

關於優化商場商戶組合的意見調查 Opinion Survey on Shop-mix Enhancement

Commissioned by
The Link Management Limited

Undertaken by
*Social Sciences Research Centre of
The University of Hong Kong*



調查方法 Survey Methodology

**Opinion Survey on Shop-Mix
Enhancement**



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研究目的 Objectives of the study

- 評估購物者對領匯商場商戶組合的滿意程度
- To evaluate the level of satisfaction of shoppers towards shop-mix in LML's shopping centres
- 了解購物者對領匯商場商戶組合的期望
- To understand shoppers' expectation of shop-mix in LML's shopping centres

研究方法 Survey Methodology

調查工具

Survey Instrument

- 面談訪問
- **Face-to-face interviews**

調查樣本

Sample

目標調查樣本為四個抽樣的領匯商場內不少於**500**名十八歲或以上以粵語為主要語言的購物人士

(每一商場完成最少**125**個成功訪問的樣本)

- **The targeted sample was at least 500 Cantonese-speaker shoppers aged 18 or above from 4 LML's shopping centres (at least 125 from each shopping centre)**

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抽樣方法

Sampling Method

- 爲了儘量減低某一性別及年齡組別過量的代表性, 社會科學研究中心規定每一商場內各性別及年齡組別的被訪者數目必須均等的指標
- **To minimize over-representation of any gender or age, the SSRC targeted equal number of respondents from specific gender and age groups in each shopping centre**

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挑選被訪者

Selection of Respondents

- 被訪者挑選的指標是根據年齡性別分佈的分層隨機抽樣方法
- Respondents were selected by the stratified random sampling method according to the population age-sex distribution

面談訪問 Face-to-face interview

問卷設計

Questionnaire Design

- 雙語問卷由社會科學研究中心設計 (形式為自動化調查表格)
- **A bilingual questionnaire was designed by the SSRC (using a computer readable survey form)**
- 每份問卷的平均訪問時間約為七分鐘
- **The average administration time was about 7 minutes for questionnaire**
- 在調查前的試點研究中, 在啓田商場共完成27個成功的訪問, 以對有關問卷作出測試
- **A pilot study of 27 cases in Kai Tin Shopping Centre to pretest the questionnaire**

面談訪問 Face-to-face interview

實地調查 Fieldwork

- 在二零零七年三月十四至十七日進行
- **14th – 17th March 2007**
- 實地調查的時間表包括於平日及周日各一天在各商場進行調查，以確保樣本的代表性
- **The schedule covered one weekday and one weekend in each shopping centre to ensure that the sample is representative of all shoppers**

面談訪問 Face-to-face interview

樣本誤差

Sample Error

- 在四個商場的入口位置共訪問了**579**位購物人士
- **A total of 579 shoppers were interviewed in the entrance areas of the four shopping centres**
- 樣本誤差為**±4.1%**
- **The sample error is at most +/- 4.1%**

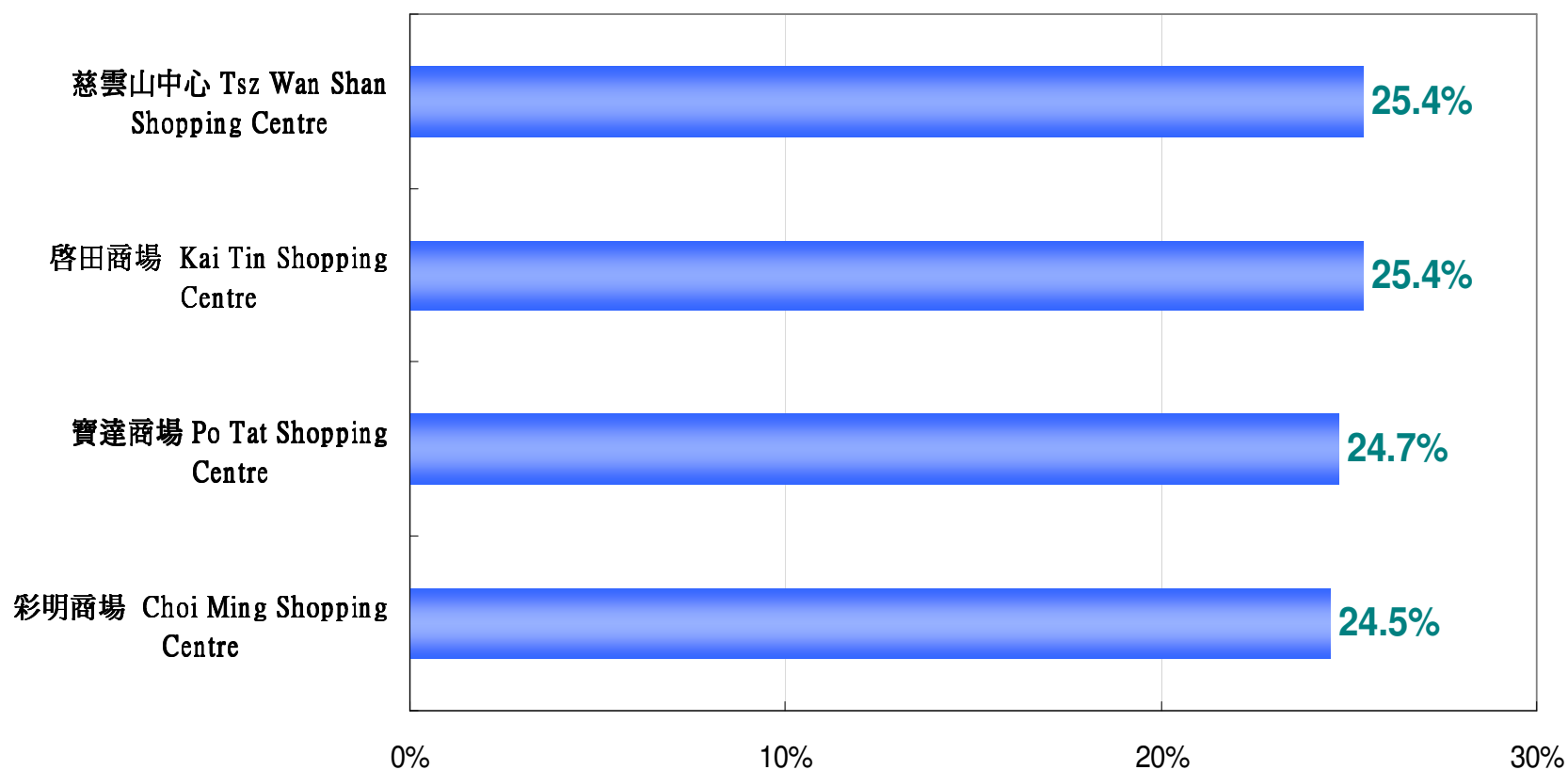
調查結果 Survey Findings

Opinion Survey on Shop-Mix Enhancement



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商場資料 The four shopping centres



(註) 由領匯新引入商戶佔的室內樓面面積，均佔此四個商場各自總室內樓面面積超過一成
(Note) More than 10% of Indoor Floor Area in these four shopping centres is occupied by new tenants introduced by The Link Management.

