



Follow-up Survey on “Certified Shops” Promotional Campaign

2015

Summary

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”.

The survey was conducted during the period of 17 April to 3 May 2015. 1,028 Macao residents aged 15 or above were successfully interviewed by random telephone survey, while 1,004 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.

I. Key findings of the “Certified Shops” Promotional Campaign survey

A. Key findings of the survey results on local residents

a) Awareness rate

- 81.8% of the local residents interviewed were aware of the “Certified Shops” promotion scheme. This result showed that the said scheme was highly aware among local residents.

As the result of the awareness rate in 2012 was rather high, there was limited room to increase in the awareness rate, and the result also stated that the awareness rate almost reached a saturation point.

- Promotion media

Emblem display on shop fronts, TV advertising, outdoor advertising, newspaper, promotional leaflets and materials were the major promotion media for local residents, and 82.2% of the interviewees received “Certified Shops” promotional information through a least one of these media.

The most effective promotion media were:

Emblem display on shop fronts - 66.1%

TV advertising – 47.3%

Outdoor advertising – 43.7%

Newspapers – 28.8%

Promotional leaflets or materials–21.1%

Other advertising media include: radio, internet, Consumer Council’s supermarket price information platform mobile apps (4.2%), etc..

The most significant media that gave them a deep impression on “Certified Shops” scheme were “emblem display on shop fronts” (46.3%), “TV advertising” (21.4%) and “outdoor advertising” (16.5%).

- Outdoor advertising

Among those local residents interviewed who had contact with the outdoor advertisements of “Certified Shops”, 76.8% were through bus advertisements, 46.1% were from the advertisements at bus stops and scrolling panels, 45.7% were from outdoor panels and 28.5% were from the advertisements at the airport.

Bus advertisement was the most effective promotion medium to local residents (63.3% of all the outdoor advertising media), followed by advertisements at bus stops and scrolling panels (15.1% of all the outdoor advertising media).

- Relationship between “Certified Shops” advertisements and local residents’ confidence on “Certified Shops”

Among the 845 local residents who responded that they noticed “Certified Shops” advertisements, 51.4% of them said that the relative advertisements strengthened their impression on “Certified Shops”, and 53.7% of them stated that this increased their confidence to make purchase at “Certified Shops”.

- Percentage rate of local residents who had consumption experience at “Certified Shops” after their contact with “Certified Shops” advertisement

70.3% of local residents had consumption experience at “Certified Shops” after their contact with “Certified Shops” advertisement, among which 38.9% of them stated that “Certified Shops” advertisement was one of the factors to induce them to make purchases there.

- “Certified Shops” scheme had a positive impact on motivating local residents to make a purchase

Among those local residents who responded that they made their purchases at “Certified Shops”, 34.2% of them stated that they would be aware if there were “Certified Shop” emblems displayed. 33.2% of them stated that when making purchases, the possibility of choosing “Certified Shops” as the top priority was ‘relatively high’ or ‘very high’, which was an increase of 5.5% when compared with the result of the 2012 survey. In addition, 35.7% of them said that they would recommend “Certified Shops” to their friends and relatives, and 52.7% of them stated that they would make their purchases again at “Certified Shops”.

b) Comments of interviewees after their consumption experience at “Certified Shops”

1. Purchase guarantee

Among those local residents who responded they had made their purchases at “Certified Shops”, 59.8% of them said that “Certified Shops” had offered ‘relatively high’ or ‘very high’ purchase guarantee.

2. Service quality

Among those local residents who responded they had made their purchases at “Certified Shops”, 35.7% of them said that “Certified Shops” had provided ‘relatively good’ or ‘very good’ service quality when compared with other shops.

3. Clear pricing information

Among those local residents who responded they had made their purchases at “Certified Shops”, 48.5% of them said that “Certified Shops” had provided with ‘relatively clear’ or ‘very clear’ pricing information when compared with other shops.

4. Quality of goods

Among those local residents who responded they had made their purchases at “Certified Shops”, 52.4% of them said that the quality of goods sold at “Certified Shops” was ‘relatively good’ or ‘very good’ when compared with other shops.

5. After-sales service

Among those local residents who responded they had made their purchases at “Certified Shops”, 55.1% of them said that “Certified Shops” had provided with ‘relatively good’ or ‘very good’ after-sales service when compared with other shops.

