

Think Commerce

Digital and emotions:
Building blocks for
sustainable profitability

Hong Kong

August 2022



Summary



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.

Shaping Shopper Decisions



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.

Google/Kantar, Hong Kong, Digital and emotions: Building blocks for sustainable profitability, n=1,514, Consumers 18+, Aug. 2022.

Shop Online, Buy Anywhere



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.

Build Resilient Brand



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.