調查結果 - 被訪購物人士的個人資料

Survey Findings – Profile of All Surveyed Shoppers

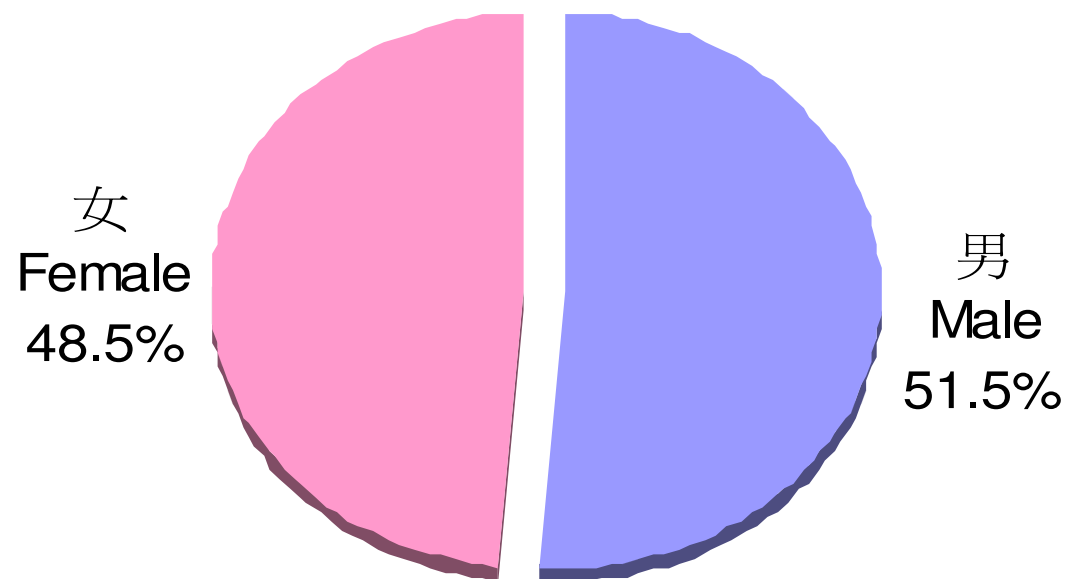
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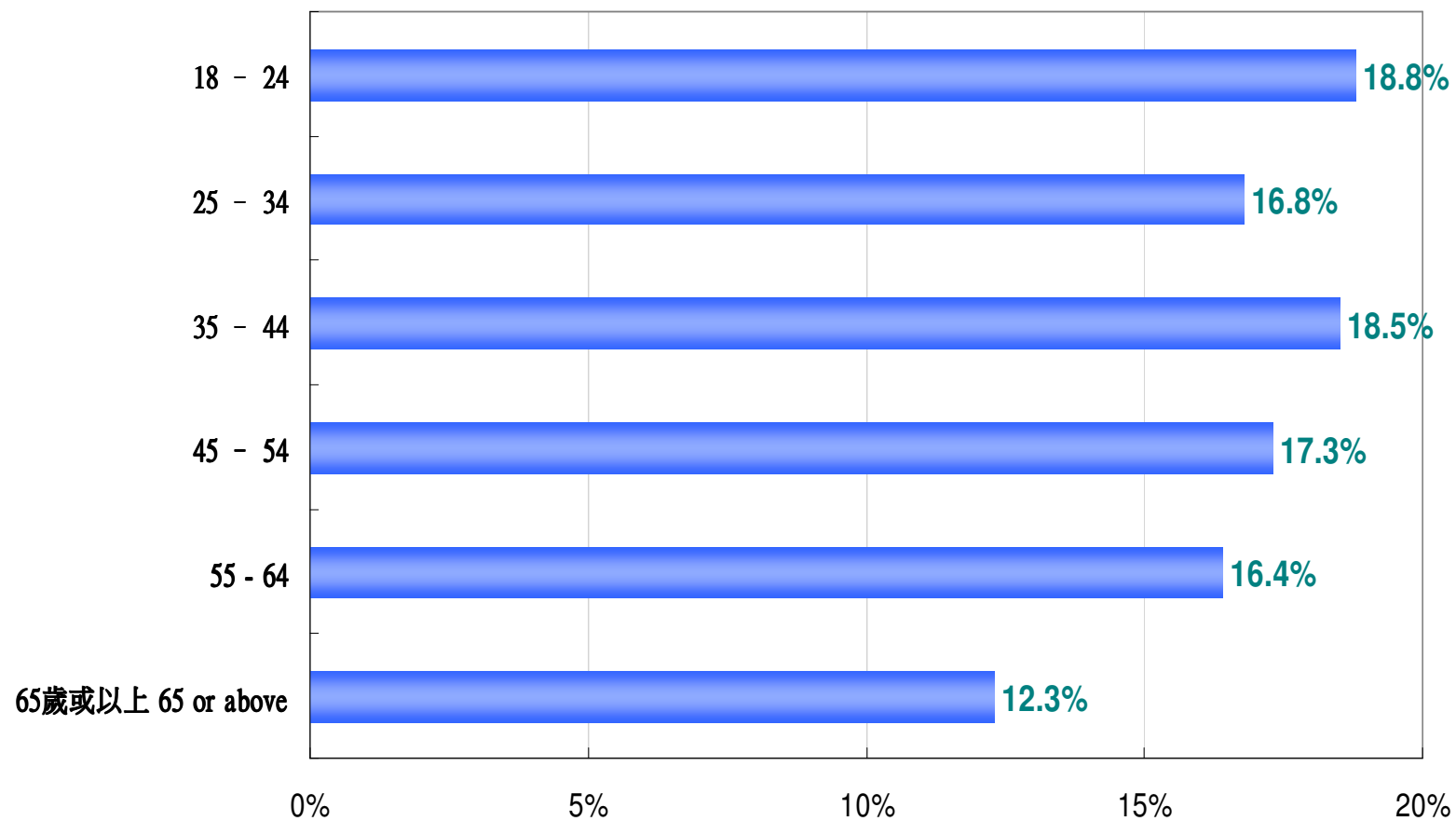
被訪購物人士的性別分佈

