2015 High Net Worth Individual Consumer Report Hong Kong

Description: In 2015 the HNWI population of Asia Pacific surpassed that of North America, becoming the region with the largest number of HNWIs in the world. This report examines four markets; USA, which still dominates all other markets in terms of the number of HNWIs for a single country; China, which has the fastest growth in the number of HNWIs and ranks 4th in the total number behind US, Japan and Germany; Singapore and Hong Kong, which have extremely high concentrations of HNWIs among the total population.

This report is based on findings from the Affluent Insights Luxury Study, fielded in May/June 2015, in four markets; China, Hong Kong, Singapore, and USA.

A total of 100 High Net Worth Individuals (HNWI), with USD 1 million + in investable assets, were surveyed in Hong Kong for this report. All respondents also had an annual household income of at least HKD 960,000.

We are focusing on the HNWI's purchasing behaviour, motivations, media channels and brand preferences when it comes to purchasing premium and luxury products and services.

Contents:

- Introduction
  - Study Methodology and Content
  - Introduction
  - Summary of Key Findings

Section A: Luxury Perceptions and Purchase Behaviour
  - The Definition of Luxury
  - Influences in Luxury Purchases
  - How Luxury is Bought
  - Motivations for Buying Luxury
  - Preferred Payment Mode for Luxury Online
  - How Purchasing Luxury Online Affects Views on Brands
  - Looking ahead for the next 12 Months
  - Expectations from a Luxury Brand Website
  - How Purchasing Luxury Makes One Feel

Section B: Luxury Category Spend and Brand Purchasing
  - Purchasing of Categories in the Past 12 / Next 12 Months
  - Share of Wallet for Categories in the Past 12 Months
  - Premium/Luxury Fashion & Accessories Brands Purchased
  - Premium/Luxury Watches Brands Purchased
  - Jewellery Brands Purchased
  - Car Brands Purchased
  - Premium Alcohol Brands Purchased
  - Financial Services Brands Transacted with
  - Skincare Brands Purchased
  - Makeup Brands Purchased

Section C: Right Media to Reach and Influence the Affluent
  - Alcohol
  - Premium/luxury Watches
  - Jewellery
  - Designer Clothing and Accessories
  - Makeup
  - Skincare
  - Financial Services
  - Cars

Section D: Profiling and Demographics
- Number of International Trips by Purpose
- Sports Following
- Annual Household Income
- Hobbies
- Occupation
- Age and Gender
- Civil Status

Ordering:  
Order Online - [http://www.researchandmarkets.com/reports/3613008/](http://www.researchandmarkets.com/reports/3613008/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

| Product Name: | 2015 High Net Worth Individual Consumer Report Hong Kong |
| Web Address: | http://www.researchandmarkets.com/reports/3613008/ |
| Office Code: | SC2GHKBE |

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
- Account number: 833 130 83
- Sort code: 98-53-30
- Swift code: ULSBIE2D
- IBAN number: IE78ULSB98533083313083
- Bank Address: Ulster Bank,
  27-35 Main Street,
  Blackrock,
  Co. Dublin,
  Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World