

# Survey on “Certified Shops” Promotional Campaign

## Summary

Consumer Council has entrusted The Institute of Sustainable Development (ISD) of Macau University of Science and Technology (MUST) to conduct a survey for evaluation of its promotional campaign on its “Certified Shops”. The survey, targeted for local residents, tourists, and “Certified Shops” members, aims to evaluate their understanding, accessibility, the extent of support and participation of the “Certified Shops” promotional campaign launched by Consumer Council, and the effectiveness of the various strategies and promotional channels adopted.

The survey was conducted during the period of 16 September to 5 October 2010 by ways of 3 methods, namely: random telephone survey targeting for local residents, on-street interview targeting for tourists and door to door survey targeting for “Certified Shops” members. The results are:

Random telephone survey: 523 Macao residents aged 15 or above were successfully interviewed;

On-street interview: 1,003 tourists aged 15 or above were successfully interviewed at the districts of Border Gates, Hong Kong Macao Ferry Terminal, Airport, and some hot scenic spots.

Door to door interview: 425 “Certified Shops” members were successfully interviewed.

### **I. Key findings of the survey results on local residents and tourists**

- About 40% of the local residents and about 10% of the tourists interviewed were aware of the “Certified Shops” promotion scheme.
- About 50% of the local residents interviewed said that they noticed “Certified Shops” through ‘TV advertising’; while around 20% of the tourists interviewed said that they noticed it through ‘Outdoor advertising’.
- The frequencies of noticing various types of “Certified Shops” advertisements for most interviewed local residents and tourists were “1-5 times”.

- Of all the tourists who responded that they were either aware of the “Certified Shops” promotion scheme or noticed the “Certified Shops” advertisements, about half of them had noticed ‘Certified Shops’ advertisements before their visit to Macao.
- About 50% of the local residents and about 20% of the tourists interviewed had consumption experience at “Certified Shops”.
- Among those interviewees (local residents and tourists) who responded that they noticed “Certified Shops” advertisements and made their purchases there, about 40% of the local residents and about 50% of the tourists said that advertising was one of the factors to induce them to make purchases at certified shops.
- Among those local residents and tourists who responded that they had made their purchases at “Certified Shops”, around 30% of the local residents and around 60% of the tourists said that when making purchases, the possibility of choosing “Certified Shops” as the top priority was ‘relatively high’ and ‘very high’.
- Among those local residents and tourists who responded that they had made their purchases at “Certified Shops”, around 30% of the local residents and around 60% of the tourists said that “Certified Shops” had provided ‘relatively good’ or ‘very good’ service quality when compared with other shops.
- Among those local residents and tourists who responded that they had made their purchases at “Certified Shops”, around 60% of the local residents and around 80% of the tourists said that “Certified Shops” had offered ‘relatively high’ or ‘very high’ purchase guarantee when compared with other shops.
- Among those local residents and tourists who responded that they had made their purchases at “Certified Shops”, around 30% of the local residents and around 60% of the tourists said that the possibility of recommending their friends and relatives to choose “Certified Shops” as the top priority when making purchases was ‘relatively high’ and ‘very high’.
- Among those local residents and tourists who responded that they had never shopped at “Certified Shops”, the key reason given by both the local residents (around 30%) and tourists (around 70%) was that they ‘could not get access to any advertisement of “Certified Shops”’.

- Assuming that the above-mentioned respondents could have access to the advertisements of “Certified Shops”, around 60% of the local residents and around 70% of the tourists said that they were ‘willing’ and ‘very willing’ to try shopping at “Certified Shops”.
- In order to let more people get access to information on “Certified Shops”, around 50% of the local residents and around 40% of the tourists interviewed responded that Consumer Council should strengthen its promotional plan on ‘TV advertising’.

