

Jun. 22, 2020

Hakuhodo Institute of Life and Living Shanghai conducts

“Survey into the Post-COVID-19 Attitudes and Behavior of Chinese *Sei-katsu-sha*”

Chinese *sei-katsu-sha*’ mindsets remain “under COVID-19”

- Continued self-protection and the advent of a “strike first” attitude
- Consumer confidence is recovering, but shopping behavior remains half-hearted

Hakuhodo Institute of Life and Living Shanghai (HILL Shanghai) in May conducted an internet survey into the attitudes and behavior of Chinese *sei-katsu-sha** as the COVID-19 crisis comes to an end. We summarize the findings of this research, titled “Survey into the Post-COVID-19 Attitudes and Behavior of Chinese *Sei-katsu-sha*,” below.

In “Survey into Changes in *Sei-katsu-sha* Attitudes Due to COVID-19,” conducted in February and March and published in April 2020, we uncovered a picture of Chinese *sei-katsu-sha* responding to change and living positively amid strict restrictions on everyday behaviors. This time, we bring you findings on changes in attitudes and behavior among *sei-katsu-sha* around three months further on in a China that is coming out of the COVID-19 crisis ahead of the rest of the world.

Since March, when new cases of the novel coronavirus stabilized in China, restaurants, shopping malls and other businesses have been rapidly reopening and companies have become extremely active in their efforts to stimulate consumption among *sei-katsu-sha*. However, the findings from HILL Shanghai’s most recent study paint a picture of reluctant and prudent consumption attitudes and behavior, with many Chinese *sei-katsu-sha* deeply concerned about a second wave of the virus and focusing their efforts on protecting themselves and preparing for the future. Despite talk of China entering a post-COVID-19 period ahead of the rest of the world, *sei-katsu-sha*’s mindsets are still “under COVID-19.”

Changes in lifestyle attitudes and behavior

Continuing self-protection and the advent of a “strike first” attitude

- The self-protection mindset remains high, with Want to continue the hygiene habits gargling, washing my hands and sanitizing” scoring 86%.
- A new desire to strike first is appearing, with Want to prepare my life with the future in mind scoring 69%.
- This prepare-for-the-future mindset is evident in the growth in Investing, asset management and saving (51%→55%) since before the COVID-19 outbreak.

**Sei-katsu-sha* are more than simply consumers, just as people’s lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers’ lives.

Changes in consumption attitudes and behavior

Consumer confidence is recovering, but shopping behavior remains half-hearted

- According to HILL Shanghai's monthly Consumption Barometer Survey (Note 1), the Consumption Desire Index (Note 2) for Chinese *sei-katsu-sha*, which at 62.8 pts in February was down significantly on the previous month, has returned to pre-COVID-19 levels, with scores of 73.5 pts in April, 73.6 pts in May, and 73.9 pts in June.
- At the same time, in consumption behavior trends, scores for Worry about saving money more often (57%), Choose things that are good value for money (53%) and Refrain from making major purchases (52%) were higher than those for the proactive attitudes and behaviors Bought something I was denying myself (35%), Spent money to buy something better (21%) and Want to buy luxury brand goods (10%).
- The top product categories respondents want to spend on were everyday necessities: Medical supplies/Health products (57%), Food (54%), Insurance/Investment products (49%), Bath and toilet goods (38%) and Kitchen goods (37%), while the top products they want to save money on were entertainment and luxuries: Eating out (53%), Timepieces/Jewelry/Perfumes (48%), Travel (48%), Entertainment (36%) and Beverages/Alcohol (32%).

Note 1: Consumption Barometer Survey: A time-series survey on consumption desire conducted monthly by Hakuhodo Institute of Life and Living Shanghai.

Note 2: Consumption Desire Index: Quantifies responses to the question: If your peak consumption desire (desire to buy things or use services) rates 100 points, how would you rate your consumption desire for the next month?

Hakuhodo Institute of Life and Living Shanghai is conducting various studies into *sei-katsu-sha* in the post-COVID-19 period. The Institute conducts exclusive online seminars and reporting for companies that would like to understand tomorrow's *sei-katsu-sha*. We look forward to hearing from interested companies.