Gender distribution of all surveyed shoppers

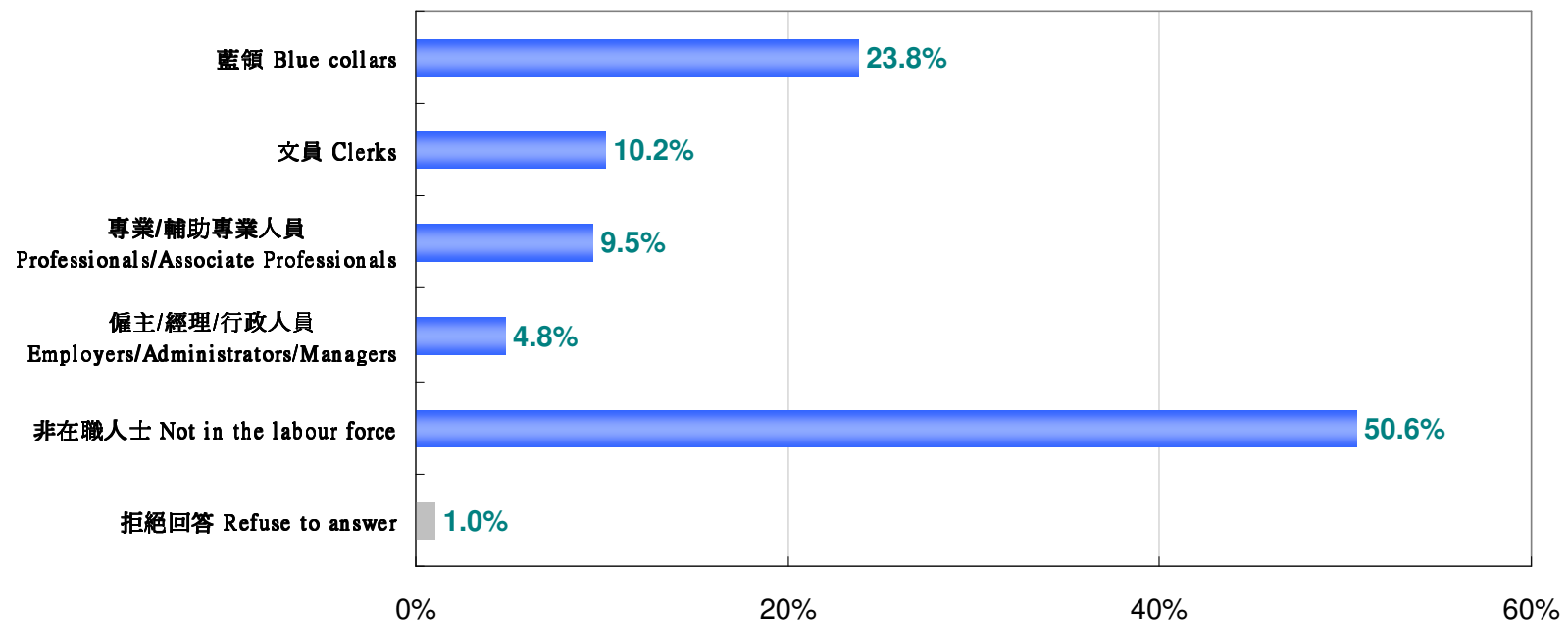


被訪購物人士的年齡分佈

Age distribution of all surveyed shoppers



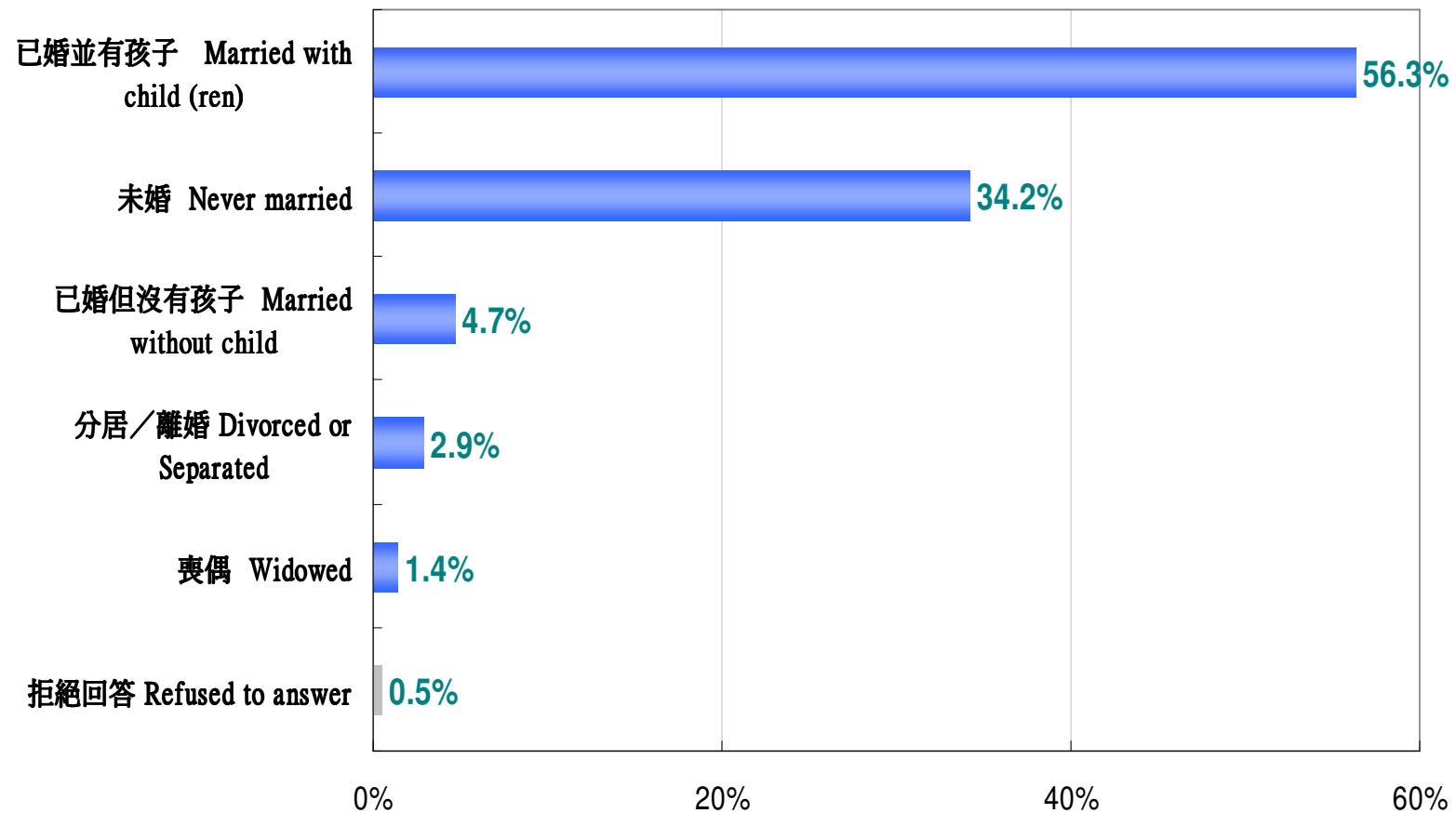
被訪購物人士的就業狀況 Occupation of all surveyed shoppers



非在職人士包括11.1% 學生, 18.7% 家庭主婦 和20.9% 失業及待業人士

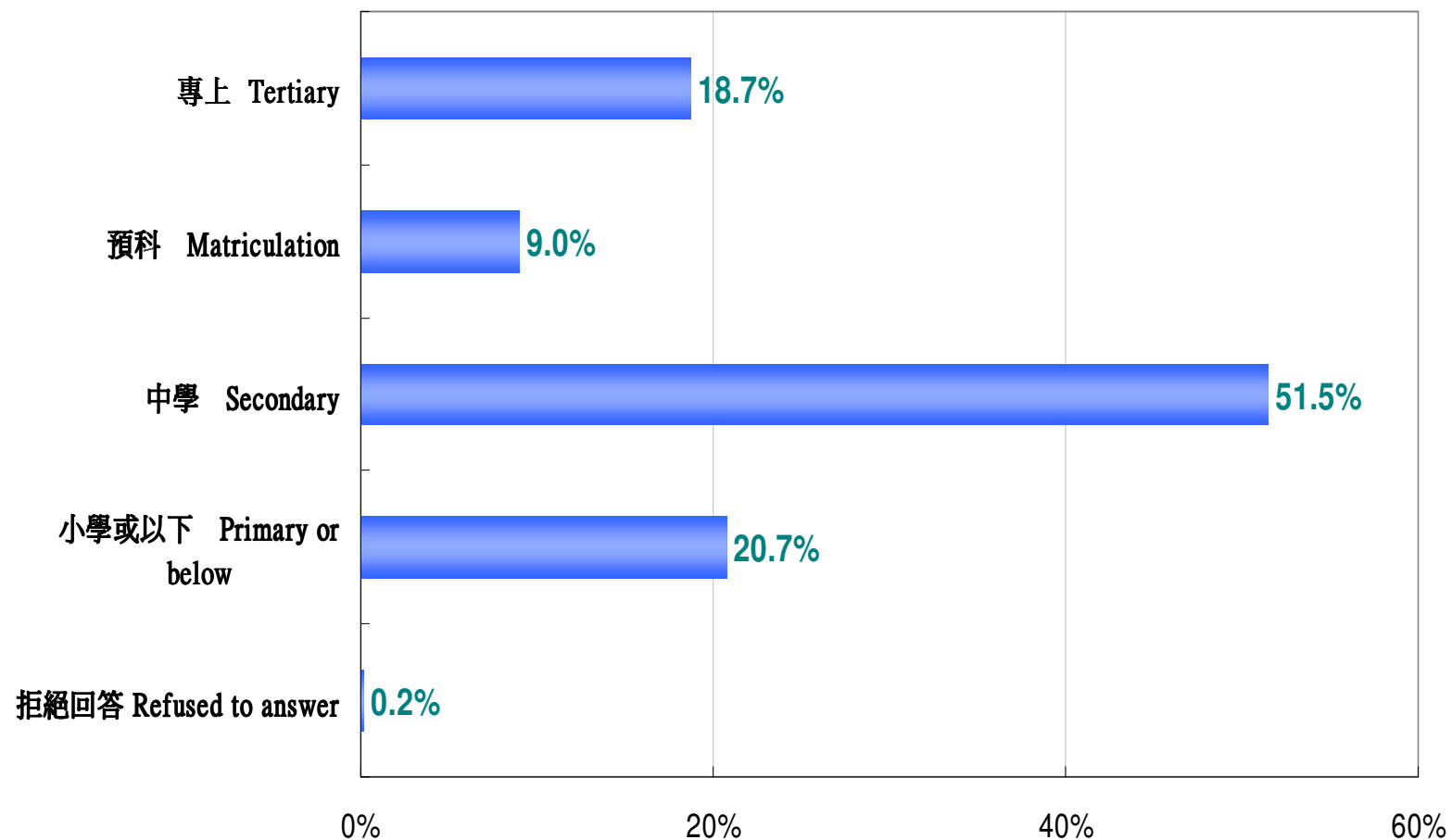
No in labour force including 11.1% students, 18.7% housewives and 20.9% unemployed/retired per

