Think Commerce

Digital and emotions: Building blocks for sustainable profitability

Hong Kong August 2022
The latest Google-commissioned consumer research aims to understand the drivers of brand discovery and choice, how shoppers conduct omnichannel research and purchase, and what underlies the shopping decisions they make.

It sheds light on Hong Kong shoppers’ behaviors in a post pandemic commerce landscape and provide actionable steps for businesses to adopt digital solutions that help them meet consumers’ needs and preserve profitability in the long run.
8 in 10 shoppers are excited about the number of new brands available.

75% discovered a new brand online.

57% of consumers choose brands that help them express themselves. Thinking guides product choice, emotions drive brand choice.
84% of shoppers researched their purchases online.

7 in 10 consumers see price, speed, and convenience as equally important drivers when purchasing online or offline.

1 in 3 shoppers researched offline and buy online.

Google/Kantar, Hong Kong, Digital and emotions: Building blocks for sustainable profitability, n=1,514, Consumers 18+, Aug. 2022.
Consumers are making adjustment to maintain their current lifestyle,

46% saying they will reduce spending in the next 6-12 months as a result of rising prices.

1 in 3 will switch to a premium brand or spend on products that last longer.

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**Key Takeaways**

**Shaping Shopper Decisions**

Shoppers are likely to discover new brands each time they search, and they are eager to try out new brands.

Keep your brand competitive with a relevant brand purpose. Start by understanding your customers using Google first party data.

**Shop Online, Buy Anywhere**

Shoppers expect a consistent and seamless shopping experience, regardless of whether they are searching online or present in the brand’s store.

Google Analytics 4 and Performance Max enable you to build an integrated omnichannel shopping journey for your customers.

**Build Resilient Brand**

Build value into the brand proposition as shoppers focus on quality over price.

Be where it matters - help shoppers learn about your brand through engaging content on YouTube.

Connect with your audience with authenticity to build brand affinity and increase lifetime customer value.

Contact your Google account manager to learn more about how Google solutions can help you meet your customers’ need in the digital space.