



Executive Summary of the Survey on “The Relationship between Consumers’ Beloved Lifestyle Brands and Innovative Design”

How branding help enhance the competitiveness of products and services of a corporation? How branding adds value to a brand and eventually becomes consumers’ preferred brand? How branding helps engage the consumers and bring more appealing brand experience? These topics have long been on the agenda of local corporations.

The Hong Kong Design Centre is a non-profit organisation dedicated to raising the awareness of design value and application among local business and industrial sectors, as well as enhancing the business sense and design skills of both designers and design students. Hong Kong Design Centre and Hong Kong Ambassadors of Design commissioned Asian Centre for Brand Management of Hong Kong Polytechnic University to conduct a survey on “The Relationship between Consumers’ Beloved Lifestyle Brands and Innovative Design” in order to understand the consumers’ preference on local lifestyle brands; the roles that design and creativity played in consumers’ choice of brands; to investigate the key factors contributing a recognized good brand and the definition of branding; as well as to know the consumers’ most recommended local brands to their overseas friends. This survey aims to provide valuable information to local corporations in brand building and ultimately promote brand development in Hong Kong.

More than 2,500 consumers aged between 15 to 70 were interviewed in both residential and commercial districts in Hong Kong for the survey this May to June, 52% of the interviewees were female consumers and 48% were male. With regard to age distribution, majority were between age 25 to 34 (42%), 22% were between age 35 to 44. Most of the interviewees had completed secondary and post-secondary education (96%). 43% of the interviewees had a monthly income below HK\$10,000 while 41% of them had a monthly income between HK\$10,000 to HK\$20,000. In terms of monthly income, all interviewees are major local consuming group.

The survey covered lifestyle brands in 13 categories including groceries, beverage, bakery, catering, jewellery/accessories, telecommunications & consumer electronics, transportation, shopping malls, health and beauty retail chains, department stores/supermarkets/living and household, fashion apparel, leisure/entertainment and magazine. The covered brands are selected based on the following criteria:

- Brands that were awarded by brand awards of professional organisations or media in the past three years
- Academic and professional advices
- Relevant surveys and studies of local retail brands
- Brands that are established by local enterprises

The survey shows that besides quality and pricing, brand image is the key factor for consumers' in making their purchase decision. Other factors affecting their choices are: word-of-mouth, brand feeling/visual and the relevance between the brand and consumers' lifestyle. Thus, we can see that brand building is crucial in promoting products and services.

Innovation and design are essential to brand success as consumers would determine if the brands are innovative by its product function design and product packaging design. Advertisement design, long-considered as important, was rated as the third key factor. Product appearance design was rated as important as advertisement design. For retail brands, shop environment design is also essential.

It is interesting to note that both male and female consumers shared similar views in key factors determining innovative brands. Female consumers emphasised more on appearance as they rated product packaging design and product appearance design as the second and third key factors while male consumers rated product appearance design as the fifth key factor. Besides female consumers considered the brand feeling/visual more when they made their purchase decision while male consumers considered brand image and word-of-mouth as their priorities.

Another interesting finding is that consumers rated the reliability of products and services the least important factor in making their purchase decision. They believed that a good brand with good functions, design and quality guaranteed the brand's reliability.

Consumers would recommend Ocean Park, Broadway and I.T./i.t./b+ab/http:www.izzue.com to their overseas friends amongst all local brands in the survey showing their consuming pattern: leisure & entertainment, electronic products and fashion apparel. These brands are dynamic and innovative with new ideas, thus innovation and design help relate these brands with consumers preferred lifestyle brands.

	Choice 1	Choice 2	Choice 3
1. Groceries	Four Seas	Doll	Amoy
2. Beverage	Vitasoy	Dairy Farm	Hung Fook Tong, Healthworks
3. Bakery	Maxim's	Arome, Kee Wah	Saint Honore
4. Catering	Cafe de Coral	Honeymoon Dessert	Hui Lau Shan
5. Jewellery/Accessories	Chow Sang Sang/ Just Gold	Chow Tai Fook/ ctf.2	Luk Fook Jewellery
6. Telecommunications/Consumer Electronics	Broadway	Fortress	HGC/3 HK/HGC broadband.com
7. Transportation	MTR	KMB	Cathay Pacific/ Dragonair
8. Shopping Malls	Langham Place	APM	Festival Walk
9. Health and Beauty Retail Chains/ Chinese Herbal Shops	Mannings	SaSa	Bonjour, Watsons
10. Department Stores/Supermarket/ Living and Household	CitySuper	PARKnSHOP / Taste/ Great/ International	G.O.D
11. Fashion Apparel	I.T / i.t/ b+ab/ http://www.izzue.com	Giordano	Esprit
12. Leisure/ Entertainment	Ocean Park	Lan Kwai Fong	Broadway Circuit/ Neway
13. Magazine	Milk	Ming Pao Weekly	Jessica/ Jessica Code/ Esquire