Possibility of making purchase at “Certified Shops” again

Among those local residents who responded they had made their purchases at “Certified Shops”, 52.7% of them stated that the possibility of making purchases again at “Certified Shops” was ‘high’ or ‘very high’; and 35.7% of them said that they would recommend “Certified Shops” to their friends and relatives.

c) Relationship between “Certified Shops” advertisement and the interviewees’ willingness to make purchase at “Certified Shops”

Reasons for not shopping at “Certified Shops”

- Making purchases at familiar shops: 37.3%
- Convenience: 36.9%
- Failure to get access to “Certified Shop” promotion: 27.1%
- Little difference when compared “Certified Shops” with other shops: 13.7%

Possibility of making purchase at “Certified Shops” after access to “Certified Shops” promotion

Among the 434 interviewees who responded that they had never shopped at “Certified Shops”, or that they were not aware if the shops they did their purchase were “Certified Shops”, 57.8% of them stated if they had a chance to shop at “Certified Shops”, they were ‘willing’ or ‘very willing’ to do so.

Enhancing the “Certified Shops” promotion scheme

55.1% of the interviewees stated that promotion scheme of “Certified Shops” should be enhanced. Most mentioned promotion media were:

TV advertising – 44.3%

Outdoor advertising – 32.1%

Internet advertising – 25.6%

Newspaper advertising – 22.8%

Mobile app advertising – 14.4%

Increase in “Certified Shops” promotion through internet-based media

If Consumer Council were to increase its “Certified Shops” promotional channels through social media, 40.7% of the local residents responded that they would follow its Wechat account, and 26.6% of them would follow its facebook account.

B. Key findings of the survey results on inbound tourists

a) Awareness rate

- **34.6%** of the inbound tourists interviewed were aware of the “Certified Shops” promotion scheme. This result shows that the awareness rate of the said scheme was relatively high among inbound tourists. **The survey report stated that there was still room to increase the awareness rate.**
- Promotion media
34.8% of the inbound tourists interviewed received “Certified Shops” promotional information through a least one of the media used by the

Council. Outdoor advertising, emblem display on shop fronts and TV advertising were the major promotion media for inbound tourists.

The most effective promotion media were:

Outdoor advertising – 22.2%

Emblem display on shop fronts – 15.9%

TV advertising – 7.5%

Others advertising media included: radio, internet, Consumer Council's supermarket price information platform mobile apps (0.4%), etc..

- **Outdoor advertising**

Among those inbound tourists interviewed who had contacted with the outdoor advertisements of "Certified Shops", 62.3% were through bus advertisements, 26% were from the advertisements at bus stops and scrolling panels, **25.1%** from the advertisements at the airport and 21.5% were from outdoor panels.

Bus advertisement was the most effective promotion medium to inbound tourists (56.4% of all the outdoor advertising media), followed by advertisement at the airport (14.3% of all the outdoor advertising media).

- **Relationship between "Certified Shops" advertisements and inbound tourists' confidence on "Certified Shops"**

Among the 349 inbound tourists who responded that they noticed "Certified Shops" advertisements, 62.2% of them said that the relative advertisements strengthened their impression on "Certified Shops", and 63.3% of them stated that this increased their confidence to make purchases at "Certified Shops".

- **Percentage rate of inbound tourists who had consumption experience at "Certified Shops" after their contact with "Certified Shops" advertisements.**

54.2% of the inbound tourists interviewed had consumption experience at "Certified Shops" after their contact with "Certified Shops" advertisements, among which 57.4% of them stated that "Certified Shops" advertisement was one of the factors to induce them to make purchases there.

- **"Certified Shops" scheme had an important impact on motivating inbound tourists to make a purchase**

Among those inbound tourists who responded that they made their

purchases at “Certified Shops”, 43.3% of them stated that they would be aware if there were “Certified Shop” emblems displayed. **49.7% of them stated that when making purchases, the possibility of choosing “Certified Shop” as the top priority was ‘relatively high’ and ‘very high’.** In addition, 60.3% of them said that they would recommend “Certified Shops” to their friends and relatives, and 66.1% of them stated that they would make their purchases again at “Certified Shops”.

b) Comments of interviewees after their consumption experience at “Certified Shops”

1. Purchase guarantee

Among those inbound tourists who responded they had made their purchases at “Certified Shops”, 70.9% of them said that “Certified Shops” had offered ‘relatively high’ or ‘very high’ purchase guarantee.

2. Service quality

Among those inbound tourists who responded they had made their purchases at “Certified Shops”, 60.8% of them said that “Certified Shops” had provided ‘relatively good’ or ‘very good’ service quality when compared with other shops.

