【Can choose multiple items】

1. More food or beverages
2. More clothing or shoes
3. More jewelry, watches or accessories
4. More cosmetics, beauty and body care products
5. More electronic products
6. More trendy products or toy figures
7. More outdoor activities or sports products
8. More groceries
9. More other things (Please specify)
10. Less food or beverages
11. Less clothing or shoes
12. Less jewelry, watches or accessories
13. Less cosmetics, beauty and body care products
14. Less electronic products
15. Less trendy products or toy figures
16. Less outdoor activities or sports products
17. Less groceries
18. Less other things (Please specify)
19. Difficult to tell
20. Refuse to answer

Part D

Finally, we would like to learn about your opinions on Hong Kong's shopping malls.

Q24. Which of the following products would you like to see more in the shopping malls or places in Hong Kong? 1. Food or beverages, 2. Clothing or shoes, 3. Jewelry, watches or accessories, 4. Cosmetics, beauty and body care products, 5. Electronic products, 6. Trendy products or toy figures, 7. Outdoor activities or sports products, 8. Groceries, 9. Others? You can choose more than one answer.

【Can choose multiple items】

1. Food or beverages
2. Clothing or shoes
3. Jewelry, watches, or accessories
4. Cosmetics, beauty and body care products
5. Electronic products
6. Trendy products or toy figures

7. Outdoor activities or sports products
8. Groceries
9. Others (Please specify)
10. No need to add more products
11. No answer/ Refuse to answer

Q25. Which of the following services would you like to see more in the shopping malls or places in Hong Kong? 1. Restaurants or bars, 2. Cafes or new-style tea drink stores, 3. Indoor sports venues, such as those for ice skating, skiing, or climbing, etc., 4. Leisure activities, such as handcraft workshop, or baking centres for parents and children, etc., 5. Amusement parks for parents and children, 6. Others? You can choose more than one answer.

【Can choose multiple items】

1. Restaurants or bars
2. Cafes or new-style tea drink stores
3. Indoor sports venues, such as those for ice skating, skiing or climbing, etc.
4. Leisure activities, such as handcraft workshop, or baking centres for parents and children, etc.
5. Amusement parks
6. Others (Please specify)
7. No need to add more services
8. No answer/ Refuse to answer

Q26. Which of the following brands would you like to see more in the shopping malls or places in Hong Kong? 1. Local brands, 2. Asian brands, 3. Western brands? You can choose more than one answer.

【Can choose multiple items】

1. Local brands
2. Asian brands
3. Western brands
4. No need to add more brands
5. No answer/ Refuse to answer

Q27. Experiential retail stores have emerged recently. These stores could allow the customers to participate in or experience certain activities, such as they can participate in the production of the products or freely experience the products, etc. Do you find this kind of experiential retail stores attractive? Is it very attractive, somewhat attractive, ordinary, not quite attractive, or not attractive at all?

(If needed, the interviewers can name a few examples, such as stores that allow customers to experience electronic products and sports products, stores that allow parents and children to have fun, or handcraft workshops, etc.)

1. Very attractive
2. Somewhat attractive
3. Ordinary
4. Not quite attractive
5. Not attractive at all
6. No answer/ Refuse to answer

Part 3 Basic Information of Interviewees

Finally, we would like to ask about some personal information, which will be used for aggregate statistical analysis.

DM2. What is your age?

1. 15 – 19
2. 20 – 24
3. 25 – 29
4. 30 – 34
5. 35 – 39
6. 40 – 44
7. 45 – 49
8. 50 – 54
9. 55 - 59
10. 60 – 64
11. 65 - 69
12. 70 - 75
13. Refuse to answer

DM3. What is your educational level?

1. Primary school or below
2. Secondary school (Form 1-3)
3. Secondary school (Form 4-7)
4. Tertiary education (non-degree, including associate degree)
5. Tertiary education (degree or above)
6. Refuse to answer

DM4. Are you an employed person, a student, homemaker, retiree, or an unemployed person?

1. Employed persons
2. Students
3. Homemakers
4. Retirees
5. Unemployed persons
6. Other unemployed persons (e.g., disabled person or person with chronic disease)
7. Refuse to answer

DM5. What is your monthly household income?

1. HK$9,999 or below
2. HK$10,000-19,999
3. HK$20,000-29,999
4. HK$30,000-39,999
5. HK$40,000 - 49,999
6. HK$50,000 - 59,999
7. HK$60,000- 69,999
8. HK$70,000- 99,999
9. HK$100,000 or above
10. No answer/ Refuse to answer

The survey is finished. Thank you for your participation. Thank you!

Appendix 2: Sampling and Response Rate

Survey method	Telephone interviews using CATI system conducted by telephone interviewers based on random sampling
Sampling method	Landline: Telephone numbers assigned to telecommunication services providers were obtained from the Numbering Plan provided by the Office of the Communications Authority (OFCA). After eliminating invalid numbers based on past research records, a final database of telephone numbers was created. When conducting the telephone survey, the telephone numbers will be randomly selected from this database. After making successful telephone contact with a household, if there is more than one member at home who is eligible for an interview, we will employ the "Next Birthday Rule" method to select the eligible member whose birthday comes soonest. Mobile: Telephone numbers assigned to telecommunication services providers were obtained from the Numbering Plan provided by the Office of the Communications Authority (OFCA). After eliminating invalid numbers based on past research records, a final database of telephone numbers was created. When conducting the telephone survey, the telephone numbers will be randomly selected from this database. Phone users who picked up the phones were invited to join the interview.
Treatment of phone numbers	If there is no answer to the phone call, the line is busy, or no eligible interviewees in the household, the computer system will arrange the interviewers to make the phone call again at different times or on different days. Landline phones： We would stop calling a phone number after three failed attempts of conducting the interview. In addition, we would stop calling a phone number after two times of refusal. Mobile phones： We would stop calling a phone number after three failed attempts of conducting the interview. In addition, we would stop calling a phone number after one time of refusal.
Sample size	502 (Landline) + 503 (Mobile) = 1005 completed cases
Sampling error	Within ± 3.1% (At the confidence level of 95%; which means that there is 95% of chance that the sampling error falls within this range.)
Response rate	43%

The following details the phone call attempts and calculation method of response rate:

Total Numbers of Phone Call Attempt			**62779**
A. Total Number of Confirmed Ineligible Phone Numbers for Interview (Ineligibles)		*35227*	
A1. Non-working number	32230		
A2. Non-residence/ office numbers	875		
A3. Fax/ modem/ pager	1514		
A4. No eligible interviewees	608		
B. Total Number of Phone Numbers with Unconfirmed Eligible Interviewee (Unknown)		*26193*	
B1. No answer	12233		
B2. Busy	4690		
B3. Need password	41		
B4. Language problem	42		
B5. Without confirming as a household before hanging up	9080		
B6. Long distance	107		
C. Total Number of Phone Numbers with Confirmed eligible Interviewees (Eligibles)		*1359*	
C1. Refusal (including refusal in the middle of interview)	294		
C2. Eligible interviewee unavailable in survey period	60		
C3. Completed	1005		

The calculation of response rate is as follows:

Completed / [Eligibles + Unknown x Eligibles / (Eligibles + Ineligibles)]

= 1005/ [1359 + 26193 x 1359 / (1359 +35227)]

