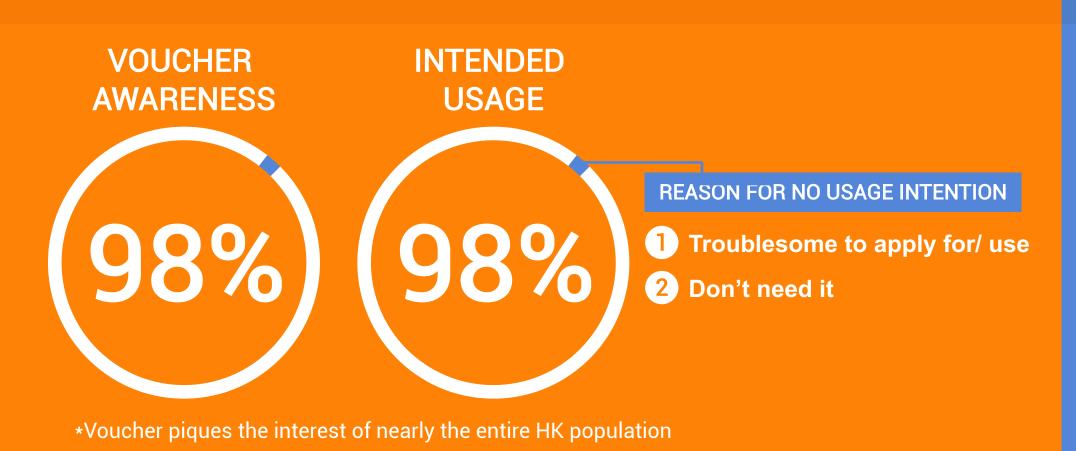




## \$5K ELECTRONIC CONSUMPTION VOUCHER HAS TO ALLEVIATE INCONVENIENCE CONCERNS



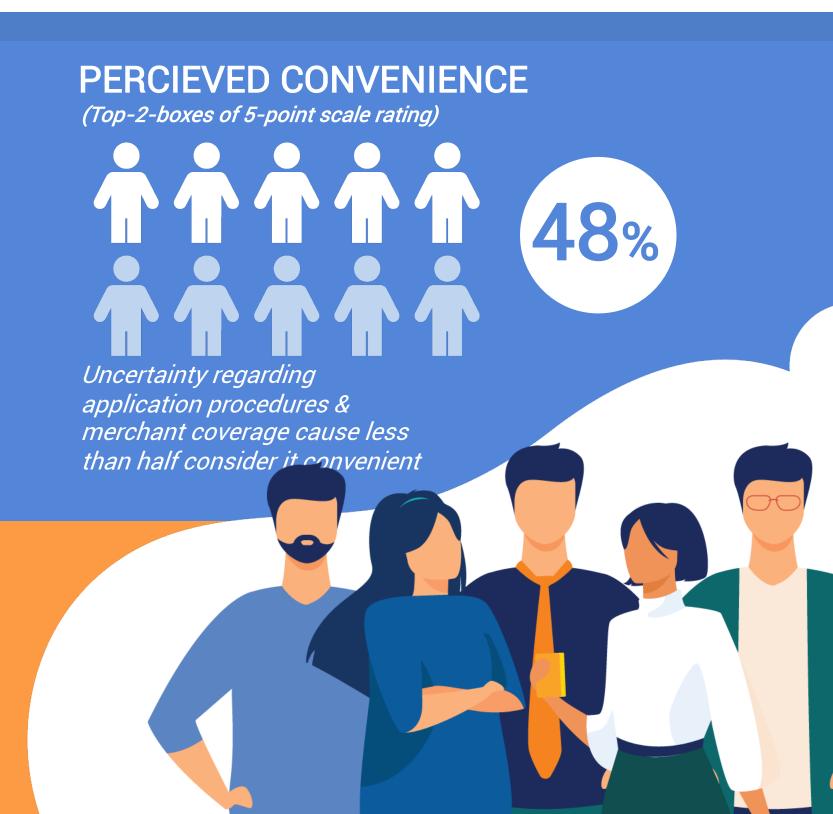
### WORRIES & CONCERNS TO BE ADDRESSED

Assurance by merchants and payment platforms is essential to uplift consumers' confidence and influence choice of platform and spending







