



The Clothing Purchase Behaviour of Mainland Consumers

Visit www.hktdc.com/Research to get the latest HKTDC Research updates

38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong
Tel: (852) 1830 668 Fax: (852) 2824 0249 Email: hktdc@hktdc.org

Contents

Executive Summary	i
Objectives and Methodology	v
I. Detailed Findings	1
(1) Product	1
(2) Price	21
(3) Place.....	42
(4) Promotion	66
(5) Branding	71
II. Recommendations for Hong Kong Companies	82
(1) Product	82
(2) Price	83
(3) Place.....	84
(4) Promotion	86
(5) Branding	86
Appendix 1: Interview Locations	88
Appendix 2: Profile of Respondents.....	91
Appendix 3: Summary of Consumer Habits of Respondents in Different Age/Gender Groups	94
Appendix 4: Findings of Consumer Habits of Respondents in Different Age/Gender Groups	99