= 0.4310 (i.e. 43%)

Appendix 3: Background Information of Respondents

Sex

	Before weighting		After weighting	
	Frequency	Percentage	Frequency	Percentage
Male	442	44.0	477	47.5
Female	563	56.0	528	52.5
Total	1005	100.0	1005	100.0

Age

	Before weighting		After weighting	
	Frequency	Percentage	Frequency	Percentage
15–19 years old	49	4.9	46	4.6
20–24 years old	60	6.0	64	6.4
25–29 years old	58	5.8	66	6.6
30–34 years old	73	7.3	75	7.4
35–39 years old	89	8.9	94	9.3
40–44 years old	92	9.2	88	8.7
45–49 years old	95	9.5	97	9.6
50–54 years old	121	12.0	112	11.1
55–59 years old	90	9.0	92	9.2
60–64 years old	90	9.0	88	8.8
65–69 years old	100	10.0	103	10.2
70–75 years old	79	7.9	73	7.3
Refuse to answer	9	0.9	7	0.7
Total	1005	100.0	1005	100.0

Educational level

	Before weighting		After weighting	
	Frequency	Percentage	Frequency	Percentage
Primary education or below	62	6.2	78	7.8
Secondary education (Form 1-3)	133	13.2	184	18.3
Secondary education (Form 4-7)	342	34.0	347	34.5
Tertiary education (non-degree, including associate degree)	96	9.6	83	8.2
Tertiary education (degree) or above	368	36.6	310	30.8
Refuse to answer	4	0.4	4	0.4
Total	1005	100.0	1005	100.0

Economic activity status

	Frequency	Percentage
Employed persons	587	58.4
Students	73	7.3
Homemakers	92	9.1
Retirees	199	19.8
Unemployed persons	50	5.0
Other unemployed persons (such as disabled people or people with chronic diseases)	1	0.1
Refuse to answer	3	0.3
Total	1005	100.0

Monthly household income

	Frequency	Percentage
HK$ 9,999 or below	77	7.7
HK$ 10,000 - 19,999	135	13.4
HK$ 20,000 - 29,999	155	15.4
HK$ 30,000 - 39,999	157	15.6
HK$ 40,000 - 49,999	83	8.3
HK$ 50,000 - 59,999	113	11.3
HK$ 60,000 - 69,999	39	3.8
HK$ 70,000 - 99,999	91	9.1
HK$ 100,000 or above	81	8.0
No answer / Refuse to answer	74	7.4
Total	1005	100.0

Appendix 4: Statistical Tables of Subgroup Analysis

Table 1: How much do you spend currently per month on purchasing daily necessities, such as food or household goods, etc.?

	None	HK$1-999	HK$1,000-4,999	HK$5,000 or above	No answer/ Refuse to answer	Total (Sample size)
Total	1.8%	9.0%	52.1%	32.1%	5.0%	100% (1005)
Sex						
Male	2.2%	8.6%	50.3%	33.5%	5.4%	100% (477)
Female	1.4%	9.4%	53.7%	30.9%	4.6%	100% (528)
Age*						
15-34	2.9%	18.9%	54.5%	21.0%	2.8%	100% (251)
35-54	1.0%	6.1%	52.3%	37.0%	3.6%	100% (390)
55-75	1.9%	5.1%	50.0%	34.6%	8.3%	100% (357)
Education*						
F.3 or below	1.6%	6.8%	47.4%	35.2%	9.0%	100% (262)
F.4–F.7	2.7%	6.9%	55.8%	30.6%	3.9%	100% (347)
Tertiary education	1.0%	12.4%	51.6%	31.8%	3.2%	100% (392)
Status						
Employed	1.9%	7.5%	53.6%	33.0%	4.0%	100% (587)
Non-employed	1.6%	10.9%	50.3%	30.6%	6.5%	100% (415)
Monthly household income						
HK$29,999 or below	2.1%	8.6%	55.3%	27.7%	6.3%	100% (366)
HK$30,000-59,999	1.6%	7.9%	50.6%	36.4%	3.5%	100% (354)
HK$60,000 or above	0.5%	8.8%	51.2%	37.4%	2.2%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 2: How much do you spend currently per month on purchasing non-essential goods, such as clothing, electronic products, entertainment or gaming products, etc.?

	None	HK$1-999	HK$1,000-4,999	HK$5,000 or above	No answer/ Refuse to answer	Total (Sample size)
Total	22.6%	28.2%	41.5%	5.8%	1.9%	100% (1005)
Sex						
Male	19.8%	28.9%	44.5%	5.5%	1.4%	100% (477)
Female	25.1%	27.6%	38.7%	6.2%	2.4%	100% (528)
Age*						
15-34	9.6%	36.0%	46.3%	8.0%	0.0%	100% (251)
35-54	17.9%	23.2%	49.1%	7.3%	2.4%	100% (390)
55-75	36.2%	28.6%	30.1%	2.6%	2.5%	100% (357)
Education*						
F.3 or below	39.4%	26.2%	29.8%	1.6%	3.0%	100% (262)
F.4–F.7	22.3%	30.9%	38.1%	6.8%	2.0%	100% (347)
Tertiary education	11.4%	27.1%	52.5%	7.9%	1.1%	100% (392)
Status*						
Employed	17.7%	24.5%	47.7%	8.3%	1.8%	100% (587)
Non-employed	29.7%	33.2%	32.9%	2.2%	2.0%	100% (415)
Monthly household income*						
HK$29,999 or below	35.9%	32.5%	28.4%	1.6%	1.7%	100% (366)
HK$30,000-59,999	15.7%	28.5%	49.5%	4.5%	1.9%	100% (354)
HK$60,000 or above	8.1%	21.3%	54.1%	16.2%	0.3%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 3: How much do you spend currently per month on food and catering services, including dining-in and takeaway?

	None	HK$1-999	HK$1,000-4,999	HK$5,000 or above	No answer/ Refuse to answer	Total (Sample size)
Total	6.9%	19.8%	62.0%	10.0%	1.2%	100% (1005)
Sex*						
Male	4.9%	13.5%	67.1%	12.5%	2.0%	100% (477)
Female	8.7%	25.6%	57.4%	7.8%	0.6%	100% (528)
Age*						
15-34	5.0%	24.9%	62.4%	7.7%	0.0%	100% (251)
35-54	4.7%	11.9%	69.5%	12.4%	1.4%	100% (390)
55-75	10.5%	25.3%	53.4%	8.9%	1.8%	100% (357)
Education*						
F.3 or below	11.6%	26.2%	57.8%	3.3%	1.0%	100% (262)
F.4–F.7	6.3%	18.1%	62.3%	11.3%	1.9%	100% (347)
Tertiary education	4.3%	17.4%	64.7%	12.8%	0.8%	100% (392)
Status*						
Employed	3.9%	12.0%	70.1%	12.7%	1.4%	100% (587)
Non-employed	11.2%	30.6%	51.1%	6.0%	1.1%	100% (415)
Monthly household income*						
HK$29,999 or below	11.2%	26.8%	57.2%	4.3%	0.5%	100% (366)
HK$30,000-59,999	3.9%	17.1%	67.3%	10.4%	1.4%	100% (354)
HK$60,000 or above	3.2%	11.2%	64.9%	20.7%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 4: How much do you spend currently per month on leisure and entertainment services, such as arts and culture, sports, or media entertainment, etc.?