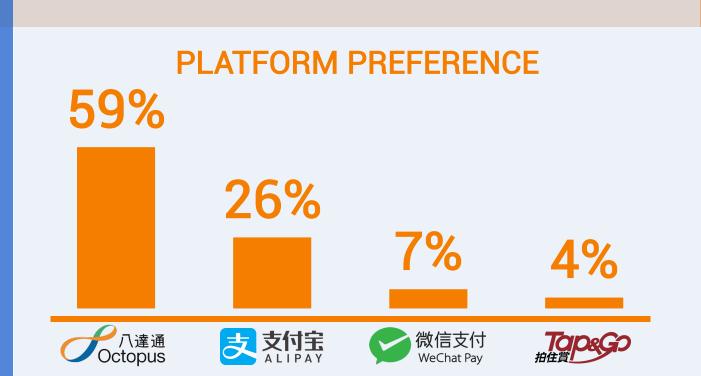


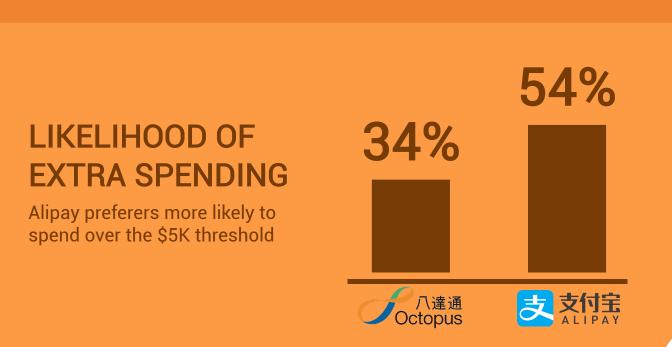
# \$5K CONSUMPTION VOUCHER PLATFORM CHOICE DOMINATED BY TWO

**CURRENT USAGE** 

23/4-10
PLATFORMS OWNED ON AVERAGE

will choose a platform that they currently own for usage of \$5K consumption voucher





\$5000

#### E-PAYMENT PLATFORMS - COMPETITIVE EDGE



### \$5K CONSUMPTION VOUCHER STIMULATES SPENDING ON FOOD, GADGETS AND DAILY NECESSITIES

### PRODUCT CATEGORIES TO SPEND ON

Hongkongers love food. Apart from daily necessities, gadget is also on the top of the wish list.

**FOOD** 



DINING









**HOUSEHOLD APPLIANCES** 



42% 41% 36%

**APPAREL** 



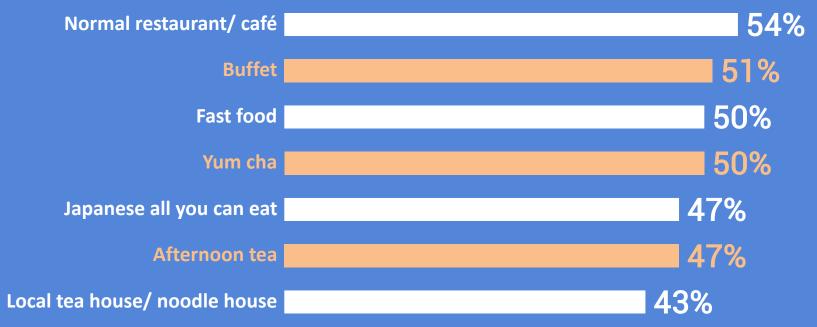
keen on using voucher for online shopping



intent on using voucher to purchase other shopping vouchers



Casual dining suits their appetites, while buffets also intrigue their palates...





### \$5K CONSUMPTION VOUCHER INSTILLS ADDITIONAL SPENDING



expect to exceed \$5k voucher limit, successfully achieving its goal of encouraging consumption....

### TOP 5 DESIRED ITEMS OVER \$5K













**GADGETS** 

**APPAREL** 13%

31%

18%

**APPLIANCES** 

15%





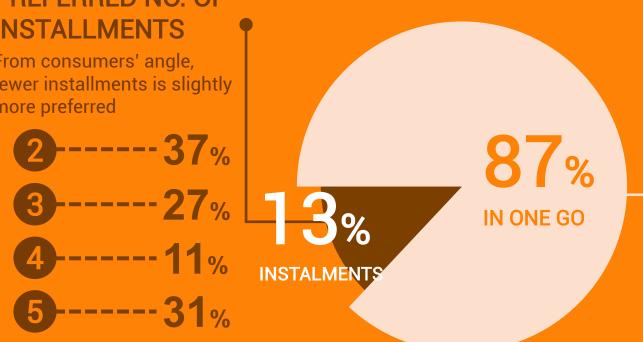
fewer installments is slightly more preferred











#### **REASONS WHY**

Distribution in one go is preferred for facilitating purchase of big-ticket items and easier management of the voucher

Can purchase expensive items without needing to overpay much

54%

No need to worry about forgetting to use up the voucher value in every installment