被訪購物人士的婚姻狀況 Marital status of all surveyed shoppers

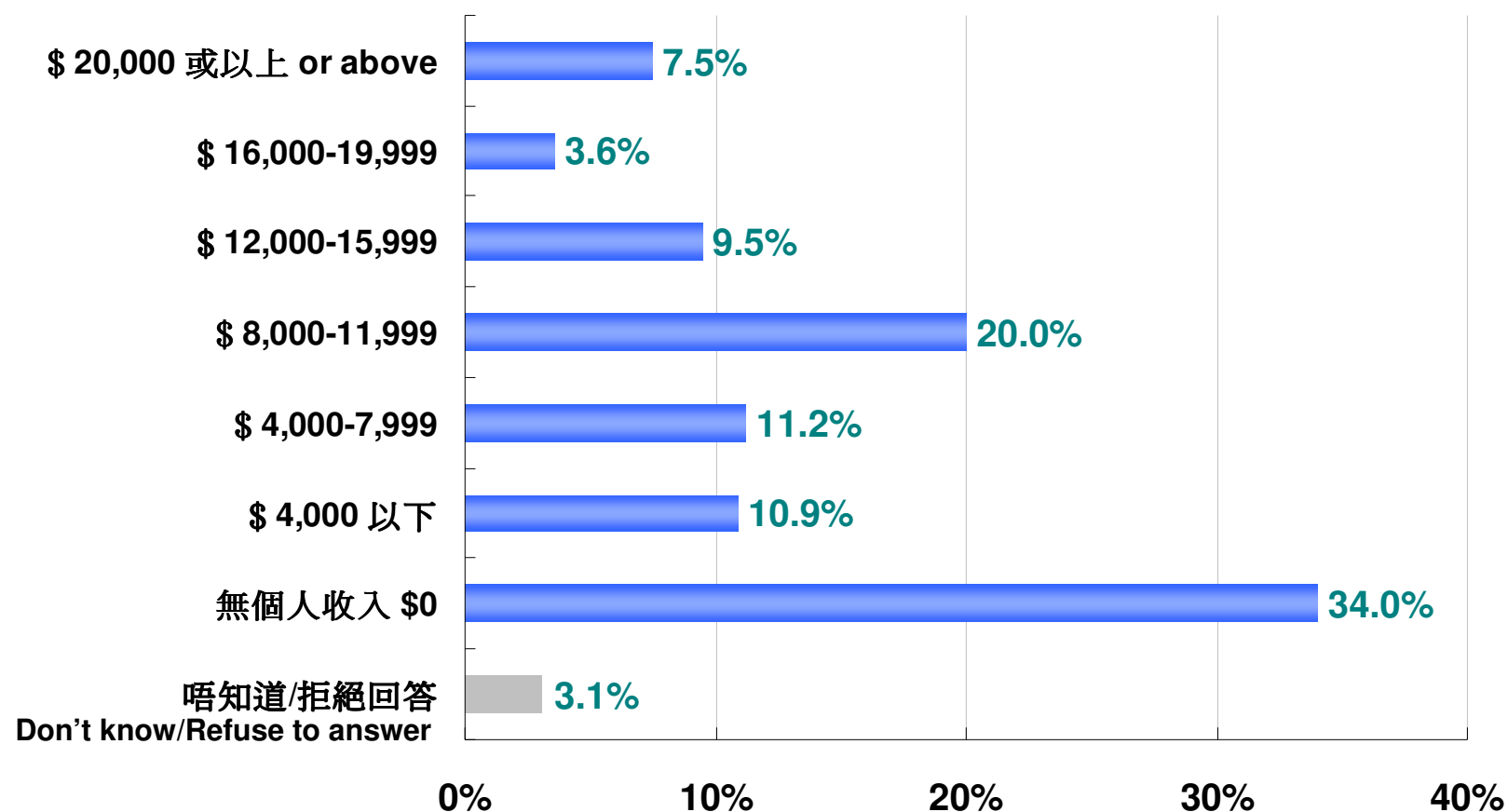


被訪購物人士的教育背景

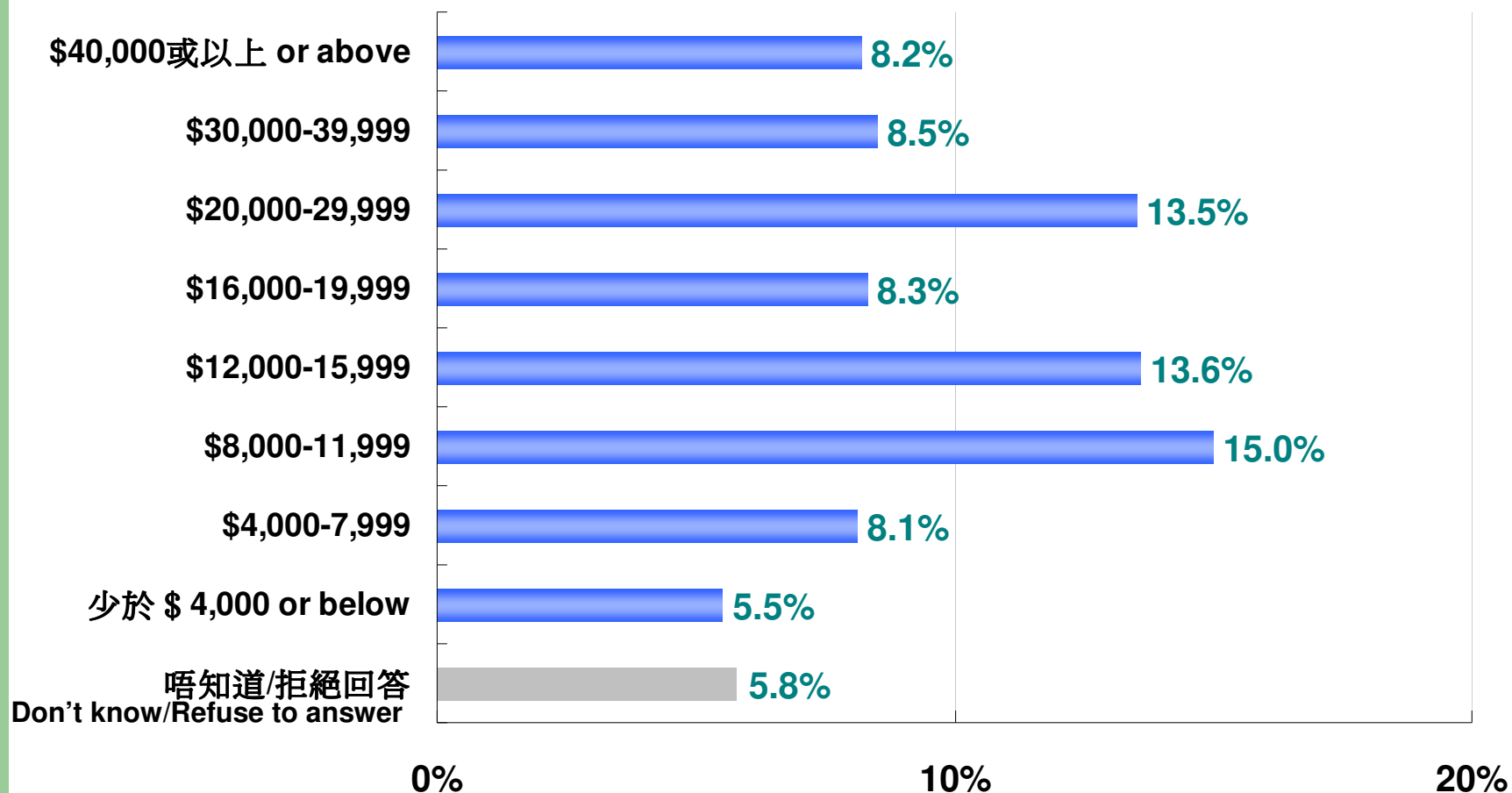
Education background of all surveyed shoppers