	None	HK$1-999	HK$1,000-4,999	HK$5,000 or above	No answer/ Refuse to answer	Total (Sample size)
Total	44.3%	37.4%	16.8%	0.3%	1.2%	100% (1005)
Sex*						
Male	35.6%	41.4%	21.3%	0.2%	1.4%	100% (477)
Female	52.2%	33.8%	12.7%	0.4%	0.9%	100% (528)
Age*						
15-34	29.3%	47.7%	21.8%	1.2%	0.0%	100% (251)
35-54	43.6%	36.2%	18.7%	0.0%	1.6%	100% (390)
55-75	55.5%	31.8%	11.3%	0.0%	1.4%	100% (357)
Education*						
F.3 or below	67.5%	23.9%	7.0%	0.0%	1.5%	100% (262)
F.4–F.7	45.4%	37.6%	14.9%	0.6%	1.5%	100% (347)
Tertiary education	27.7%	46.3%	25.2%	0.3%	0.6%	100% (392)
Status*						
Employed	40.5%	37.8%	20.2%	0.2%	1.4%	100% (587)
Non-employed	49.7%	37.0%	12.1%	0.2%	0.9%	100% (415)
Monthly household income*						
HK$29,999 or below	60.5%	31.6%	7.0%	0.0%	1.0%	100% (366)
HK$30,000-59,999	35.4%	40.6%	22.9%	0.0%	1.1%	100% (354)
HK$60,000 or above	27.4%	45.5%	26.1%	0.9%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 5: When the pandemic subsides, how do you anticipate the change of your consumption on daily necessities, such as food or household goods, etc.? Will there be an increase, a decrease, or no change?

	Increase	No change	Decrease	No answer/ Refuse to answer	Total (Sample size)
Total	27.0%	64.7%	7.2%	1.0%	100% (1005)
Sex					
Male	24.5%	67.7%	6.6%	1.2%	100% (477)
Female	29.3%	62.1%	7.8%	0.9%	100% (528)
Age*					
15-34	24.0%	67.5%	8.4%	0.0%	100% (251)
35-54	25.0%	65.4%	8.8%	0.8%	100% (390)
55-75	31.4%	61.7%	4.8%	2.1%	100% (357)
Education*					
F.3 or below	33.3%	58.8%	4.6%	3.3%	100% (262)
F.4–F.7	30.0%	63.0%	6.7%	0.3%	100% (347)
Tertiary education	20.4%	69.8%	9.5%	0.2%	100% (392)
Status*					
Employed	23.4%	68.4%	7.4%	0.9%	100% (587)
Non-employed	32.0%	59.7%	7.1%	1.2%	100% (415)
Monthly household income*					
HK$29,999 or below	30.1%	62.7%	5.4%	1.9%	100% (366)
HK$30,000-59,999	24.4%	67.2%	7.9%	0.6%	100% (354)
HK$60,000 or above	20.8%	70.0%	9.3%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 6: When the pandemic subsides, how do you anticipate the change of your consumption on purchasing non-essential goods, such as clothing, electronic products, entertainment or gaming products, etc.?? Will there be an increase, a decrease, or no change?

	Increase	No change	Decrease	No answer/Refuse to answer	Total (Sample size)
Total	35.1%	55.7%	8.0%	1.2%	100% (1005)
Sex					
Male	31.6%	58.9%	8.6%	0.9%	100% (477)
Female	38.3%	52.9%	7.4%	1.4%	100% (528)
Age*					
15-34	35.2%	54.0%	10.7%	0.0%	100% (251)
35-54	39.1%	52.8%	6.9%	1.2%	100% (390)
55-75	30.6%	60.3%	7.4%	1.7%	100% (357)
Education					
F.3 or below	32.9%	56.0%	8.4%	2.6%	100% (262)
F.4–F.7	33.1%	58.9%	7.2%	0.8%	100% (347)
Tertiary education	38.3%	52.7%	8.5%	0.5%	100% (392)
Status					
Employed	34.2%	56.6%	8.0%	1.2%	100% (587)
Non-employed	36.1%	54.7%	8.1%	1.2%	100% (415)
Monthly household income					
HK$29,999 or below	33.5%	55.2%	9.6%	1.8%	100% (366)
HK$30,000-59,999	32.2%	59.5%	7.6%	0.8%	100% (354)
HK$60,000 or above	42.1%	51.8%	6.0%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 7: When the pandemic subsides, how do you anticipate the change of your consumption on food and catering services, including dining-in and takeaway? Will there be an increase, a decrease, or no change?

	Increase	No change	Decrease	No answer/Refuse to answer	Total (Sample size)
Total	59.9%	34.6%	5.0%	0.5%	100% (1005)
Sex*					
Male	55.3%	39.7%	4.2%	0.8%	100% (477)
Female	64.1%	30.1%	5.6%	0.2%	100% (528)
Age*					
15-34	62.3%	31.4%	6.3%	0.0%	100% (251)
35-54	62.8%	33.6%	3.6%	0.0%	100% (390)
55-75	55.3%	37.7%	5.6%	1.4%	100% (357)
Education*					
F.3 or below	52.3%	39.9%	6.2%	1.6%	100% (262)
F.4–F.7	58.4%	38.6%	3.1%	0.0%	100% (347)
Tertiary education	66.2%	27.7%	5.8%	0.2%	100% (392)
Status					
Employed	59.7%	35.5%	4.4%	0.4%	100% (587)
Non-employed	60.3%	33.3%	5.8%	0.6%	100% (415)
Monthly household income*					
HK$29,999 or below	51.9%	41.9%	5.6%	0.6%	100% (366)
HK$30,000-59,999	61.3%	32.1%	6.6%	0.0%	100% (354)
HK$60,000 or above	71.7%	27.6%	0.7%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 8: When the pandemic subsides, how do you anticipate the change of your consumption on leisure and entertainment services, such as arts and culture, sports, or media entertainment, etc.? Will there be an increase, a decrease, or no change?

	Increase	No change	Decrease	No answer/Refuse to answer	Total (Sample size)
Total	58.4%	37.5%	2.9%	1.2%	100% (1005)
Sex					
Male	56.0%	39.4%	3.5%	1.1%	100% (477)
Female	60.6%	35.8%	2.3%	1.3%	100% (528)
Age*					
15-34	70.5%	26.9%	2.6%	0.0%	100% (251)
35-54	63.7%	33.1%	2.7%	0.5%	100% (390)
55-75	44.1%	49.9%	3.2%	2.8%	100% (357)
Education*					
F.3 or below	36.1%	57.0%	3.2%	3.7%	100% (262)
F.4–F.7	58.2%	37.9%	3.5%	0.5%	100% (347)
Tertiary education	73.5%	24.2%	2.1%	0.2%	100% (392)
Status					
Employed	61.2%	35.0%	3.1%	0.7%	100% (587)
Non-employed	54.1%	41.5%	2.6%	1.9%	100% (415)
Monthly household income*					
HK$29,999 or below	46.8%	49.2%	3.2%	0.9%	100% (366)
HK$30,000-59,999	62.2%	32.8%	4.0%	0.9%	100% (354)
HK$60,000 or above	75.1%	24.0%	1.0%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 9: When the pandemic subsides, how do you anticipate the change of your overall consumption? Will there be an increase, a decrease, or no change?