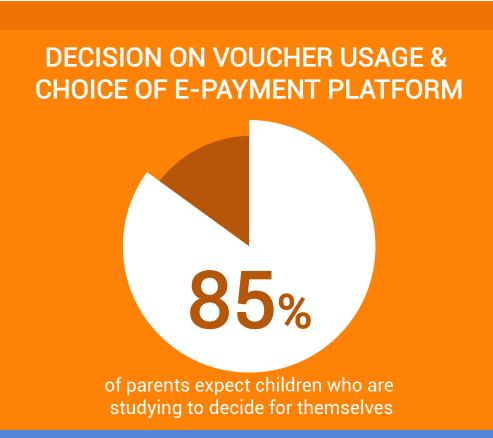
51%

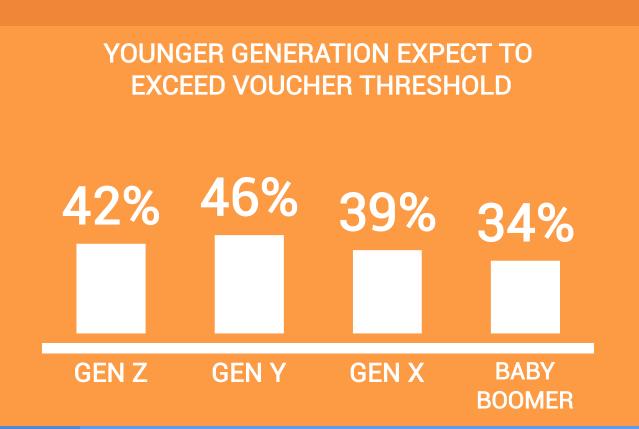
Can use it up quickly, easier to manage

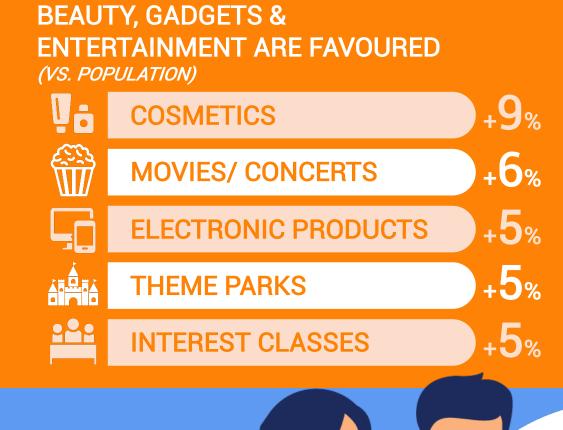
50%



## GEN Z SPEND THE \$5K CONSUMPTION VOUCHER DIFFERENTLY







## INTENTION TO USE VOUCHER FOR ONLINE SHOPPING

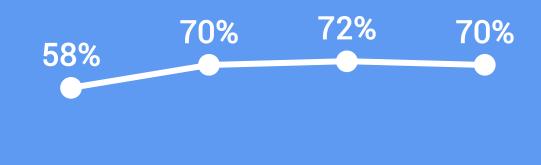
Being able to be used for online shopping is important to the younger generation



GEN Z GEN Y GEN X BABY BOOMER

## INTENTION TO USE VOUCHER FOR BUYING OTHER COUPONS/ VOUCHERS

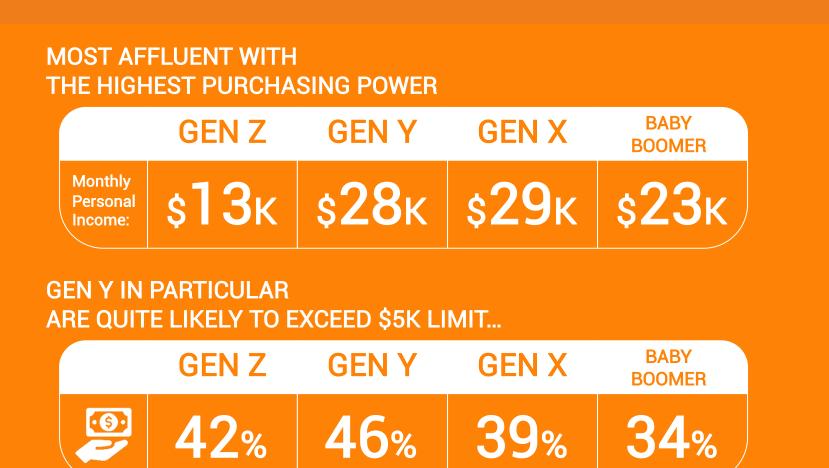
Lower intention to use \$5K to purchase coupons suggests a higher desire for instant gratification among Gen Z