被訪購物人士的每月個人入息 Personal monthly income of all surveyed shoppers



被訪購物人士的每月家庭收入 Household monthly income of all surveyed shoppers



調查結果 Survey Findings

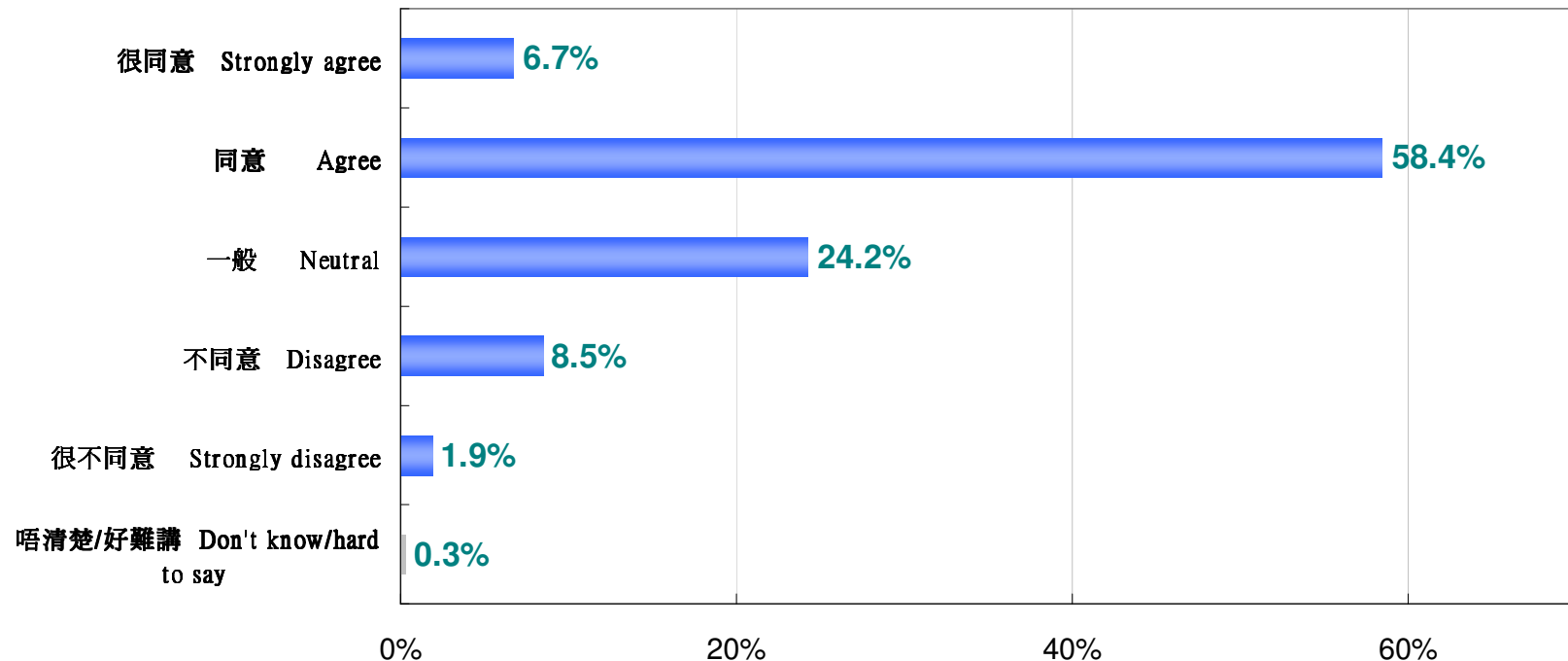
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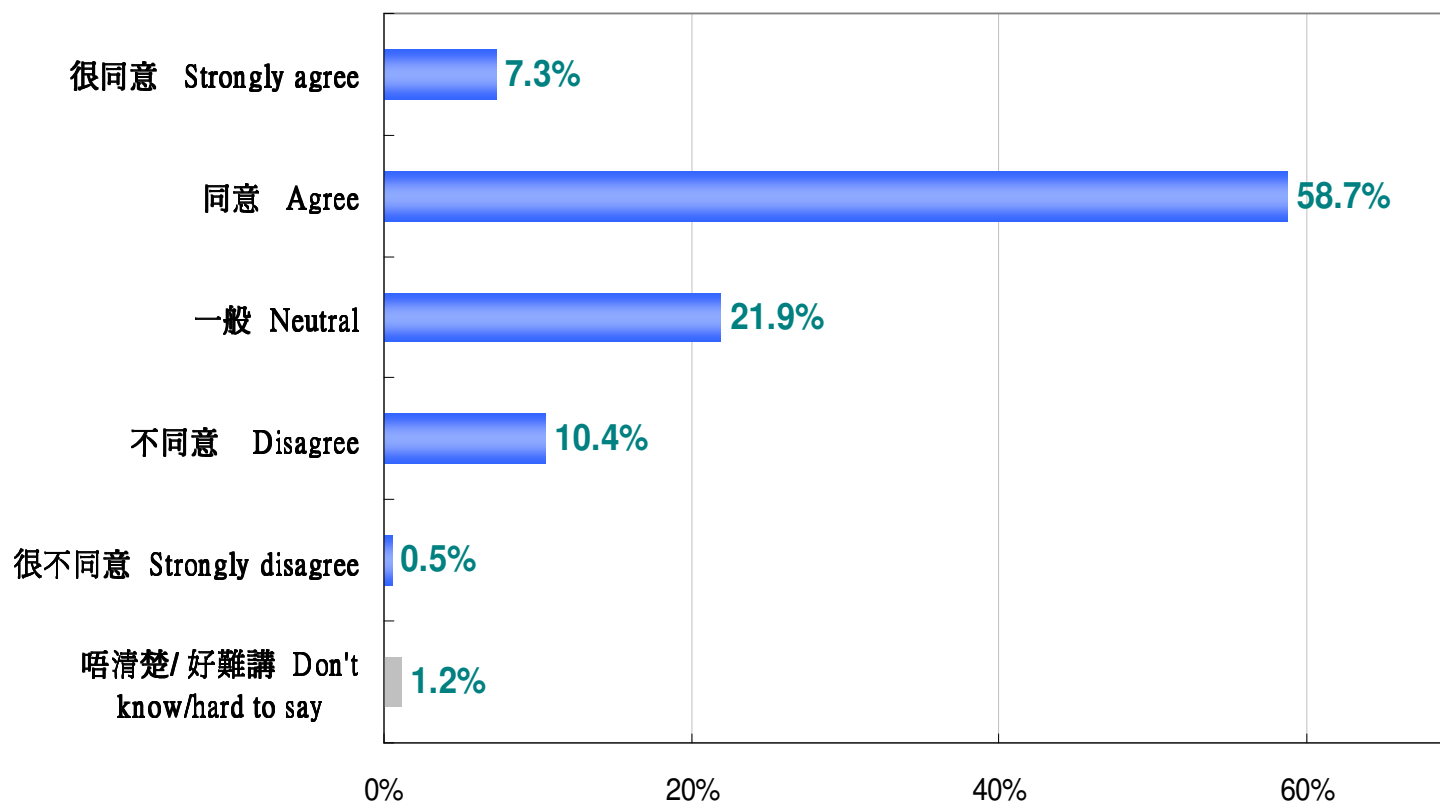
65.1%受訪購物人士同意，現時同一年半前比較，商場的消費品及食肆選擇變得更多元化

65.1% of surveyed shoppers agreed that variety of the consumer products and food has improved in this shopping centre comparing now with one and half years ago