	Increase	No change	Decrease	No answer/Refuse to answer	Total (Sample size)
Total	55.9%	38.8%	3.9%	1.3%	100% (1005)
Sex					
Male	54.2%	40.4%	3.8%	1.7%	100% (477)
Female	57.5%	37.5%	4.0%	1.0%	100% (528)
Age*					
15-34	50.2%	45.0%	4.7%	0.0%	100% (251)
35-54	60.0%	37.1%	1.7%	1.3%	100% (390)
55-75	55.5%	36.5%	5.9%	2.1%	100% (357)
Education*					
F.3 or below	50.4%	41.5%	5.0%	3.1%	100% (262)
F.4–F.7	55.5%	40.0%	3.7%	0.9%	100% (347)
Tertiary education	59.8%	36.2%	3.4%	0.6%	100% (392)
Status					
Employed	56.6%	38.9%	3.4%	1.1%	100% (587)
Non-employed	54.6%	39.1%	4.7%	1.7%	100% (415)
Monthly household income*					
HK$29,999 or below	50.7%	42.9%	4.3%	2.1%	100% (366)
HK$30,000-59,999	57.6%	37.7%	3.3%	1.4%	100% (354)
HK$60,000 or above	65.5%	31.5%	2.9%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 10: As traveling outside has become difficult currently due to the pandemic, have you increased your consumption in Hong Kong?

	Yes	No	No answer/Refuse to answer	Total (Sample size)
Total	31.4%	67.9%	0.7%	100% (1005)
Sex				
Male	31.7%	67.6%	0.7%	100% (477)
Female	31.2%	68.1%	0.7%	100% (528)
Age*				
15-34	41.2%	58.8%	0.0%	100% (251)
35-54	32.8%	66.7%	0.4%	100% (390)
55-75	23.0%	75.5%	1.5%	100% (357)
Education*				
F.3 or below	24.7%	73.3%	2.1%	100% (262)
F.4–F.7	29.1%	70.6%	0.3%	100% (347)
Tertiary education	38.4%	61.4%	0.2%	100% (392)
Status*				
Employed	35.3%	64.2%	0.4%	100% (587)
Non-employed	25.9%	73.1%	1.1%	100% (415)
Monthly household income*				
HK$29,999 or below	24.7%	74.2%	1.1%	100% (366)
HK$30,000-59,999	31.6%	68.2%	0.2%	100% (354)
HK$60,000 or above	43.3%	56.7%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 11: [For those who have increased their local consumption due to the difficulty of travelling outside] Which of the following items have you bought more? 1. Food or beverages, 2. Clothing or shoes, 3. Jewelry, watches, or accessories, 4. Cosmetics, or beauty and body care products, 5. Electronic products, 6. Trendy products or toy figures, 7. Outdoor activities or sports products, 8. Groceries, 9. Others? You can choose more than one answer.

	Food and beverages	Clothes or shoes	Jewelry, watches or accessories	Cosmetics, beauty and body care products	Electronic products	Trendy products or toy figures	Outdoor activities or sports products	Groceries	Others	No answer/Refuse to answer	(sample size)
Total	53.3%	28.0%	7.8%	12.7%	21.8%	9.5%	18.7%	37.6%	3.7%	1.1%	(316)
Sex											
Male	54.5%	24.8%	6.8%	2.6%	28.9%	13.7%	20.5%	29.8%	2.0%	1.0%	(151)
Female	52.2%	31.0%	8.6%	22.0%	15.4%	5.6%	17.0%	44.9%	5.2%	1.2%	(165)
Age											
15-34	47.5%	34.5%	10.3%	15.7%	28.4%	16.3%	24.9%	30.5%	0.8%	0.0%	(103)
35-54	55.3%	26.9%	7.6%	11.4%	19.8%	8.3%	16.2%	43.8%	4.1%	0.6%	(128)
55-75	56.1%	22.5%	5.1%	10.1%	16.2%	3.0%	14.3%	37.3%	6.7%	3.2%	(82)
Education											
F.3 or below	64.2%	29.0%	2.2%	9.7%	12.5%	2.4%	5.7%	38.7%	2.0%	1.7%	(65)
F.4–F.7	59.5%	27.0%	7.7%	14.3%	13.6%	13.8%	20.8%	35.4%	7.8%	0.8%	(101)
Tertiary education	44.5%	28.3%	10.2%	12.9%	31.4%	9.6%	22.9%	38.7%	1.6%	1.0%	(150)
Status											
Employed	54.0%	26.0%	9.4%	13.0%	25.3%	10.9%	18.4%	36.4%	3.3%	0.7%	(207)
Non-employed	51.3%	31.0%	4.7%	12.2%	15.4%	6.8%	19.5%	40.6%	4.3%	1.8%	(107)
Monthly household income											
HK$29,999 or below	58.7%	29.4%	4.0%	11.8%	21.1%	5.3%	13.7%	33.9%	6.2%	2.1%	(91)
HK$30,000-59,999	53.8%	24.3%	7.6%	9.3%	19.5%	10.1%	19.6%	38.2%	2.6%	0.7%	(112)
HK$60,000 or above	44.0%	31.5%	10.6%	17.2%	27.0%	12.5%	20.5%	38.5%	2.4%	0.0%	(91)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.

(2). ■ Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 12: We would like to learn about your consumption mode amidst the current pandemic, which includes online shopping and traditional shopping. What is the percentage of purchasing products online? What is the percentage of purchasing products at physical stores?

	Online shopping	Traditional shopping (purchasing products at physical stores)
	Mean (Sample size)	Mean (Sample size)
Total	29.4% (1003)	70.6% (1003)
Sex		
Male	29.3% (475)	70.7% (475)
Female	29.5% (527)	70.5% (527)
Age		
15-34	43.7% (251)	56.3% (251)
35-54	35.4% (389)	64.7% (389)
55-75	13.0% (355)	87.0% (355)
Education		
F.3 or below	14.0% (262)	86.0% (262)
F.4–F.7	30.1% (346)	69.9% (346)
Tertiary education	39.2% (391)	60.8% (391)
Status		
Employed	35.2% (586)	64.8% (586)
Non-employed	21.3% (413)	78.7% (413)
Monthly household income		
HK$29,999 or below	18.2% (365)	81.8% (365)
HK$30,000-59,999	34.7% (352)	65.3% (352)
HK$60,000 or above	41.5% (211)	58.5% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). "No answer/ Refuse to answer" are excluded from the calculation of the mean score.
(3). ■ T-test / ANOVA indicates a significant relationship exists at 95% confidence level between the response to the question and the demographic attributes.

Table 13: When the pandemic subsides, how do you anticipate the change of your consumption at physical stores? Will there be an increase, a decrease, or no change?

