

# 購物天堂：香港？新加坡？

## Shopping paradise: Hong Kong or Singapore?

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過去幾十年來，香港一直是旅客熱愛的購物勝地。可是，在新加坡、泰國、南韓等亞洲國家急起直追的形勢下，香港要保持優勢，就必須加倍努力迎戰。在這些國家中，新加坡可謂香港的主要勁敵。根據二零零二年版的《世界競爭力年鑑》，在全球四十九個經濟體系中，新加坡和香港在二零零一年的世界競爭力排名分別是第二位和第六位。今天，新港兩地的旅遊業都已達成成熟階段，難以再有很大的增長空間。鑒於購物對兩地旅遊業都舉足輕重，本研究就旅客在香港和新加坡購物的期望和感受，訪問了三百零九名國際旅客。香港假如要壓倒新加坡，成為較受旅客喜愛的購物勝地，並重奪亞太區購物天堂的美譽，訪問所得的資料對香港改善購物服務和產品素質方面將大派用場。以下是本研究重點的簡述。

Over the past decades, Hong Kong has always been a popular shopping destination for tourists. However, under the threat of being caught up by other Asian countries such as Singapore, Thailand and South Korea, Hong Kong has to make extra effort to compete. Among those countries, Singapore is the chief competitor of Hong Kong. According to the World Competitiveness Yearbook (2002), out of 49 economies worldwide, Singapore and Hong Kong are ranked the 2nd and 6th places respectively in 2001. Today, the tourism industries of both cities have reached the mature stage, meaning that opportunity of growth is limiting. In view of the importance of shopping to the tourism industries of Hong Kong and Singapore, 309 international visitors were surveyed about their shopping expectations and perceptions of Hong Kong and Singapore. The information gathered is crucial for Hong Kong to improve the quality of its shopping service and product if it wishes to meet the challenge of Singapore as the preferred shopping destination and to re-establish its reputation as the “shopping paradise” of the Asia Pacific region. In the following, the major findings of the study are highlighted.

## 受訪旅客概覽

表一概述受訪旅客的情況。在三百零九名受訪者中，百分之五十一點五是男性，百分之四十八點五是女性。最多人的年齡組別是「二十八至三十七歲」，其次是「十八

表一：受訪者概覽(n=309)

Table 1: Profile of respondents (n=309)

| 特徵                           | 類別  | 人數        | 百分比            |
|------------------------------|---|-----------|----------------|
| Characteristics              | Categories  | Frequency | Percentage (%) |
| 性別 Gender                    | 男 Male  | 159       | 51.5           |
|                              | 女 Female  | 150       | 48.5           |
| 年齡(歲)<br>Age (years old)     | 18 - 27   | 63        | 20.4           |
|                              | 28 - 37   | 126       | 40.8           |
|                              | 38 - 47   | 19        | 6.1            |
|                              | 48 - 57   | 47        | 15.2           |
|                              | 58 +  | 54        | 17.5           |
| 教育程度<br>Education level      | 小學或以下 Primary or below                                    | 0         | 0              |
|                              | 中學 Secondary  | 42        | 13.6           |
|                              | 學院 / 大學或以上<br>College / University or above               | 267       | 86.4           |
| 居住國家<br>Country of residence | 中國 China  | 29        | 9.4            |
|                              | 北亞 North Asia   | 5         | 1.6            |
|                              | 東南亞 Southeast Asia  | 29        | 9.3            |
|                              | 歐洲、非洲及中東<br>Europe, Africa & Middle East                  | 158       | 51.1           |
|                              | 美洲 Americas   | 61        | 19.8           |
|                              | 澳洲和紐西蘭<br>Australia & New Zealand                         | 27        | 8.8            |
|                              | 每月個人入息<br>(美元)<br>Monthly personal<br>income (US dollars) | 0 - 1,000 | 59             |
| 1,001 - 2,000                | 83  | 26.9      |                |
| 2,001 - 3,000                | 57  | 18.4      |                |
| 3,001 - 4,000                | 36  | 11.6      |                |
| 4,001 - 5,000                | 20  | 6.5       |                |
| 5,001 - 6,000                | 13  | 4.2       |                |
| 6,001 +                      | 41  | 13.3      |                |

