2015 Female Luxury Consumer Report Hong Kong

Description:
This report is based on findings from the Affluent Insights Luxury Study, fielded in May/June 2015.

A total of 178 Affluent Female Consumers, were surveyed in Hong Kong for this report. All respondents had an annual household income of at least HKD 960,000.

We are focusing on the Affluent Females’ purchasing behaviour, motivations, media channels and brand preferences when it comes to purchasing premium and luxury products and services.

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