	Increase	No change	Decrease	No answer/Refuse to answer	Total (Sample size)
Total	38.3%	59.0%	2.2%	0.5%	100% (1005)
Sex					
Male	35.0%	61.4%	3.1%	0.5%	100% (477)
Female	41.3%	56.8%	1.4%	0.5%	100% (528)
Age					
15-34	37.1%	59.7%	3.2%	0.0%	100% (251)
35-54	39.7%	58.9%	1.4%	0.0%	100% (390)
55-75	37.7%	58.7%	2.4%	1.1%	100% (357)
Education					
F.3 or below	37.7%	59.1%	1.7%	1.5%	100% (262)
F.4–F.7	36.4%	60.9%	2.7%	0.0%	100% (347)
Tertiary education	40.5%	57.1%	2.1%	0.2%	100% (392)
Status					
Employed	37.3%	60.6%	1.8%	0.4%	100% (587)
Non-employed	39.7%	56.9%	2.8%	0.6%	100% (415)
Monthly household income*					
HK$29,999 or below	35.9%	60.1%	2.9%	1.1%	100% (366)
HK$30,000-59,999	38.1%	60.7%	1.2%	0.0%	100% (354)
HK$60,000 or above	43.8%	53.2%	3.0%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 14: Which of the following products do you prefer purchasing at physical stores rather than through the internet? 1. Food or beverages, 2. Clothing or shoes, 3. Jewelry, watches, or accessories, 4. Cosmetics, or beauty and body care products, 5. Electronic products, 6. Trendy products or toy figures, 7. Outdoor activities or sports products, 8. Groceries, 9. Others? You can choose more than one.

	Food or beverages	Clothing or shoes	Jewelry, watches, or accessories	Cosmetics, or beauty and body care products	Electronic products	Trendy products or toy figures	Outdoor activities or sports products	Groceries	Others	None	No answer/ Refuse to answer	(sample size)
Total	57.5%	53.2%	30.8%	28.2%	34.7%	21.4%	26.5%	30.7%	0.3%	0.7%	4.9%	(1005)
Sex												
Male	58.5%	52.2%	30.2%	21.7%	37.3%	24.6%	29.0%	29.6%	0.4%	0.3%	4.3%	(477)
Female	56.7%	54.1%	31.4%	34.1%	32.3%	18.6%	24.3%	31.7%	0.2%	1.0%	5.4%	(528)
Age												
15-34	56.2%	52.7%	24.6%	23.0%	31.4%	16.5%	23.2%	25.9%	0.9%	1.4%	0.0%	(251)
35-54	53.9%	56.2%	36.4%	32.6%	37.4%	23.9%	27.6%	29.8%	0.2%	0.2%	2.9%	(390)
55-75	62.1%	50.5%	28.8%	26.9%	33.9%	22.3%	27.9%	35.2%	0.2%	0.6%	10.2%	(357)
Education												
F.3 or below	59.5%	43.8%	21.0%	21.3%	23.9%	15.0%	21.5%	32.1%	0.0%	0.9%	13.1%	(262)
F.4–F.7	58.2%	51.4%	31.3%	27.3%	37.8%	21.8%	25.7%	30.1%	0.0%	1.0%	2.9%	(347)
Tertiary education	55.9%	61.1%	37.3%	34.0%	39.5%	25.6%	30.5%	30.4%	0.9%	0.2%	0.8%	(392)
Status												
Employed	54.4%	55.2%	34.2%	28.5%	36.6%	22.6%	27.3%	27.9%	0.5%	0.6%	2.9%	(587)
Non-employed	62.3%	50.3%	26.0%	28.0%	32.2%	19.9%	25.6%	34.9%	0.1%	0.8%	7.3%	(415)
Monthly household income												
HK$29,999 or below	62.3%	47.7%	23.4%	25.6%	31.8%	19.4%	23.2%	35.2%	0.2%	0.9%	9.1%	(366)
HK$30,000-59,999	57.8%	56.2%	32.7%	27.5%	35.0%	21.3%	28.7%	30.3%	0.2%	0.3%	1.5%	(354)
HK$60,000 or above	50.4%	57.5%	38.6%	33.0%	39.1%	24.1%	28.5%	24.6%	0.5%	1.1%	0.4%	(211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.

(2). ■ Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 15: Do you think online shopping could be able to replace traditional shopping? Is it completely able, somewhat able, ordinary, somewhat unable, or completely unable?

	Able	Ordinary	Unable	No answer/Refuse to answer	Total (Sample size)
Total	22.4%	43.1%	32.4%	2.1%	100% (1005)
Sex					
Male	24.1%	42.6%	30.4%	2.9%	100% (477)
Female	20.8%	43.6%	34.2%	1.4%	100% (528)
Age*					
15-34	31.1%	40.4%	28.1%	0.5%	100% (251)
35-54	21.0%	49.7%	28.0%	1.3%	100% (390)
55-75	17.6%	38.0%	40.2%	4.3%	100% (357)
Education*					
F.3 or below	12.5%	45.1%	35.5%	6.8%	100% (262)
F.4–F.7	20.9%	43.5%	35.3%	0.3%	100% (347)
Tertiary education	30.5%	41.6%	27.4%	0.5%	100% (392)
Status*					
Employed	24.3%	45.2%	29.1%	1.4%	100% (587)
Non-employed	19.9%	39.7%	37.3%	3.1%	100% (415)
Monthly household income*					
HK$29,999 or below	15.0%	43.2%	37.7%	4.1%	100% (366)
HK$30,000-59,999	24.7%	45.3%	29.3%	0.8%	100% (354)
HK$60,000 or above	32.3%	43.3%	24.4%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 16: Which of the following elements are the most important when you visit a physical store to purchase products? 1. Product types, 2. Choice of brands, 3. Pricing, 4. Service quality, 5. Hygiene, 6. Have hotspots for photography, 7. Shopping experience, such as having the opportunity to try the products, 8. Corporate image, such as whether the companies are eco-friendly or have fulfilled social responsibilities? You can choose up to three answers.

	Product types	Choice of brands	Pricing	Service quality	Hygiene	Having hotspots for photography	Shopping experience	Corporate image	No answer/Refuse to answer	(Sample size)
Total	32.4%	18.1%	39.3%	29.2%	17.1%	2.4%	51.9%	14.1%	2.4%	(1005)
Sex										
Male	30.9%	16.9%	38.5%	25.6%	13.9%	2.1%	51.5%	13.6%	2.3%	(477)
Female	33.7%	19.1%	40.1%	32.4%	20.0%	2.7%	52.2%	14.6%	2.4%	(528)
Age										
15-34	25.3%	16.2%	41.8%	29.5%	21.4%	3.6%	59.0%	15.4%	0.4%	(251)
35-54	33.4%	18.5%	33.2%	27.5%	15.9%	2.2%	58.6%	13.8%	1.7%	(390)
55-75	36.1%	19.1%	43.7%	30.4%	15.4%	1.8%	40.0%	13.9%	4.5%	(357)
Education										
F.3 or below	39.3%	15.5%	43.8%	30.8%	17.8%	3.7%	40.8%	11.2%	4.7%	(262)
F.4–F.7	29.8%	21.0%	42.5%	29.6%	17.9%	0.9%	45.0%	13.6%	1.5%	(347)
Tertiary education	30.4%	17.1%	33.7%	28.0%	16.1%	2.6%	65.6%	16.7%	1.4%	(392)
Status										
Employed	31.6%	17.9%	33.4%	28.7%	15.6%	2.3%	56.4%	14.7%	1.8%	(587)
Non-employed	33.8%	18.2%	47.9%	29.6%	19.0%	2.2%	45.6%	13.4%	3.1%	(415)
Monthly household income										
HK$29,999 or below	37.4%	16.6%	46.5%	28.5%	17.4%	2.8%	43.6%	11.7%	3.7%	(366)
HK$30,000-59,999	29.8%	18.5%	37.7%	29.1%	17.2%	3.0%	55.2%	14.7%	0.0%	(354)
HK$60,000 or above	31.6%	17.1%	28.0%	29.3%	17.9%	1.3%	65.5%	17.3%	1.4%	(211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). ■ Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 17: "Overall speaking, you prefer selecting the products at physical stores before buying." Do you agree? What is your score on a scale of 1-5? (With 5 representing strongly agree and 1 representing strongly disagree)