3. Clear pricing information

Among those inbound tourists who responded they had made their purchases at “Certified Shops”, 65.6% of them said that “Certified Shops” had provided with ‘relatively clear’ or ‘very clear’ pricing information when compared with other shops.

4. Quality of goods

Among those inbound tourists who responded they had made their purchases at “Certified Shops”, 67.2% of them said that the quality of goods sold at “Certified Shops” was ‘relatively good’ or ‘very good’ when compared with other shops.

5. After-sales service

Among those inbound tourists who responded they had made their purchases at “Certified Shops”, 62.4% of them said that “Certified Shops” had provided with ‘relatively good’ or ‘very good’ after-sales service when compared with other shops.

Possibility of making purchase at “Certified Shops” again

66.1% of the inbound tourists interviewed who responded they had made their purchases at “Certified Shops” stated that the possibility of making

purchases again at “Certified Shops” was ‘relatively high’ and ‘very high’, and there was a 16.3% decrease when compared with the result in the 2012 survey .

c) Relationship between “Certified Shops” advertisement and the interviewees’ willingness to make purchase at “Certified Shops”

Reasons for not shopping at “Certified Shops”

- Failure to get access to “Certified Shop” promotion: 71.8%
- Convenience: 21.4%
- Little difference when compared “Certified Shops” with other shops: 9.2%
- Making purchases at familiar shops: 7.5%

Possibility of making purchase at “Certified Shops” after access to “Certified Shops” promotion

Among the 815 interviewees who responded that they had never shopped at “Certified Shops”, or that they were not aware if the shops they did their purchase were “Certified Shops”, 78.5% of them stated if they had a chance to shop at “Certified Shops”, they were ‘willing’ or ‘very willing’ to do so.

Enhancing the “Certified Shops” promotion scheme

65.9% of the interviewees stated that promotion scheme of “Certified Shops” should be enhanced. Most mentioned promotion media were:

Internet advertising – 47.2%

Outdoor advertising – 43.9%

TV advertising – 32.4%

Promotional leaflets or materials – 23.8%

Mobile app advertising – 2.6%

Increase in “Certified Shops” promotion through internet-based media

If Consumer Council were to increase its “Certified Shops” promotional channels through social media, 60.9% of the inbound tourists responded that they would follow its Wechat account, and 20.8% of them would follow its Sina Weibo account.

Conclusions and Recommendations

The current survey results showed that advertising and promotional activities of “Certified Shops” scheme over the past three years were effective, as most of the findings were better when compared with the results in the 2012 survey. This also indicated that the scheme was highly recognized and had an important impact on motivating consumers to make purchases at “Certified Shops”.

Recommendations

1. The promotion strategy on “Certified Shops” towards local residents should be changed from enhancing their recognition to maintaining their awareness on “Certified Shops”. As for inbound tourists, their awareness on “Certified Shops” should be enhanced. Therefore, more attention should be paid on inbound tourists when carrying out the promotional work.
2. As the survey result showed that the access rate to “Certified Shops” advertisements and the awareness rate to the Scheme were relatively low among the elderly, low income and low educational level groups, it is recommended that the Council should focus more on these groups when carrying out “Certified Shops” promotional campaigns in the future, and that it should use the promotional media that can be reached by these groups.
3. The awareness rate of the “Certified Shops” promotion scheme among the inbound tourists from the other Asian countries was relatively low. One of the reasons may be because they have difficulty in understanding the relative promotional information that is mainly in Chinese. Therefore, promotional information in English version should be increased accordingly.
4. As TV and outdoor advertising were effective promotion media for both local residents and inbound tourists, it is recommended that the Council should focus on using these effective media when promoting “Certified Shops”.
5. Bus advertisement was the most effective promotion medium for both local residents and inbound tourists to get access to “Certified Shops” information, it is suggested that the Council could continue to enhance the promotion scheme using this effective medium.
6. The Council is suggested to increase their outdoor promotion on “Certified Shops” for the inbound tourists at the Border Gates and the ferry terminals in Macao and Taipa.
7. Since both the local residents and inbound tourists were highly aware of and had deep impression on “Certified Shops” through the emblem display on shop fronts, the Council could set some guidelines on how the emblem should be displayed or placed.

8. The Council is advised to encourage and organize the “Certified Shops” members to participate in promotional activities so as to allow more consumers to get to know about the “Certified Shops” scheme and induce them to make purchases there.

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