



China's Watch Shoppers

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
1. Consumer Attitudes and Beliefs	1
1.1 The Perfect Accessory to Express Individuality	1
1.2 Buying Watches to Reward Oneself	2
1.3 Brand and Style are Primary Considerations in Buying Watches	5
2. Consumer Behaviour	9
2.1 The Average Respondent has Three Watches	9
2.2 Women More Likely to Make Impulse Buys Than Men.....	11
2.3 Types of Movements of Watches Bought on Impulse.....	13
2.4 Casual/Fashion Watches Most Likely To Be Next Purchase	15
3. Shopping Channels and Market Awareness	17
3.1 The Most Common Channels for Obtaining Information on Watches.....	17
3.2 Information Channels that Influence Consumers Most	19
3.3 Shopping Channels of Consumers' Last Purchases.....	21
3.4 Reasons for Choosing to Buy Watches from Physical Stores	25
3.5 Attitudes Towards Online Shopping.....	27
3.6 Reasons for Choosing to Buy from Non-Physical Channels.....	28
4. Brand Awareness and Price Premiums	30
4.1 Acceptable Price Levels for Watches of Different Grades	30
4.2 Image of Hong Kong Watch Brands	31
4.3 Price Premiums of Watches of Different Origins over Domestic Brands	33
4.4 How to Attract Consumers to Buy a New Brand?	35
4.5 Attracting More Consumers to Watch Shops	37
5. Suggestions for Hong Kong Companies	39

Appendix 1 41

Appendix 2 42