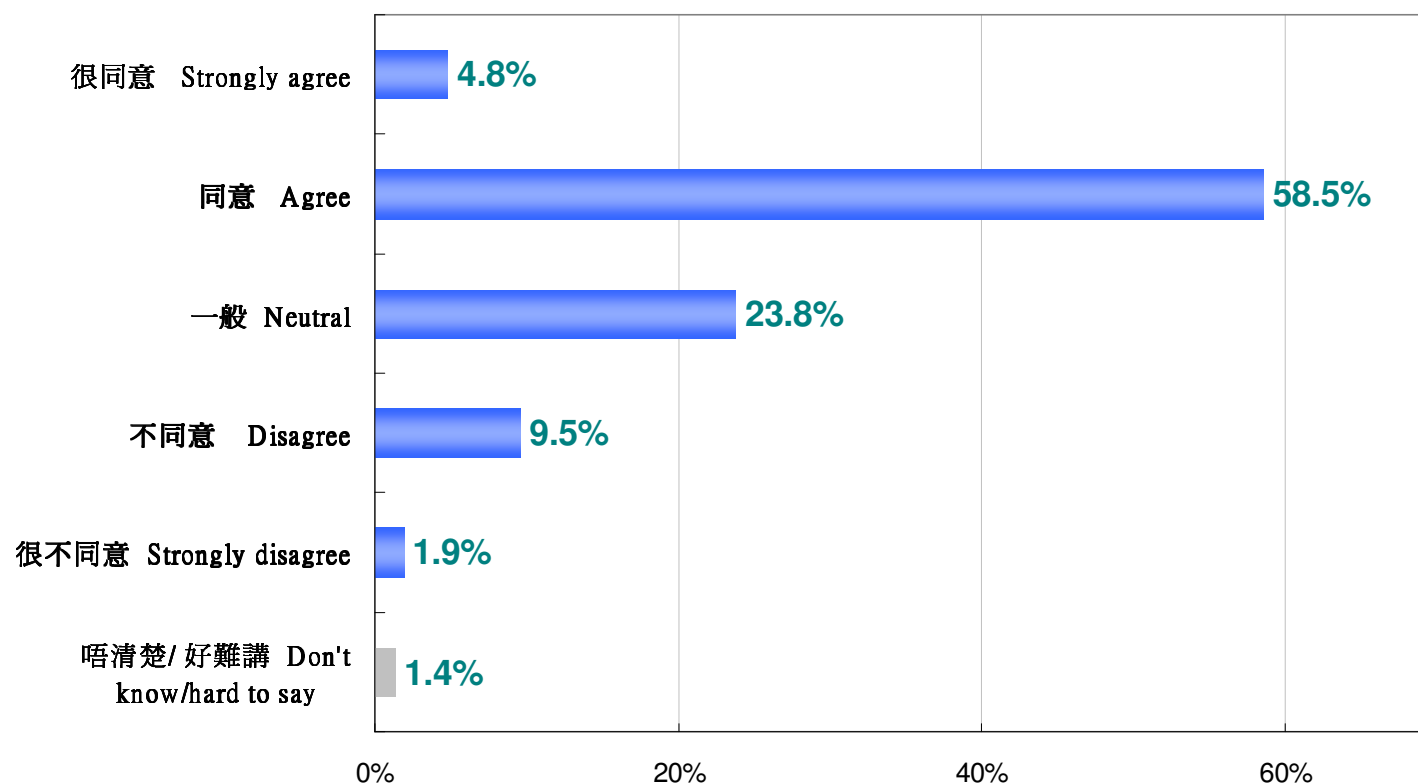
66% 受訪購物人士同意新引入的商戶切合附近街坊的一般消費需要

66% agreed that the newly introduced shops met the general consumption needs of the nearby residents.



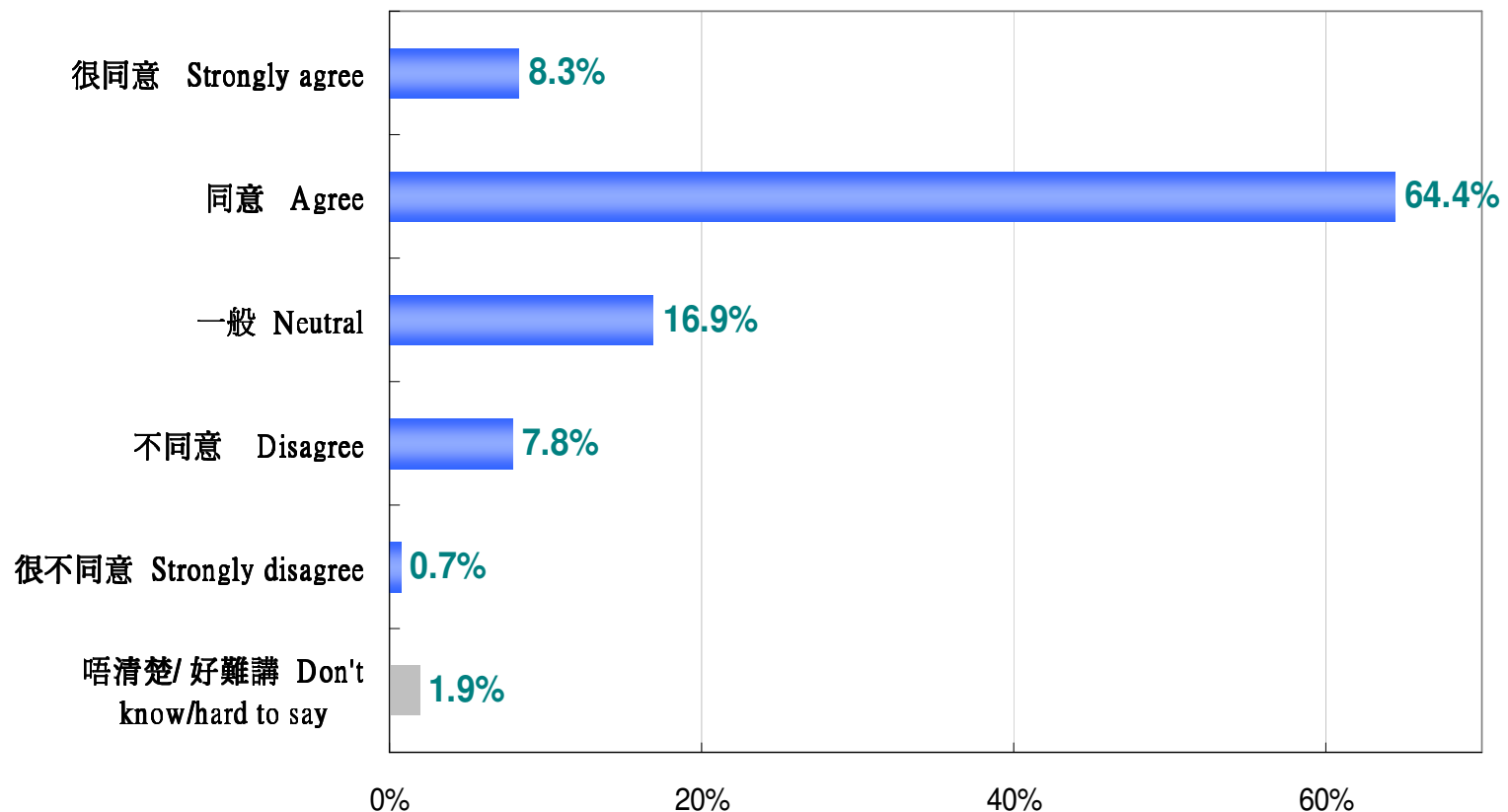
63.3% 受訪購物人士認為新引入的商戶所賣的消費品或食物的價錢是其負擔能力之內

63.3% surveyed shoppers agreed that the choice of goods and food selling in the newly introduced shops was affordable for them