## Profile of respondents

Table 1 shows the profile of the respondents. Out of the 309 respondents, 51.5% are male and 48.5% are female. The most dominant age group is "28 to 37"; followed by "18 to 27"; "58 or above" and "48 to 57" respectively. The majority of the respondents have reached university level while the rest are secondary school graduates. Respondents from Europe, Africa and the Middle East account for 51.1%; followed by the Americas (19.8%); North and Southeast Asia (10.9%); China (9.4%); and Australia and New Zealand (8.8%). For monthly personal income, 45.3% fall into the "US\$1,001-US\$3,000" category.

## Tourists' general shopping expectations

Table 2 shows the findings on the respondents' general expectations of 14 shopping attributes. Results reveal that "product reliability", "variety of product selection", "opening hours of shop" and "neatness and cleanliness of shop" are the four most important shopping attributes. On the contrary,

表二：期望平均值及十四項關乎購物的要素的名次

Table 2: Expectation mean score and ranking of 14 shopping attributes

| 關乎購物的要素                                      | 平均值        | 名次      |
|--|------------|---------|
| Shopping Attribute                           | Mean value | Ranking |
| 貨品可靠 Product reliability                     | 5.83       | 1       |
| 貨品種類豐富 Variety of product selection          | 5.82       | 2       |
| 店舖的營業時間 Opening hours of shop                | 5.78       | 3       |
| 店舖乾淨整齊 Neatness and cleanliness of shop      | 5.73       | 4       |
| 貨品齊備 Availability of product                 | 5.71       | 5       |
| 售貨員勤快 Efficiency of sales staff              | 5.65       | 6       |
| 付款方法多元化 Choice of payment methods            | 5.61       | 7       |
| 物有所值 Value for money                         | 5.60       | 8       |
| 售貨員的態度 Attitude of sales staff               | 5.58       | 9       |
| 店舖易於到達 Accessibility of shop                 | 5.53       | 10      |
| 貨品價格 Price of product                        | 5.35       | 11      |
| 售貨員的語言能力 Language ability of sales staff     | 5.19       | 12      |
| 櫥窗擺設 Window display                          | 4.77       | 13      |
| 店舖寬敞明亮 Lighting and physical setting of shop | 4.75       | 14      |

註：平均值「1」等於「最不重要」，「7」等於「最重要」

Note: Mean value "1" = "very unimportant" and "7" = "very important"



至二十七歲」、「五十八歲或以上」及「四十八至五十七歲」。大多數受訪者有大學教育程度，其餘的都有中學程度。來自歐洲、非洲及中東的受訪者為數最多，佔百分之五十一點一，其次是來自美洲的旅客(百分之十九點八)，接着是來自北亞和東南亞的旅客(百分之十點九)，中國的旅客(百分之九點四)，以及澳洲和紐西蘭的旅客(百分之八點八)。至於每月個人入息方面，百分之四十五點三的旅客屬於「一千零一至三千美元」的組別。

### 旅客一般的購物期望

表二列出受訪者對十四項關於購物的要素的一般期望。調查結果顯示，「貨品可靠」、「貨品種類豐富」、「店舖的營業時間」、「店舖乾淨整齊」是旅客購物時最關心的四個要素，而「櫥窗擺設」、「店舖寬敞明亮」則最無關痛癢。

### 在香港和新加坡的購物經驗

表三比較在香港和新加坡的購物經驗。在以下六個方面香港比新加坡優勝：「貨品價格」、「店舖易於到達」、

“window display” and “lighting and physical setting of shop” are the least important.

