MasterCard Survey: Over Half of Hong Kong Respondents Now Shopping Online

Music, event tickets and travel dominate online spend
Mobile shopping gaining momentum among local consumers

Hong Kong, 11 April 2012: The importance of online shopping continues to grow for Hong Kong consumers, with the latest MasterCard, http://newsroom.mastercard.com/ Worldwide Online Shopping Survey revealing that 58% of people use the Internet to make purchases. With significant potential for growth still remaining, this trend looks set to continue as three-quarters of respondents expect to make a purchase online in the next six months.

The average number of purchases made by those who have shopped online in Hong Kong in the past three months has also increased, rising from 4.3 in 2010 to 4.8 in 2011. Women continue to lead the way in online shopping (62% of women vs. 54% of men), while more broadly those aged 18-24 (57%) and 25-34 (62%) are more likely to access the Internet to buy online.

In terms of proportion of money spent online vs. offline, music downloads (73%), event tickets (71%) and apps (69%) make up the top three categories of purchases made using the Internet. While music downloads have the highest percentage of online versus offline spend, travel websites and airlines lead in terms of average absolute spend.

Respondents in Hong Kong however reported decreased levels of satisfaction with online purchases, falling to 60% from 69% last year. The survey indicates that for many, the need to see the physical product in-store (54%) continues to be a key barrier to purchasing online, though the Internet is a key research tool with 96% browsing online before making a purchase.

Mobile Shopping
The MasterCard survey also uncovered an ongoing increase in the use of mobile phones for buying online. Of the 86% of respondents in Hong Kong who can access the Internet via their mobile phones, 25% have used it to make a purchase over the past three months. This is compared to 37% in China and 24% in Taiwan.

A further 18% of Hongkongers plan on making a purchase in the next six months. This has been driven primarily by the added convenience and the proliferation of apps which makes it easier to shop using mobile phones, with cinema tickets (24%), coupon deals (22%) and toys/gifts (19%) making up the top three purchase categories.

Jeroen van Son, head of Hong Kong and Macau, MasterCard Worldwide, said, “With the Internet continuing to form an integral part of our daily lives, it is natural to see users going online to browse and buy. However, the need for sites to offer a secure payment facility remains the number one concern for consumers, with 74% describing it as extremely or somewhat important. That’s why MasterCard prides itself on offering secure, convenient and varied payment methods for our cardholders. Combining ease of use with convenience, we will continue to innovate and foster a dynamic e-commerce environment for MasterCard cardholders.”
The survey, which serves as a benchmark that measures consumers’ propensity to shop online, was conducted across 25 markets between 5 December 2011 and 6 February 2012. The report for the Asia/Pacific region included interviews with 7,373 respondents from 14 markets who were asked questions about their online shopping habits. The report for Hong Kong is based on 500 respondents who access the internet at least weekly. The data was weighted to the online population in each of those markets. Similar surveys were also carried out in Taiwan and China. The survey and its accompanying reports do not represent MasterCard’s financial performance.

For the full report in English, go to: www.masterintelligence.com

**MasterCard and its Suite of Research Properties**

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

MasterCard also regularly releases Insights reports providing analysis of business dynamics, financial policies and regulatory activities in the Asia/Pacific, Middle East and Africa region. Over 80 Insights reports have been produced since 2004.

MasterCard has also released a series of four books on Asian consumer insights, authored by Dr. Yuwa Hedrick-Wong, Global Economic Advisor for MasterCard Worldwide and published by John Wiley & Sons.

**About MasterCard Worldwide**

MasterCard (NYSE: MA), www.mastercard.com, is a global payments and technology company. It operates the world’s fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard’s 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 @MasterCardNews, join the conversation on The Heart of Commerce Blog and subscribe for the latest news.

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