	Mean (Sample size)
Total	4.02 (1004)
Sex*	
Male	3.92 (475)
Female	4.10 (528)
Age*	
15-34	3.78 (251)
35-54	4.06 (390)
55-75	4.12 (355)
Education	
F.3 or below	4.06 (260)
F.4–F.7	4.08 (347)
Tertiary education	3.93 (392)
Status*	
Employed	3.96 (587)
Non-employed	4.10 (413)
Monthly household income*	
HK$29,999 or below	4.11 (365)
HK$30,000-59,999	3.96 (354)
HK$60,000 or above	3.93 (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). "No answer/ Refuse to answer" are excluded from the calculation of the mean score.
(3). * T-test / ANOVA indicates a significant relationship exists at 95% confidence level between the response to the question and the demographic attributes.

Table 18: "More stores have adopted electronic order and payment after the pandemic, which have made you felt more at ease to consume at physical stores." Do you agree? What is your score on a scale of 1-5? (With 5 representing strongly agree and 1 representing strongly disagree)

	Mean (Sample size)
Total	3.38 (988)
Sex	
Male	3.34 (469)
Female	3.42 (519)
Age*	
15-34	3.22 (249)
35-54	3.50 (387)
55-75	3.36 (345)
Education	
F.3 or below	3.34 (249)
F.4–F.7	3.43 (346)
Tertiary education	3.36 (389)
Status	
Employed	3.43 (581)
Non-employed	3.30 (404)
Monthly household income	
HK$29,999 or below	3.33 (356)
HK$30,000-59,999	3.36 (352)
HK$60,000 or above	3.53 (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). "No answer/ Refuse to answer" are excluded from the calculation of the mean score.
(3). * T-test / ANOVA indicates a significant relationship exists at 95% confidence level between the response to the question and the demographic attributes.

Table 19: “Compared to the past, you would attach more importance to shopping experience when consuming at physical stores.” Do you agree? What is your score on a scale of 1-5? (With 5 representing strongly agree and 1 representing strongly disagree)

	Mean (Sample size)
Total	3.69 (997)
Sex	
Male	3.63 (471)
Female	3.74 (525)
Age*	
15-34	3.39 (250)
35-54	3.78 (389)
55-75	3.79 (351)
Education	
F.3 or below	3.72 (259)
F.4–F.7	3.70 (343)
Tertiary education	3.64 (391)
Status	
Employed	3.70 (584)
Non-employed	3.68 (409)
Monthly household income	
HK$29,999 or below	3.65 (361)
HK$30,000-59,999	3.69 (354)
HK$60,000 or above	3.83 (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). “No answer/ Refuse to answer” are excluded from the calculation of the mean score.
(3). * T-test / ANOVA indicates a significant relationship exists at 95% confidence level between the response to the question and the demographic attributes.

Table 20: "When you consume at physical stores, you would attach importance to whether the stores support environmental protection and corporate social responsibilities." Do you agree? What is your score on a scale of 1-5? (With 5 representing strongly agree and 1 representing strongly disagree)

	Mean (Sample size)
Total	3.66 (998)
Sex*	
Male	3.54 (473)
Female	3.78 (526)
Age*	
15-34	3.35 (251)
35-54	3.71 (389)
55-75	3.84 (351)
Education*	
F.3 or below	3.96 (258)
F.4–F.7	3.74 (345)
Tertiary education	3.40 (392)
Status*	
Employed	3.58 (581)
Non-employed	3.79 (414)
Monthly household income*	
HK$29,999 or below	3.80 (364)
HK$30,000-59,999	3.65 (353)
HK$60,000 or above	3.52 (209)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). "No answer/ Refuse to answer" are excluded from the calculation of the mean score.
(3). * T-test / ANOVA indicates a significant relationship exists at 95% confidence level between the response to the question and the demographic attributes.

Table 21: After experiencing the pandemic, have there been any changes to your overall attitude of consumption? More specifically, have you paid more attention to the following elements compared to the past? 1. Product or service quality, 2. Brand, 3. Pricing, 4. Convenience of consumption, 5. Hygiene, 6. Shopping experience, or no change? You can choose more than one answer.

	Product or service quality	Brand	Pricing	Convenience of consumption	Hygiene	Shopping experience	Others	No change	No answer/Refuse to answer	(Sample size)
Total	23.7%	7.2%	28.0%	23.8%	25.6%	17.3%	0.0%	36.0%	0.6%	(1005)
Sex										
Male	20.2%	6.1%	27.5%	24.2%	19.4%	15.5%	0.0%	40.7%	0.8%	(477)
Female	26.8%	8.3%	28.4%	23.4%	31.3%	18.9%	0.0%	31.7%	0.3%	(528)
Age										
15-34	14.5%	4.7%	18.7%	26.0%	19.3%	15.1%	0.0%	44.3%	0.0%	(251)
35-54	26.7%	8.3%	30.1%	29.8%	28.3%	23.2%	0.0%	29.0%	0.0%	(390)
55-75	26.6%	7.7%	32.1%	15.4%	27.2%	12.2%	0.0%	37.6%	1.6%	(357)
Education										
F.3 or below	28.0%	7.2%	34.5%	13.0%	28.1%	13.3%	0.0%	36.9%	0.9%	(262)
F.4–F.7	22.0%	7.4%	29.9%	23.3%	23.9%	14.6%	0.0%	36.4%	0.5%	(347)
Tertiary education	22.5%	7.2%	21.6%	31.3%	25.3%	22.5%	0.0%	35.0%	0.3%	(392)
Status										
Employed	23.0%	6.7%	26.9%	25.0%	24.5%	20.6%	0.0%	35.6%	0.3%	(587)
Non-employed	24.8%	8.1%	29.7%	21.9%	27.1%	12.7%	0.0%	36.4%	1.0%	(415)
Monthly household income										
HK$29,999 or below	25.8%	6.6%	34.2%	19.5%	23.4%	11.9%	0.0%	35.4%	0.8%	(366)
HK$30,000-59,999	22.1%	7.6%	24.2%	24.5%	29.7%	20.9%	0.0%	35.2%	0.2%	(354)
HK$60,000 or above	25.3%	8.1%	26.4%	29.4%	24.7%	23.2%	0.0%	33.7%	0.0%	(211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). ■ Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 22: After experiencing the pandemic, have there been any changes to your consumption preferences? More specifically, have you bought certain products for more/ less?