### Shopping experiences in Hong Kong and Singapore

Table 3 shows the comparison of shopping experiences between Hong Kong and Singapore. There are six areas in which Hong Kong performs better than Singapore. They are “price of product”, “accessibility of shop”, “value for money”, “variety of product selection”, “opening hours of shop” and “availability of product”. Singapore, on the other hand, performs better than Hong Kong in eight areas. They are “product reliability”, “language ability of sales staff”, “attitude of sales staff”, “efficiency of sales staff”, “window display”, “neatness and cleanliness of shop”, “lighting and physical setting of shop” and “choice of payment methods”.

表三：在香港和新加坡的購物經驗比較

Table 3: Comparison of shopping experiences in Hong Kong and Singapore

| 關於購物的要素 Shopping attribute   |
|--|
| <p><b>香港表現較優 Hong Kong performs better</b></p> <ul style="list-style-type: none"> <li>• 貨品價格 Price of product</li> <li>• 店舖易於到達 Accessibility of shop</li> <li>• 物有所值 Value for money</li> <li>• 貨品種類豐富 Variety of product selection</li> <li>• 店舖的營業時間 Opening hours of shop</li> <li>• 貨品齊備 Availability of product</li> </ul>   |
| <p><b>新加坡表現較優 Singapore performs better</b></p> <ul style="list-style-type: none"> <li>• 貨品可靠 Product reliability</li> <li>• 售貨員的語言能力 Language ability of sales staff</li> <li>• 售貨員的態度 Attitude of sales staff</li> <li>• 售貨員勤快 Efficiency of sales staff</li> <li>• 櫥窗擺設 Window display</li> <li>• 店舖乾淨整齊 Neatness and cleanliness of shop</li> <li>• 店舖寬敞明亮 Lighting and physical setting of shop</li> <li>• 付款方法多元化 Choice of payment methods</li> </ul> |



「物有所值」、「貨品種類豐富」、「店舖的營業時間」、「貨品齊備」；而新加坡則在八個方面勝香港一籌：「貨品可靠」、「售貨員的語言能力」、「售貨員的態度」、「售貨員勤快」、「櫥窗擺設」、「店舖乾淨整齊」、「店舖寬敞明亮」、「付款方法多元化」。

本研究顯示，在關乎購物的眾多要素中，國際旅客最看重的是「貨品可靠」這要素。但很可惜，在這方面旅客認為新加坡比香港優勝。對旅客而言，貨品的功能與店舖所許諾的分毫不差，這點至關緊要，因為旅客返國後，要把有毛病的貨品退回零售店舖並不容易。即使有所謂的全球保用也意義甚微，因為通常涉及十分繁複瑣細的手續。因此，香港的銷售人員必須信實，不可吹噓貨品的功能和素質，這非常重要。

香港在「貨品可靠」方面未符旅客期望，大概與遊客購物區一些商店的不良手法有關。在多數欺詐個案中，商店的慣技不外乎先以低價貨品吸引旅客上鉤，然後再推銷價錢較高的其他貨品，那些貨品有時甚至是過時的型號。因此，當局應以更嚴厲的法規取締這類手法，並設立更有效的旅客投訴渠道，例如可以在主要的遊客購物區、購物中心、機場、交通工具總站等地設置顯眼而方便的投訴櫃檯。整體而言，香港務須竭力重建旅客對香港店舖的信心。至於新加坡，旅客一般認為比香港遠為誠實。

由於本研究的受訪者多數是教育程度高而購買能力強的旅客，因此他們比較注重貨品的種類。另一個類似的研究發現，台灣旅客認為在香港購買成衣、電子及音響器材、皮革製品、化妝品、香水最物有所值。儘管研究結果顯示香港在這方面壓倒新加坡，但零售商必須不斷檢查所售賣的貨品，看看是否就是旅客喜愛的種類。這樣做的話，零售商就可以定期修訂業務計劃，以求在國際環境下力保市場地位。

「店舖的營業時間」是名列第三的要素，這也非常淺顯。不管是商務旅客還是消閒旅客，大多數都行程十分緊湊，不會有多少時間用來購物。雖然本研究顯示香港在這



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In this study, “product reliability” is rated as the shopping attribute for which international tourists express their highest expectation. Unfortunately, Singapore has performed better than Hong Kong in this aspect as perceived by the tourists. From the tourists’ point of view, it is extremely important that the products sold are able to perform the promised functions reliably and accurately. It would be difficult for tourists to return a defective product to the retail shop once they return to their home countries. Any worldwide warranty would have no meaning because it usually involves intricate and complicated procedures. It is thus crucial for sales personnel in Hong Kong to be honest and not to over-promise functions and quality of the products.

