

Follow-up Survey on “Certified Shops” Promotional Campaign

Macao Consumer Council 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” in 2010, and according to the recommendations, the Council has increased the outdoor advertising media to bus and bus stop advertising, etc.. In order to review the effectiveness of the promotions, and to ensure the proper allocation of resources, the Council has conducted a follow-up survey to an initial 2010 survey on “Certified Shops” promotional campaign.

Summary

Macao 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 was conducted during the period of 28 September to 22 October 2012 by ways of 2 methods, namely: random telephone survey targeting for local residents and on-street interview targeting for inbound tourists. The results are:

Random telephone survey: 1,018 Macao residents aged 15 or above were successfully interviewed;

On-street interview: 1,050 inbound 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.

Key findings:

- **The promotional work on “Certified Shops” over the past two years was effective.** The promotional work on “Certified Shops” for the year 2011 and 2012 were enhanced. The Council has made sustained contribution to the “Certified Shops” promotional campaign, and advertising media have been extended to outdoor advertising, e.g. bus and bus stop advertising, etc..
- **Relative increase in the awareness rate of “Certified Shops” scheme among local residents and inbound tourists.** With the continued promotional work performed by the Council over the past two years, the local residents and the inbound tourists’ awareness on “Certified Shops” scheme found in the current survey were 78.6% and 20.9%, with a percentage increase by 34% and 7.1% respectively when compared with the survey result found two years ago. The

result also showed that the awareness rate of local residents was 57.7% higher than that of inbound tourists.

- **“Emblem display” on shop fronts, “TV advertising” and “outdoor advertising” were the most effective promotion media to local residents and inbound tourists, and bus advertising was the most significant medium that gave them a deep impression on the “Certified shops” scheme.**
- **Effectiveness on “Certified shops” promotion had been enhanced.** The various promotion plans over the past two years on “Certified shops” had increased both the local residents and inbound tourists’ interest to make purchases there. The effectiveness had been increased by 5.3% on local residents and 28% on inbound tourists.
- **“Certified Shops” Emblem had become the brand of quality assurance in Macao.** Among those local residents and inbound tourists who responded that when making purchases, their choice of “Certified shops” as the top priority amounted to 27.7% and 74.6% respectively, with an increase of 1.4% and 14.2% when compared to the results found in the previous survey. **55.2% of the local residents and 22.9% of the inbound tourists interviewed in the current survey had consumption experience at “Certified shops”, and when compared to the previous survey, 2.8% and 5.3% increase were recorded respectively.** In addition, the image of “Certified shops” had been augmented. This could be reflected from the current survey as the result on the possibility of recommending friends and relatives to choose “Certified shops” as the top priority when making purchases for local residents and inbound tourists were increased by 5.3% and 12.1%, which amounted to 35.6% and 68.7% accordingly.
- **Service quality of the “Certified shops” had been greatly enhanced.** There was a huge percentage increase in the interviewees who had consumption experience at “Certified shops” and held a positive attitude towards their service quality than other shops not joining the “Certified shops” campaign. A percentage increase by 7.5% was recorded for local residents and 12.5% increase for inbound tourists in the current survey, which amounted to 41.1% for local residents and 71.7% for inbound tourists.
- **Among those interviewees who responded that they had never shopped at “Certified shops”, the key reason was still the same as found in the previous survey that they ‘could not get access to any advertisement of “Certified shops”’. The promotion work on “Certified shops” should therefore be further enhanced.** In the current survey, for the interviewees who responded that they had never shopped at “Certified shops”, 42.7% of the local residents and 78.5% of the inbound tourists gave the reason that could not get access to any

“Certified shops” advertisements. When compared to the result found in the previous survey, there was 8.9% increase for local residents and 6.7% increase for inbound tourists who responded with the same reason. This result reflected that the reason why the interviewees not shopping at “Certified shops” was that they could not get access to any of the “Certified shops” advertisements. This result did not imply that the local residents and inbound tourists’ contact with “Certified shops” advertisements had dropped, nor did this imply that the advertising effectiveness of “Certified shops” promotion had weakened.