	Yes	No	No answer/Refuse to answer	Total (Sample size)
Total	46.3%	53.0%	0.6%	100% (1005)
Sex*				
Male	41.3%	58.1%	0.7%	100% (477)
Female	50.9%	48.5%	0.6%	100% (528)
Age				
15-34	44.4%	55.6%	0.0%	100% (251)
35-54	49.5%	50.1%	0.4%	100% (390)
55-75	44.3%	54.4%	1.3%	100% (357)
Education*				
F.3 or below	46.5%	51.4%	2.1%	100% (262)
F.4–F.7	45.2%	54.6%	0.2%	100% (347)
Tertiary education	47.2%	52.8%	0.0%	100% (392)
Status				
Employed	45.1%	54.7%	0.3%	100% (587)
Non-employed	47.7%	51.2%	1.1%	100% (415)
Monthly household income				
HK$29,999 or below	44.4%	54.3%	1.3%	100% (366)
HK$30,000-59,999	46.0%	53.5%	0.4%	100% (354)
HK$60,000 or above	50.0%	50.0%	0.0%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 23: [For those whose consumption preferences have changed] Please tell us what kinds of products you have bought more/ less. (Do not read out the answers) (Can choose multiple items)

	Buy More									(Sample size)
	Food and beverages	Clothes or shoes	Jewelry, watches or accessories	Cosmetics, beauty and body care products	Electronic products	Trendy products or toy figures	Outdoor activities or sport products	Groceries	Others	
Total	31.7%	6.4%	1.1%	2.3%	5.0%	2.5%	1.0%	34.1%	16.2%	(466)
Sex										
Male	31.6%	7.1%	1.1%	1.5%	8.1%	4.1%	1.8%	31.5%	16.6%	(197)
Female	31.8%	5.8%	1.1%	2.8%	2.8%	1.3%	0.3%	36.1%	15.9%	(269)
Age										
15-34	25.1%	10.3%	2.8%	4.9%	11.0%	8.0%	0.8%	33.5%	20.1%	(111)
35-54	33.4%	3.9%	0.0%	1.7%	3.4%	0.8%	0.9%	39.8%	18.6%	(193)
55-75	34.0%	6.8%	1.3%	1.2%	3.0%	0.7%	1.1%	27.4%	10.2%	(158)
Education										
F.3 or below	33.4%	6.2%	1.0%	3.1%	3.1%	0.9%	0.0%	21.6%	8.6%	(122)
F.4–F.7	29.9%	6.2%	0.5%	1.2%	2.6%	3.0%	0.6%	37.2%	18.4%	(157)
Tertiary education	32.1%	6.7%	1.7%	2.6%	8.4%	3.1%	1.9%	40.1%	19.5%	(185)
Status										
Employed	30.8%	6.0%	1.1%	2.6%	5.2%	2.5%	1.4%	37.5%	18.2%	(264)
Non-employed	33.5%	7.0%	1.1%	1.2%	4.9%	2.5%	0.4%	30.2%	13.3%	(198)
Monthly household income										
HK$29,999 or below	29.6%	4.9%	1.5%	3.5%	4.5%	2.0%	0.6%	29.5%	14.1%	(163)
HK$30,000-59,999	32.1%	5.7%	0.0%	1.0%	5.2%	1.8%	1.6%	38.0%	18.1%	(163)
HK$60,000 or above	38.5%	8.9%	2.6%	2.0%	6.6%	5.2%	0.8%	37.6%	18.1%	(105)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). ■ Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 23: [For those whose consumption preferences have changed] Please tell us what kinds of products you have bought more/ less. (Do not read out the answers) (Can choose multiple items) (Continued)

	Buy Less									Difficult to tell	(Sample size)
	Food and beverages	Clothes or shoes	Jewelry, watches or accessories	Cosmetics, beauty and body care products	Electronic products	Trendy products or toy figures	Outdoor activities or sport products	Groceries	Others		
Total	5.5%	27.8%	5.3%	5.2%	6.0%	2.4%	2.1%	3.1%	2.6%	1.9%	(466)
Sex											
Male	6.5%	19.7%	4.3%	0.6%	7.6%	1.7%	2.4%	4.0%	2.3%	2.0%	(197)
Female	4.8%	33.7%	6.0%	8.7%	4.9%	2.9%	1.9%	2.5%	2.9%	1.9%	(269)
Age											
15-34	7.0%	20.9%	5.4%	6.7%	7.1%	4.5%	2.8%	1.9%	2.2%	0.9%	(111)
35-54	4.3%	27.7%	7.0%	4.6%	6.1%	2.7%	1.9%	5.0%	3.3%	1.6%	(193)
55-75	6.1%	32.8%	3.3%	5.2%	5.3%	0.6%	1.3%	1.8%	2.1%	3.1%	(158)
Education											
F.3 or below	4.3%	33.9%	4.1%	6.5%	4.5%	1.2%	2.5%	6.5%	2.1%	4.5%	(122)
F.4–F.7	6.7%	29.6%	6.1%	4.4%	9.7%	2.7%	2.7%	2.7%	1.4%	1.8%	(157)
Tertiary education	5.3%	21.8%	5.6%	5.2%	4.0%	3.0%	1.4%	1.3%	4.1%	0.4%	(185)
Status											
Employed	4.9%	25.6%	5.7%	5.5%	7.3%	2.8%	2.6%	3.6%	3.3%	0.6%	(264)
Non-employed	5.7%	30.3%	4.9%	5.0%	4.4%	1.9%	1.5%	2.5%	1.7%	3.8%	(198)
Monthly household income											
HK$29,999 or below	6.6%	28.2%	5.5%	6.1%	5.7%	2.1%	2.6%	4.5%	2.3%	2.3%	(163)
HK$30,000-59,999	5.4%	26.8%	3.9%	4.4%	8.0%	2.3%	2.2%	3.8%	1.6%	1.9%	(163)
HK$60,000 or above	2.6%	29.3%	8.0%	3.9%	2.2%	2.7%	1.1%	1.1%	3.2%	0.0%	(105)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). ■ Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 24: Which of the following products would you like to see more in the shopping malls or places in Hong Kong? 1. Food or beverages, 2. Clothing or shoes, 3. Jewelry, watches or accessories, 4. Cosmetics, beauty and body care products, 5. Electronic products, 6. Trendy products or toy figures, 7. Outdoor activities or sports products, 8. Groceries, 9. Others? You can choose more than one answer.