## **II. Key findings of the survey results on “Certified Shops” members**

- Around 70% of the “Certified Shops” members responded that ‘magazine advertising’ marked the top among the various advertisements of “Certified Shops” they noticed.
- The frequencies of noticing various types of “Certified Shops” advertisements for most interviewed “Certified Shops” members were ‘1-5 times’.
- Around 70% of the “Certified Shops” members indicated that the promotional plans on the “Certified Shops” conducted by Consumer Council were ‘helpful’ and ‘very helpful’ in enhancing their image in providing quality service.
- Around 80% of the “Certified Shops” members indicated that the promotional plans on the “Certified Shops” conducted by Consumer Council were ‘helpful’ and ‘very helpful’ in strengthening their image in offering a purchase guarantee.
- When the “Certified Shops” members were asked if they had more privileges in running their business after becoming a “Certified Shop” member, around 60% of them responded with a positive answer.
- In order to promote “Certified Shops” in a more effective way, most “Certified Shops” members (around 40%) pointed out that Consumer Council should strengthen its promotional work through ‘TV advertising’.
- In order to promote the advancement of “Certified Shops” scheme, around 60% of the members responded that they were ‘willing’ or ‘very willing’ to participate in the activities held by Consumer Council.

- Most “Certified Shops” members (around 40%) were mostly interested in participating in ‘events’ held by Consumer Council.

### **III. Recommendations on “Certified Shops” promotion scheme**

- To further develop the image of “Certified Shops”, promotion scheme should be enhanced
- To emphasize Macao Consumer Council as the official entity in the assessment of “Certified Shops” mechanism for a positive impact on the promotion scheme
- To consider the reallocation of resources to various kinds of promotion and advertising on “Certified Shops”
- To actively involve in the promotion of “Certified Shops” in the Mainland
- To collaborate with “Certified Shops” members in the promotion and advancement of the “Certified Shops” scheme
- To collaborate with other tourism departments in the promotion of “Certified Shops” scheme

### **IV. Recommendations and analysis to “Certified Shops” promotion targeting the local residents and tourists**

#### **A. Local residents**

- **Adequate coverage of promotion** – 44.6% of the local residents interviewed were aware of the “Certified Shops” promotion scheme. This percentage is relatively high when compared with those public awareness survey results of commercial promotion or campaigns held by the government.
- **“Certified Shops” mechanism has significant impact on motivating local residents to make a purchase** – Among those local residents who responded that they noticed ‘Certified Shops’ advertisements and made their purchases there, 73.2% of them indicated that “Certified Shops” advertisement was the factor that motivate them to purchase at “Certified Shops”; and 75.3% of them indicated that when they did their daily purchase, they would choose “Certified Shops” as their top priority.

- **Reasons for half of the respondents (local residents) not choosing to shop at “Certified Shops”** – Among those local residents who responded that they had never visited “Certified Shops”, 54.2% of them indicated that the reason for not visiting “Certified Shops” was that when shopping, their decision was based highly on ‘convenience’ and their ‘familiarity’ with the shops.
- **Promotion effectiveness differs among individuals** – Differences in gender, age, education level, occupation, monthly income and years of residency in Macao among local residents result in discrepancy on how they are exposed to various types of “Certified Shops” promotion.
- **Positive attitude towards “Certified Shops”** – Among those local residents who have had consumption experience at “Certified Shops”, over 90% of them held a positive attitude towards service quality and purchase guarantee of “Certified Shops”; while over 70% of them indicated that they would recommend their friends and relatives to choose “Certified Shops” as the top priority when making purchases.

## **B. Tourists**

- **Positive correlation between the number of days of stay for visitor arrivals and their frequency of exposure to outdoor advertising of “Certified Shops”** – According to the survey data, for tourists who stay in Macao for 1,2, 3, 4,5 days and above, the frequencies of exposure to outdoor advertising of “Certified Shops” show a trend to increase from 16.3%、17.5%、18.6%、19.1% and 26.9% respectively.
- **60% out of those tourists who were aware of “Certified Shops” promotion scheme actually shopped at “Certified Shops”** – Of all the tourists who responded that they were aware of Consumer Council’s “Certified Shops” promotion scheme, 62% of them actually shopped at “Certified Shops”. Rather, for those who were not aware of the scheme before their arrival in Macao, only 10.4% of them shopped at “Certified Shops”. This indicates a significant correlation between the tourists being aware of “Certified Shops” promotional work of Consumer Council before their visit to Macao and actual shopping they did at “Certified Shops” after their arrival.
- **“Certified Shops” scheme has significant impact on motivating tourists to make a purchase** – Among those tourists who responded that they noticed ‘Certified Shops’ advertisements and made their purchases