The failing of Hong Kong in meeting visitors’ expectations of “product reliability” is possibly due to the unscrupulous practices of some shops in the tourist shopping areas. Most cases relate to the “bait and switch” trick in which tourists are first attracted by a low-priced item and then persuaded to buy another item, sometimes an out-dated model, at an inflated price. Therefore, stringent punishment by laws should be reinforced to prohibit such activity and effective complaint channels for tourists must be established. Accessible and visible complaint service counters can be set up in major shopping areas, malls, the airport and transportation terminals. All in all, Hong Kong must work hard to rebuild the confidence of its visitors that shops in Hong Kong are reliable. In general, Singapore is perceived to be far more honest.

Since the majority of the respondents in this study are well educated with a high purchasing power, they are more concerned



方面的得分遠勝新加坡，但香港的店舖仍應再延長營業時間，特別是在週末和節日，使旅客購物時更感便利。

至於在售貨員方面，新加坡在以下三個相關的範圍都勝香港不止一籌：「售貨員的語言能力」、「售貨員的態度」、「售貨員勤快」。因此，香港必須認真設法改善售貨員的服務水平。一般而言，香港人的英語和普通話能力比不上新加坡人，這是不爭的事實。香港政府必須推展提高職業英語和普通話水平的課程，而要令這計劃成功，政府和僱主都必須持續為認可的語言課程提供撥款和資助。這計劃並且應為服務業從業員提供支援和鼓勵。

## 結語

綜合而言，本研究無法得出香港是遠勝新加坡的渡假勝地的結論。從研究結果看來，香港的零售業反而必須與當局及有關機構攜手合作，逐一在新加坡比香港優勝的八個方面下工夫。香港只有提高這八方面的水平，才能迎擊新加坡的挑戰，保持受旅客歡迎的購物勝地的美譽。TC

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about the range of products. One similar study with Taiwanese tourists in Hong Kong states that garments, electronic and sound equipment, leather goods, cosmetics and perfumes offer the best value for money. Despite results show that Hong Kong has outperformed Singapore in this area, retailers must constantly examine the types of products the tourists prefer. The knowledge will help them revise their business plans periodically so that they can maintain their market positions in the international context.

It is also lucid for “opening hours of shop” to rank third in importance. Visitors usually have very tight business or sightseeing schedules, which leave them with little time for shopping. Although this study shows that Hong Kong scored a significantly higher rating than Singapore here, shops in Hong Kong should further extend their opening hours to make shopping even more convenient to the tourists, especially at weekends and during festive seasons.

With regard to salespeople, Singapore outshines Hong Kong noticeably in all the three related issues, namely “language ability of sales staff”, “attitude of sales staff” and “efficiency of sales staff”. Thus, Hong Kong must seriously review its strategies to improve the customer service quality of salespeople. The relatively poor proficiency in English and Putonghua among Hong Kong people in general is an undisputable fact when compared with Singapore. The Hong Kong Government must see to the need of implementing intensive workplace English and Putonghua programmes. To implement the strategy successfully, funding from the government and subsidies from the employers for recognised language programmes must form a continued part of the scheme, which should provide both support and encouragement for service personnel.

## Conclusion

To sum up, the study cannot conclude that Hong Kong has any significant advantage over Singapore as a preferred destination. On the contrary, the retail industry of Hong Kong must work together with the authorities and all the organisations concerned to confront each of the eight attributes that Singapore does better than Hong Kong. It is only when these eight attributes are tackled that Hong Kong will be in a better position to meet the challenge from Singapore as the preferred shopping destination. TC

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