	Food and beverages	Clothes or shoes	Jewelry, watches or accessories	Cosmetics, beauty and body care products	Electronic products	Trendy products or toy figures	Outdoor activities or sport products	Groceries	Others	No need to add more products	No answer/ Refuse to answer	(Sample size)
Total	39.6%	16.1%	3.6%	4.3%	12.1%	10.0%	18.1%	43.3%	4.5%	15.2%	1.6%	(1005)
Sex												
Male	36.0%	16.1%	4.3%	3.2%	18.3%	13.6%	21.5%	37.5%	4.4%	14.1%	2.4%	(477)
Female	42.9%	16.1%	2.9%	5.2%	6.4%	6.6%	14.9%	48.6%	4.6%	16.2%	0.9%	(528)
Age												
15-34	36.8%	17.8%	3.7%	5.8%	16.7%	14.5%	20.6%	45.4%	3.6%	10.2%	0.5%	(251)
35-54	35.5%	14.3%	3.1%	3.8%	11.6%	10.5%	17.4%	43.0%	5.7%	17.1%	2.2%	(390)
55-75	45.9%	17.0%	4.1%	3.8%	9.6%	6.2%	17.4%	42.4%	4.0%	16.2%	1.8%	(357)
Education												
F.3 or below	43.6%	17.7%	3.1%	3.4%	8.4%	5.8%	14.6%	41.2%	2.7%	16.1%	3.7%	(262)
F.4–F.7	41.5%	14.9%	4.5%	5.1%	10.2%	10.9%	16.0%	43.4%	4.5%	14.7%	0.9%	(347)
Tertiary education	34.8%	15.8%	3.1%	4.1%	16.3%	12.0%	22.1%	45.1%	5.8%	15.3%	0.9%	(392)
Status												
Employed	37.7%	15.9%	4.9%	4.9%	13.2%	12.3%	19.3%	42.9%	5.3%	14.1%	2.1%	(587)
Non-employed	42.1%	16.3%	1.8%	3.4%	10.6%	6.7%	16.5%	44.2%	3.5%	16.6%	1.0%	(415)
Monthly household income												
HK$29,999 or below	48.6%	16.5%	1.8%	3.3%	8.3%	6.9%	12.4%	42.1%	3.9%	15.5%	1.9%	(366)
HK$30,000-59,999	36.9%	14.7%	3.2%	4.4%	13.0%	11.5%	24.4%	44.8%	3.9%	13.6%	1.0%	(354)
HK$60,000 or above	31.1%	15.5%	6.5%	3.9%	16.7%	14.0%	19.1%	43.9%	6.4%	14.3%	0.3%	(211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). ■ Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 25: Which of the following services would you like to see more in the shopping malls or places in Hong Kong? 1. Restaurants or bars, 2. Cafes or new-style tea drink stores, 3. Indoor sports venues, such as those for ice skating, skiing, or climbing, etc., 4. Leisure activities, such as handcraft workshop, or baking centres for parents and children, etc., 5. Amusement parks for parents and children, 6. Others? You can choose more than one answer.

	Restaurants or bars	Cafes or new-style tea drink stores	Indoor sports venues	Leisure activities	Amusement parks	Others	No need to add more services	No answer/ Refuse to answer	(Sample size)
Total	20.1%	20.8%	41.6%	34.4%	25.1%	1.5%	11.3%	2.5%	(1005)
Sex									
Male	22.5%	20.0%	42.4%	27.6%	24.3%	2.0%	11.0%	2.5%	(477)
Female	17.9%	21.5%	40.9%	40.5%	25.7%	1.1%	11.5%	2.5%	(528)
Age									
15-34	13.8%	26.2%	58.7%	42.9%	18.9%	3.2%	5.9%	0.5%	(251)
35-54	17.4%	20.6%	47.9%	38.7%	33.6%	1.2%	7.6%	2.5%	(390)
55-75	27.2%	17.5%	23.1%	23.7%	20.5%	0.7%	19.1%	4.0%	(357)
Education									
F.3 or below	25.4%	17.4%	21.3%	26.6%	27.0%	0.5%	15.5%	5.5%	(262)
F.4–F.7	19.7%	20.8%	44.8%	30.9%	26.9%	1.4%	11.4%	1.8%	(347)
Tertiary education	16.4%	23.3%	52.4%	43.1%	22.5%	2.3%	8.5%	1.2%	(392)
Status									
Employed	19.0%	21.7%	48.0%	35.6%	27.1%	1.9%	9.5%	2.1%	(587)
Non-employed	21.6%	19.4%	32.1%	32.8%	22.1%	1.0%	13.9%	3.0%	(415)
Monthly household income									
HK$29,999 or below	22.4%	19.7%	27.0%	30.2%	25.2%	0.9%	14.3%	2.9%	(366)
HK$30,000-59,999	17.5%	19.8%	47.4%	35.6%	26.5%	2.6%	10.0%	1.8%	(354)
HK$60,000 or above	20.8%	23.3%	58.5%	40.6%	24.1%	1.2%	6.2%	0.6%	(211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.

(2). ■ Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 26: Which of the following brands would you like to see more in the shopping malls or places in Hong Kong? 1. Local brands, 2. Asian brands, 3. Western brands? You can choose more than one answer.

	Local brands	Asian brands	Western brands	No need to add more brands	No answer/Refuse to answer	(Sample size)
Total	73.2%	30.0%	26.4%	6.2%	2.4%	(1005)
Sex						
Male	72.2%	28.2%	28.2%	6.0%	2.6%	(477)
Female	74.1%	31.6%	24.7%	6.4%	2.1%	(528)
Age						
15-34	77.2%	26.4%	32.5%	3.9%	0.5%	(251)
35-54	74.8%	33.8%	26.2%	5.2%	2.5%	(390)
55-75	68.4%	28.7%	22.1%	9.1%	3.6%	(357)
Education						
F.3 or below	71.7%	25.8%	16.2%	8.1%	4.5%	(262)
F.4–F.7	71.0%	31.6%	28.6%	5.2%	1.3%	(347)
Tertiary education	76.4%	31.7%	31.5%	5.4%	1.9%	(392)
Status						
Employed	75.5%	30.0%	28.1%	5.1%	2.0%	(587)
Non-employed	70.1%	30.2%	24.1%	7.4%	2.9%	(415)
Monthly household income						
HK$29,999 or below	71.2%	25.9%	22.0%	8.0%	2.9%	(366)
HK$30,000-59,999	76.7%	31.5%	25.5%	4.8%	1.0%	(354)
HK$60,000 or above	74.9%	34.0%	33.4%	4.3%	1.1%	(211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). ■ Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

Table 27: Experiential retail stores have emerged recently. These stores could allow the customers to participate in or experience certain activities, such as they can participate in the production of the products or freely experience the products, etc. Do you find this kind of experiential retail stores attractive? Is it very attractive, somewhat attractive, ordinary, not quite attractive, or not attractive at all?

	Attractive	Ordinary	Not attractive	No answer/ Refuse to answer	Total (Sample size)
Total	43.9%	43.7%	11.3%	1.0%	100% (1005)
Sex					
Male	41.2%	46.3%	11.2%	1.2%	100% (477)
Female	46.4%	41.4%	11.4%	0.8%	100% (528)
Age*					
15-34	60.7%	33.4%	5.9%	0.0%	100% (251)
35-54	43.2%	46.0%	9.5%	1.3%	100% (390)
55-75	33.2%	48.1%	17.4%	1.4%	100% (357)
Education*					
F.3 or below	32.5%	51.7%	13.8%	2.0%	100% (262)
F.4–F.7	39.5%	47.1%	12.6%	0.8%	100% (347)
Tertiary education	55.9%	35.2%	8.6%	0.3%	100% (392)
Status					
Employed	46.3%	43.4%	9.6%	0.6%	100% (587)
Non-employed	40.7%	44.3%	13.6%	1.5%	100% (415)
Monthly household income*					
HK$29,999 or below	36.3%	50.8%	12.0%	0.9%	100% (366)
HK$30,000-59,999	47.5%	43.4%	8.2%	0.8%	100% (354)
HK$60,000 or above	57.8%	31.4%	10.3%	0.5%	100% (211)

Notes: (1). Figures on demographic attributes, those who refuse to answer are excluded.
(2). *Chi-Square test indicates a significant relationship exists between the response to the question and the demographic attributes. (at 95% confidence level)

– End of report –