

Consumerism and Attitudes towards Sales Promotion Tools

(Hong Kong, 28 July 2008) A recent cross-city survey in Hong Kong and Shanghai, undertaken by independent consulting and market research firm, [MVA Business Market and Social Research Group](#) (MVA BMSR), in conjunction with an international community of scholars, [Marketing in Asia Group](#) (MAG), studied **the shopping habits and attitudes towards various sales promotion tools** among shoppers in the two leading Chinese cities. The survey has illustrated that Hongkongers prefer the convenience of straight off discounts from suggested retail prices while Shanghaiese rate their preference most heavily on cash refund offer.

Preferred sales promotion tools in HK and Shanghai

The survey was conducted during the first and second quarters of 2008, amongst shoppers who had made purchases on any promotional items, excluding food and beverages, in the past 3 months. 78% of the shoppers interviewed in Hong Kong stated a preference¹ of 'straight discounts' from the regular retail prices, over other sales promotion means, such as coupons (62%), cash refund offer (57%), free sample trial (46%), and patronage rewards (44%). In Shanghai, on the other hand, the shoppers rated their preference on a 5-point scale² with 'cash refund offer' topping the list (3.45), followed by coupons (3.11), free promotional premiums (3.05), patronage rewards (3.04), and point-of-sales promotion (3.04).

What had they bought and which sales promotion tools had they enjoyed?

Shoppers in Hong Kong appear to be mostly attracted by sales promotions for *apparels*, while Shanghai shoppers are more prone to sales promotions for *home and personal electronics*. Straight discounts are the most prevalent sales promotion offers enjoyed by the surveyed respondents in Hong Kong and Shanghai across almost all product categories

In Hong Kong, patronage rewards (including credit card bonus points) is also popular with jewelry purchases. Free or reduced price premiums for HDTV purchases, tie-in samples (like peripherals) for personal computers, and trade-in for mobile phones appear to be attractive promotion means.

Novelty/promotional premiums of limited edition tend to have collection values, and generate interest amongst Hong Kong and Shanghai shoppers too. Shanghai shoppers like it overall, whilst Hong Kong shoppers find it 'worth the efforts' to participate in the stamp collection process in exchange for the novelty items. ##

For further details regarding this regional survey, which covers other cities and countries as well, please contact Mr. Derek Ng, Research Director, **MVA Business, Market, and Social Research Group (BMSR)** on **(852) 2864-6348**, or contact us at derek.ng@mva.com.hk

About MVA Business, Market And Social Research Group

The MVA Group, which was founded in the UK in 1968, and started business in Hong Kong since 1978, comprises of a diverse group of results-oriented people providing an array of consulting services in Europe (the UK and France), Middle East (Dubai) and Asia-Pacific region (Hong Kong, China Mainland, India, Singapore, and Thailand).

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Management Information Systems –
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About Marketing in Asia Group (MAG Scholar)

MAG Scholar is a community of scholars who share an interest in Asian culture and marketing. The Group's primary research interest is to advance knowledge on why and how some elements of culture influence the theory and practice of marketing in a particular market.

For further information, please visit <http://www.magscholar.com>

¹ Top 5 preferences for Hong Kong shoppers from the list of sales promotion tools

² 5-point scale used by Shanghai shoppers across the list of sales promotion tools: 5=most preferred, 4=somewhat preferred, 3=so-so, 2=somewhat dislike, 1=most dislike