GEN Z GEN Y GEN X BABY BOOMER



### **GEN X & GEN Y** CONTROL THE LARGEST SHARE OF SPENDING

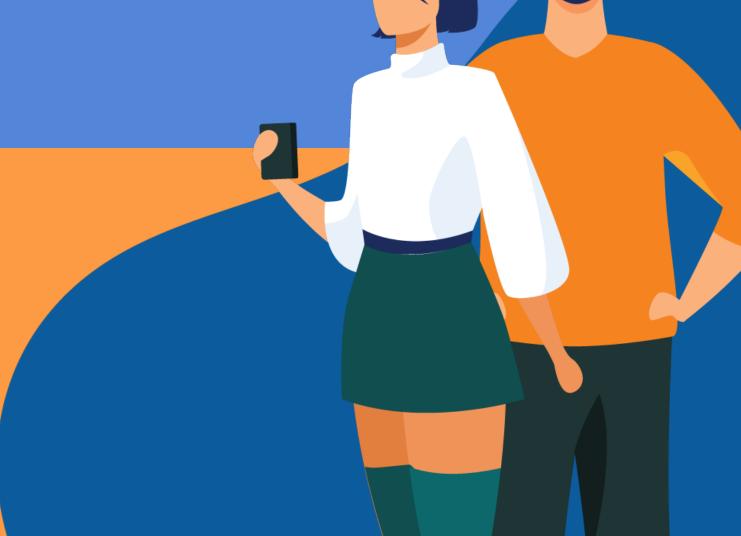




79% 70% Influencing these groups may bring about larger consequential results

... MOST LIKELY TO EXCEED THE \$5K LIMIT TO PURCHASE MOBILE PHONES & HOUSEHOLD APPLIANCES

GEN Z		GEN Y		GEN X		BABY BOOMER	
Gadgets	74%	Gadgets	60%	Gadgets	63%	Gadgets	40%
Household Appliances	11%	Household Appliances	14%	Household Appliances	22%	Household Appliances	26%
Apparel	7%	Food/ drinks	7%	Apparel	4%	Health products/ Apparel	9%



**BABY** 

54%

## SENIOR CITIZENS NEED HELP FOR USING \$5K CONSUMPTION VOUCHER



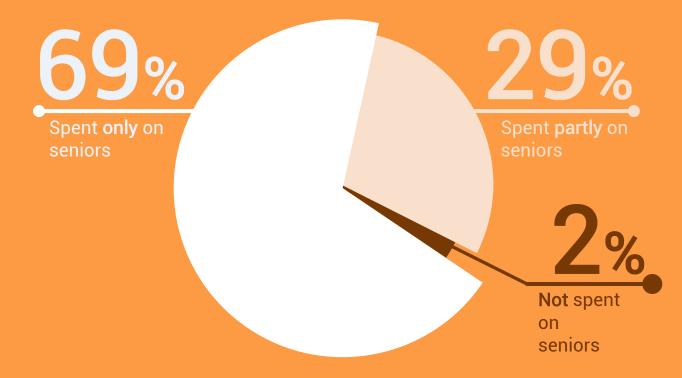


of population have senior family members, aged 70 on average, in need of support in registration and usage of \$5K Consumption Voucher





## VOUCHER VALUE OF SENIOR WILL BE SPENT ON THE SENIORS





Apart from daily necessities and dining, well-being is also a relevant category for senior dependents

Daily necessities

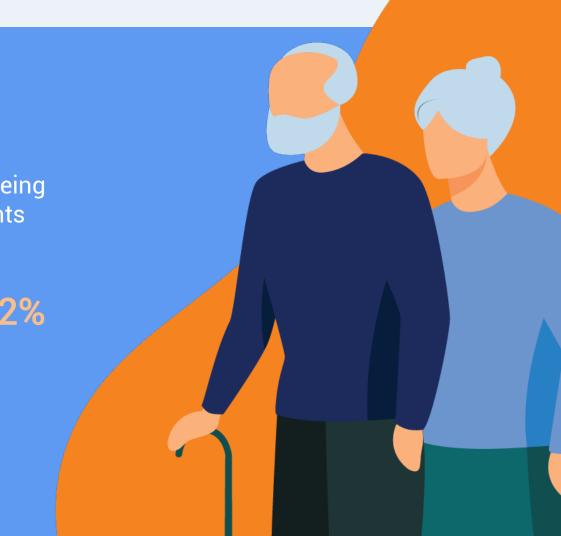
92%

Dining

61%

Health food/ supplements

157%



### THE RESEARCH



In May 2021, Mojodomo conducted a consumer research study to uncover the uptake of the \$5,000 consumption voucher soon to be distributed by the Hong Kong government. The study aims to understand consumer's expected spending attitudes & behaviour, while diving into their specific spending categories. Furthermore, the study examines the effectiveness of the consumption voucher in its attempt to invigorate overall spending with the goal of stimulating Hong Kong's economy.

The findings are based on a survey of the general population aged 18-64 from a representative online sample in Hong Kong. The research was managed by NuanceTree Ltd., with a sample size of n=1,005.

#### \*DEFINITIONS OF...

GEN Z	GEN Y	GEN X	BABY BOOMERS
18-29	25-39	40-54	55-64
YEARS OLD	YEARS OLD	YEARS OLD	YEARS OLD

