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# HONG KONG E-COMMERCE SYNDICATED RESEARCH 2016

## A HOLISTIC VIEW ON THE E-COMMERCE ENVIRONMENT IN HONG KONG AND ITS OPPORTUNITIES AROUND THAT SPACE

### ANSWERING YOUR BUSINESS QUESTIONS ON E-COMMERCE:

- ✓ **EVALUATE** the market sizing and penetration by category in HK e-Commerce channel
- ✓ **UNDERSTAND** the profile of online shoppers and their behavior such as buying frequency and average spending on different categories
- ✓ **IDENTIFY** key concerns of e-shoppers in order to enhance their shopping experience and drive more business

### OBJECTIVES OF THE STUDY

- ✓ Understand the general e-shopping behavior & the intention to shop online in the near future
- ✓ Investigate the triggers & barriers of e-shopping
- ✓ Identify the “destination categories” for key e-tailers in Hong Kong
- ✓ Find ways to enhance communication and engagement with e-shoppers
- ✓ Capture the e-shopper profiles by e-Commerce channels and key product categories

### INVESTMENT SCHEME

- Full Report – HK\$80,000
- Deep Dive Research on Category / Brand specific – HK\$30,000

### DELIVERABLE AND TIMELINE

- In PDF Format
- Deliver by July 2016

### RESEARCH METHODOLOGY



#### TARGET RESPONDENTS

- Both genders aged 15-64
- Soft quota on age and gender
- Data collected will be projected to Hong Kong population according to HK Census data



#### SAMPLE SIZE

- A total sample size of N=1,000 past-12-month online shoppers
- Deep-dive analysis by category level is feasible where readable size of category purchaser is available



#### METHODOLOGY

- Online self-completion survey for fast turnaround time
- Visuals to be shown to aid the awareness of e-shops / e-tailers

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