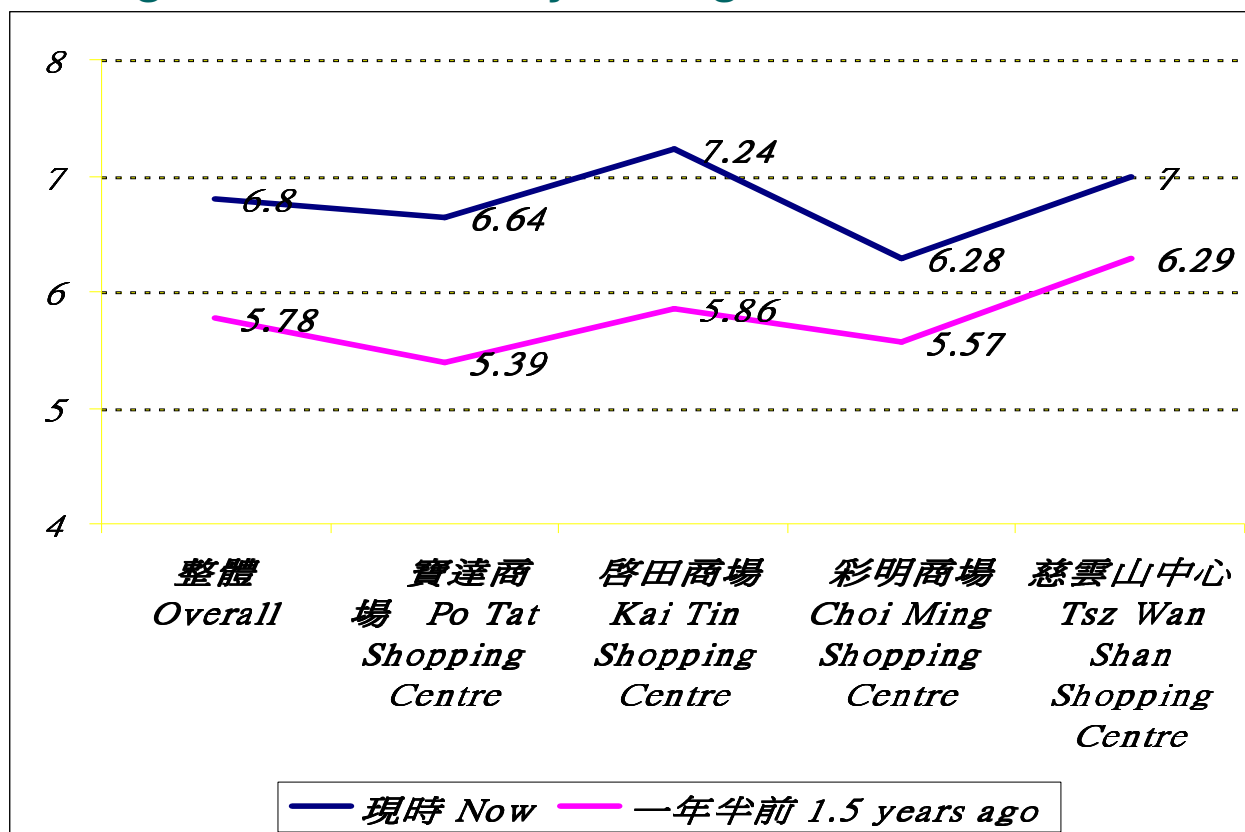
72.7% 受訪購物人士認為新引入的商戶為他們帶來更多方便

72.7% agreed that the newly introduced shops brought more convenience to them



一年半前,對商場消費品及食物的選擇的平均評分是 **5.78** 分,現時的平均評分是 **6.80**分,升幅達**17.65%**

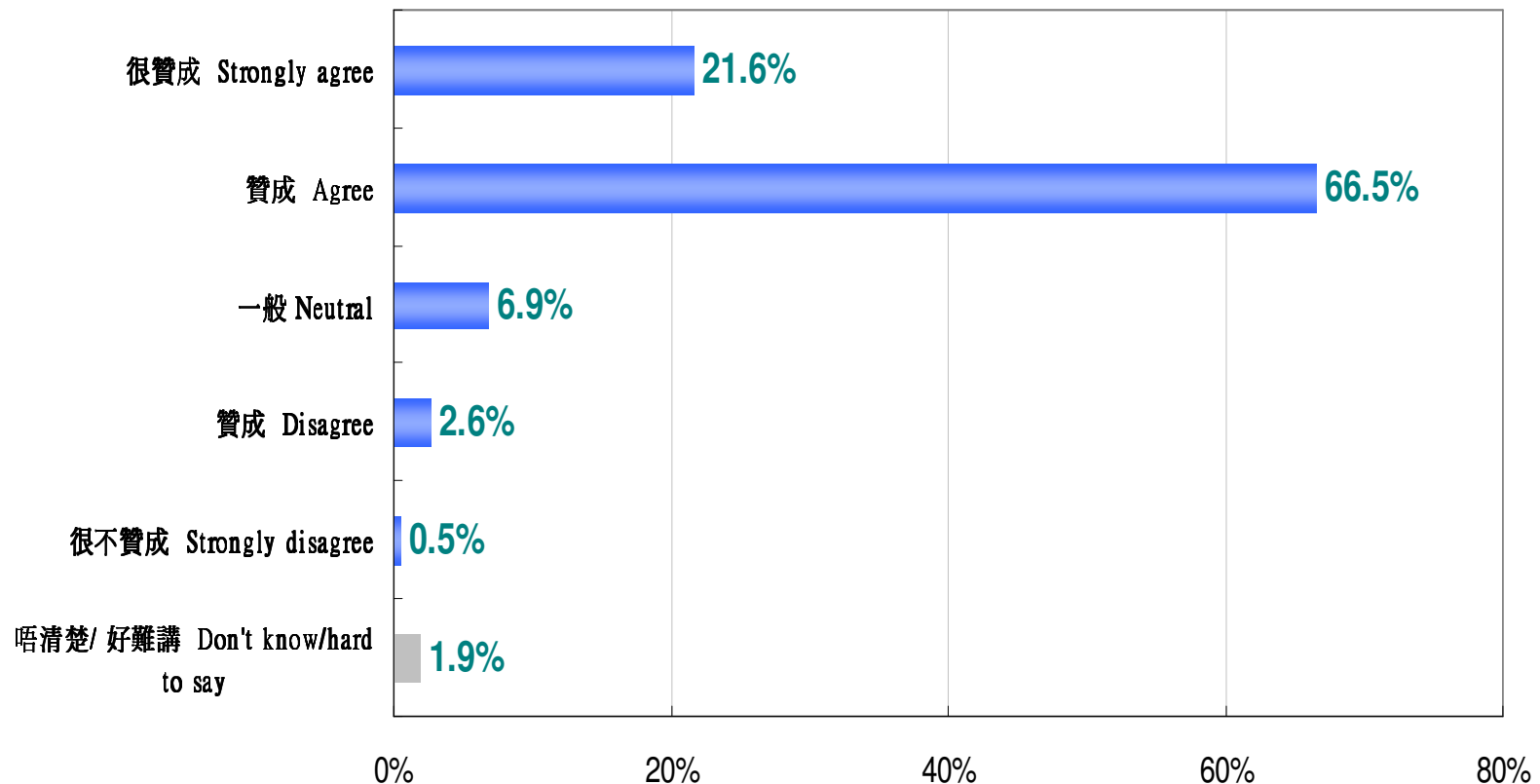
The overall average ratings of the shopping centres now and 1.5 years ago were 6.8 and 5.78 respectively. This is a 17.65% increase of rating from now to 1.5 years ago.