there, over 80% of them indicated that “Certified Shops” advertisement was the factor that motivate them to purchase at “Certified Shops”; and over 90% of them indicated that when they did their daily purchase, they would choose “Certified Shops” as their top priority.

- **Positive attitude towards “Certified Shops”** – Among those tourists who had consumption experience at “Certified Shops”, over 90% of them held a positive attitude towards service quality and purchase guarantee of “Certified Shops”; while over 80% of them indicated that they would recommend their friends and relatives to choose “Certified Shops” as the top priority when making purchases.

### **C. Recommendations**

- The survey result shows that there is a relatively low awareness rate on “Certified Shops” scheme among the tourists before their arrival in Macao. Since most of the tourists being interviewed are from the Mainland and that they are not familiar with our environment, official recommendations and public information are therefore vital to them. The provision of adequate consumption information to tourists not only can stimulate their purchase behavior, but this can also implement a positive image of a responsible government in Macao. Besides, if the tourists have an impression that when shopping at “Certified Shops” they can always get ‘genuine goods with reasonable pricing’, they will make their purchases at “Certified Shops” again. **Therefore, active promotion of the “Certified Shops” accreditation scheme in the Mainland can enhance the effectiveness of the scheme.**
- **Reallocation of resources on various types of advertising and promotional channels to better match the different needs of local residents and tourists.** For local residents, the effective advertising media are television, newspaper, leaflets, internet and magazines, etc.. While promoting through internet, leaflets, as well as distributing promotional materials are effective ways to promote “Certified Shops” to tourists. Consumer Council should increase their distribution of “Certified Shops” promotional materials at the airport, Border Gates and terminals, malls and scenic spots.
- **Keywords like ‘accredited’, ‘approved’ and ‘recommended’ by Macao SAR Government Consumer Council can be highlighted in “Certified Shops” promotional activities to enhance the confidence of**

**tourists on “Certified Shops”**. Regardless of the tourists’ awareness of the “Certified Shops” promotion scheme and advertisements before their visit to Macao, the result of the analysis shows little difference from their responses to purchase decision, customer service assessment and recommendation to make purchase at “Certified Shops”. This reveals that after they had learnt about “Certified Shops” scheme from the questionnaire, their purchasing behavior was stimulated accordingly as they have gained trust in Consumer Council’s “Certified Shops” mechanism. Thus, for effective promotion results, Consumer Council should expand its promotion scheme and place more emphasis on the key words like ‘official accreditation’ in their promotion.

- **Consumer Council should collaborate with other departments to promote “Certified Shops”**. To increase the popularity and recognition of “Certified Shops” mechanism among the Mainland tourists, Consumer Council may consider promoting in those cities where the tourists come from. Not only will this create good impression and trust to the tourists, but this will also strengthen their understanding of the business environment in Macao, and thus contributing to the advancement of the tourism industry in Macao. Therefore the collaboration with other departments should not be limited to the promotion of “Certified Shops”, but rather a mutual cooperation to augment the tourism image of Macao is also crucial. The overall work that can be done are: collaborate with Macau Government Tourist Office and include information of “Certified Shops” in its promotional videos; contact the Administration of Airport LTD and large enterprises (e.g. Hong Kong Macao Ferry Terminal, etc.,) and place promotional leaflets at the promotion racks or customer service counters, and to collaborate with Civic and Municipal Affairs Bureau and Transport Bureau to seek the possibilities of increasing outdoor advertising locations, as well as advertising through scrolling panels.