

Hongkongers Continue to Embrace Online Shopping, Mastercard Survey Reveals

Secure payment facility remains popular for local consumers

Hong Kong, June 26, 2018 – The online shopping trend in Hong Kong continues to go higher, with a majority of Hongkongers now choosing to shop online for their daily wants and needs, as revealed by the latest [Mastercard](#) Online Shopping Survey. Meanwhile, well over three quarters regarded security of payment facility as a key consideration when shopping online.

Online Shopping Continues to Rise

According to the survey, 94.7 percent of respondents in Hong Kong have made at least one online purchase in the last three months, recording a 6.7 percent surge from the previous year. Among local consumers, whether sites offer a secure payment facility (77.1 percent) remains to be a top factor when considering to shop online, along with the reputation of the website or merchant (77.2 percent) and the items' prices or monetary value (74.2 percent).

The satisfaction level with online shopping in Hong Kong also remains to be high (67.9 percent), with the likelihood of making online purchases in the next six months growing to 90.8 percent, up by 5.4 percent compared to the previous year.

Why Choose Online Shopping?

Hongkongers most value convenience (76.4 percent) as a reason for shopping online, followed by those who stated that it is easy to make online purchases (69.8 percent). Other respondents also said that shopping is a fun way to pass time when surfing the internet (69.3 percent), while others enjoy the wider range of selections from online providers compared to offline stores (66.8 percent). Moreover, 65.5% of local online shoppers often read and consider online reviews of products before purchasing online.

Local consumers also revealed that free or minimal delivery charges (60 percent), assurance in transaction security (56.4 percent), and the elimination of additional service charges (46.1 percent) as their major suggestions to improve online shopping in the city.

Top Services and Products

The key categories in services and products among those who purchased online are airlines (38.3 percent) and hotels (37.2 percent), followed by travel (34.7 percent), clothing and accessories (34.4 percent), toys and gifts (31.7 percent) as well as supermarkets, superstores and hypermarkets (30.8 percent).

Online Shopping in Asia Pacific

In Asia Pacific, China continues to lead the region as in previous years, with almost every (99.8 percent) have made online purchases in the last three months. It is closely followed by India (99.1 percent), Singapore (97.4 percent) and Vietnam (97.2 percent). A vast majority of shoppers across the region have

also stated that they are likely to again make an online purchase in the next six months, topped by China (98.4 percent), Vietnam (98.2 percent) and India (97 percent).

| <i>Percentage of respondents who have made at least one online purchase in the past three months in Asia Pacific</i> | | | <i>Percentage of respondents who are likely to make an online purchase in the next six months</i> | | |
|--|------------------|-------------------|---|------------------|-------------------|
| | Market | Percentage | | Market | Percentage |
| 1 | China | 99.8 | 1 | China | 98.4 |
| 2 | India | 99.1 | 2 | Vietnam | 98.2 |
| 3 | Singapore | 97.4 | 3 | India | 97.0 |
| 4 | Vietnam | 97.2 | 4 | Indonesia | 96.4 |
| 5 | South Korea | 96.1 | 5 | Thailand | 95.1 |
| 6 | Taiwan | 96 | 6 | Singapore | 93.8 |
| 7 | Japan | 95.9 | 7 | Taiwan | 93.4 |
| 8 | Thailand | 95.5 | 8 | Malaysia | 91.0 |
| 9 | Indonesia | 95.4 | 9 | Hong Kong | 90.8 |
| 10 | Hong Kong | 94.7 | 10 | Philippines | 90.7 |
| 11 | Australia | 94.1 | 11 | New Zealand | 89.0 |
| 12 | New Zealand | 93.2 | 12 | Australia | 87.4 |
| 13 | Philippines | 92.7 | 13 | Korea | 86.4 |
| 14 | Malaysia | 88.8 | 14 | Japan | 78.5 |

Methodology

The Mastercard Online Shopping Survey was carried out across fourteen markets in Asia Pacific (Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand & Vietnam). A total of 8,610 consumers were polled online in November 2017 on questions relating to the online shopping landscape, experience with e-commerce and m-commerce, reasons for shopping online versus brick and mortar stores, safety and security payment concerns, as well as views on ethical shopping, among others.

Mastercard and its Suite of Research Properties

The Mastercard Index suite in Asia Pacific includes the long-running [Mastercard Index of Consumer Confidence](#), as well as the [Mastercard Index of Women's Advancement](#), [Mastercard Index of Financial Literacy](#), and the [Mastercard Index of Global Destination Cities](#). In addition to the indices, Mastercard's research properties also include a range of consumer surveys including [Online Shopping](#), [Ethical Spending](#) and a series on Consumer Purchasing Priorities (covering [Travel](#), [Dining & Entertainment](#), [Education](#), [Money Management](#), Luxury and General Shopping).

About Mastercard

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardAP](https://twitter.com/MastercardAP), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

Contacts:

Vicky Lo (852) 2533 9940, vlo@webershandwick.com