↑ 17.65%

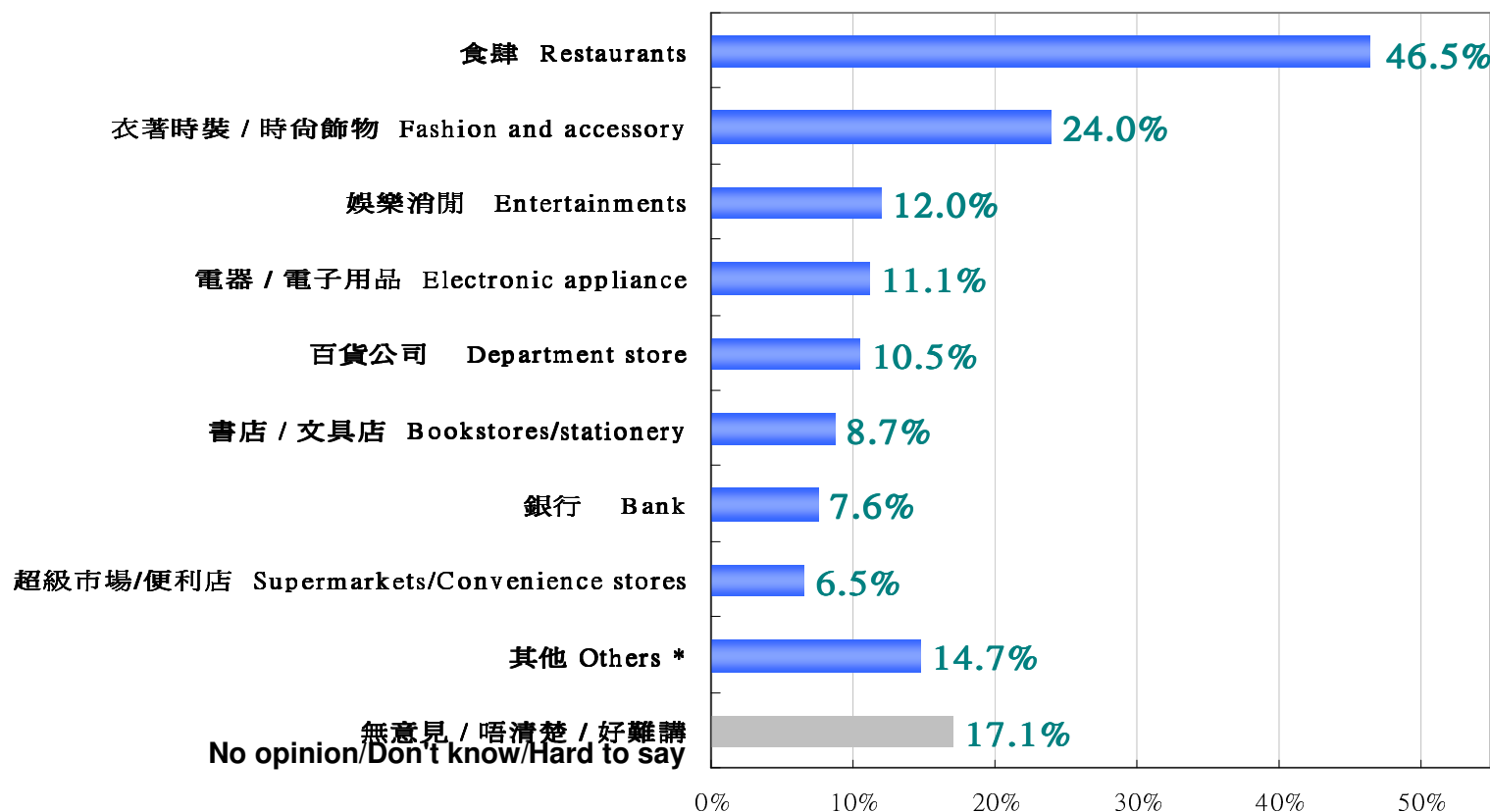
88.1% 受訪購物人士贊成引進更多消費品同埋食肆嘅選擇

88.1% agreed with the direction of introducing more choices of goods and restaurants



受訪購物人士最希望增加食肆、衣著時裝/時尚購物，及娛樂消閒

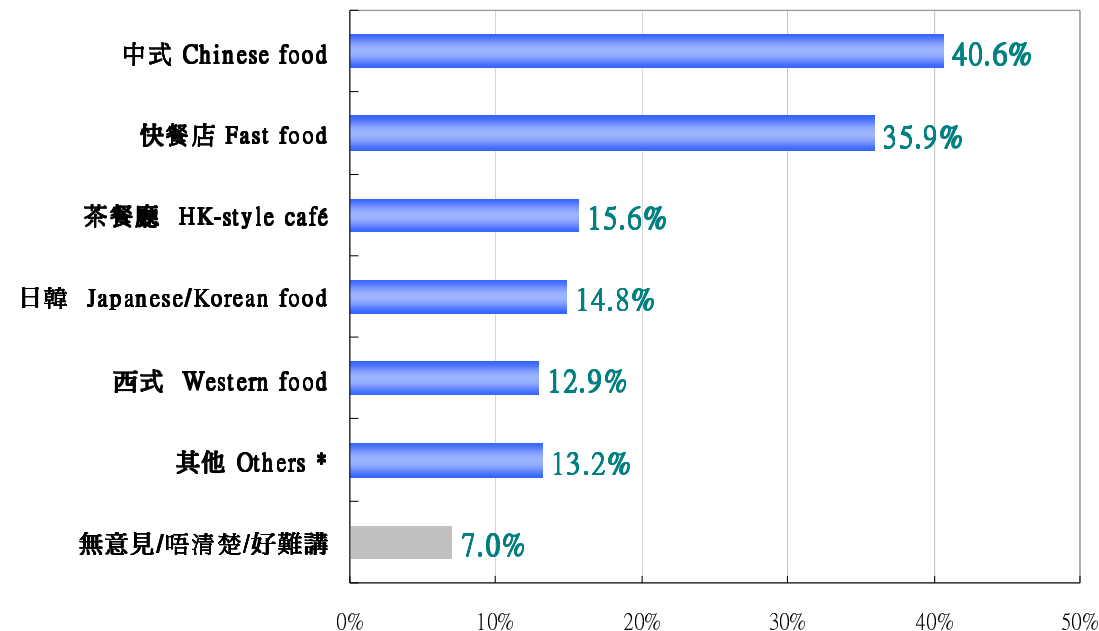
Surveyed shoppers wanted Restaurant, Fashion and accessory, and Entertainments included in the shopping centre



* All responses mentioned by less than 5% of survey shoppers were grouped into "Others"

受訪購物人士最希望增加中式食肆、快餐店、茶餐廳及日韓食肆

Surveyed shoppers wanted Chinese restaurant, fast food, HK-style café and Japanese/Korean restaurants included in the shopping centre



No opinion/Don't know/
Hard to say

(Base = 256)

* All responses mentioned by less than 5% of survey shoppers were grouped into "Others"

總結及建議

Conclusion and Recommendations

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總結 Conclusion

現在與一年半前比較

Comparing now with one and half years ago

- 各商場的平均整體評分都有所增長
- **The overall average rating for each shopping centre increased**
- 整體而言, 約三分之二的被訪購物人士同意這四個商場提供購物人士的選擇變得更為多元化
- **Overall, about two-thirds of all surveyed shoppers agreed that the variety of consumer products to choose has improved in these four shopping centres**

總結 Conclusion

商店及食肆

Shops and Eateries

- 大部分被訪者同意在商場內引入更多消費品及飲食選擇的方向
- **Most surveyed shoppers agreed with the direction of introducing more choices of goods and food & beverage**
- 最受歡迎並認為應該包括在商場內的商店種類有食肆, 時裝及飾物
- **Restaurants, fashion and accessory were the most popular types of shop that should certainly be included in shopping centres**
- 最受歡迎並應該考慮引入的食肆種類包括中式食肆、快餐、茶餐廳及日韓食肆
- **For restaurants, Chinese restaurants, fast food, HK-style café and Japanese/Korean style were the most popular kinds to be included**

總結 Conclusion

在過去一年半引入的商店

The newly introduced shops during the past one and a half years

- 近三分之二的被訪者同意這些商店能符合附近居民一般的消費需要
- Almost two-thirds of all surveyed shoppers agreed the shops meet the general consumption needs of the nearby residents**
- 約三分之二的被訪者同意這些商店的商品定價是他們能力負擔之內，而這些新引入的商店亦能為他們帶來方便
- About two-thirds of all surveyed shoppers agreed that the price were affordable to them while the newly introduced shops were convenient to them**

建議 Recommendations

- 大比例的被訪者對於商場內新引入的商店表示滿意, 領匯應考慮在其他商場實行類似的模式
- **As a high proportion of surveyed shoppers are satisfied with the newly introduced shops, this suggests that The Link should consider a similar practice in other shopping centres**
- 領匯應考慮在其他商場內引入更多不同種類的食肆和商店，包括中式食肆、快餐店、茶餐廳及日韓食肆。零售商店方面，則為時裝及飾物商店
- **The Link should consider introducing Chinese restaurants, Fast food, HK-style café, and Japanese/Korean style restaurants to other shopping centres. Shops of fashion and accessories can also be introduced.**

謝謝!
Thank you!

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