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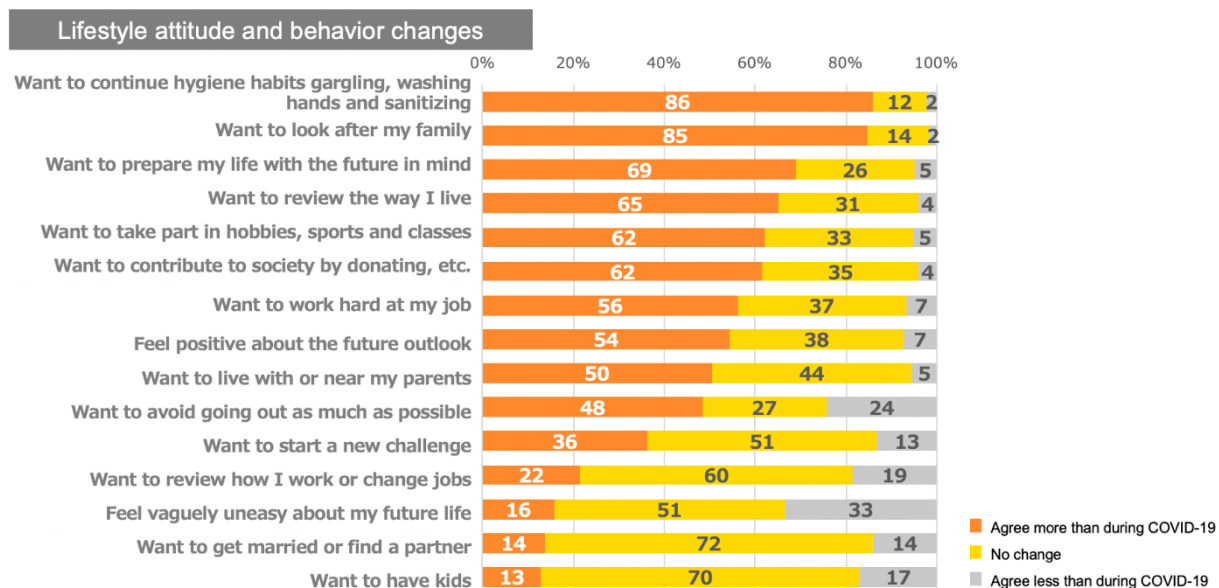
Contact for non-media inquiries:

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Reference data

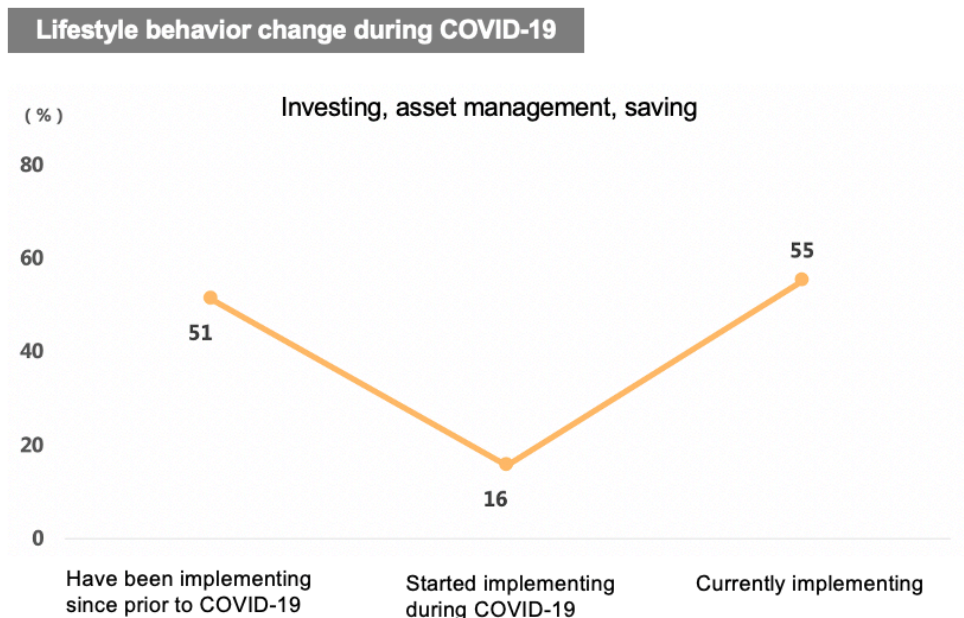
Changes in lifestyle attitudes and behavior: Data (1)

- The self-protection mindset remains high, with Want to continue the hygiene habits gargling, washing my hands and sanitizing scoring 86%.
- A new desire to strike first is appearing, with Want to prepare my life with the future in mind scoring 69%.



Changes in lifestyle attitudes and behavior: Data (2)

- The prepare-for-the-future mindset is evident in the growth in Investing, asset management and saving (51%→55%) since before the COVID-19 outbreak.

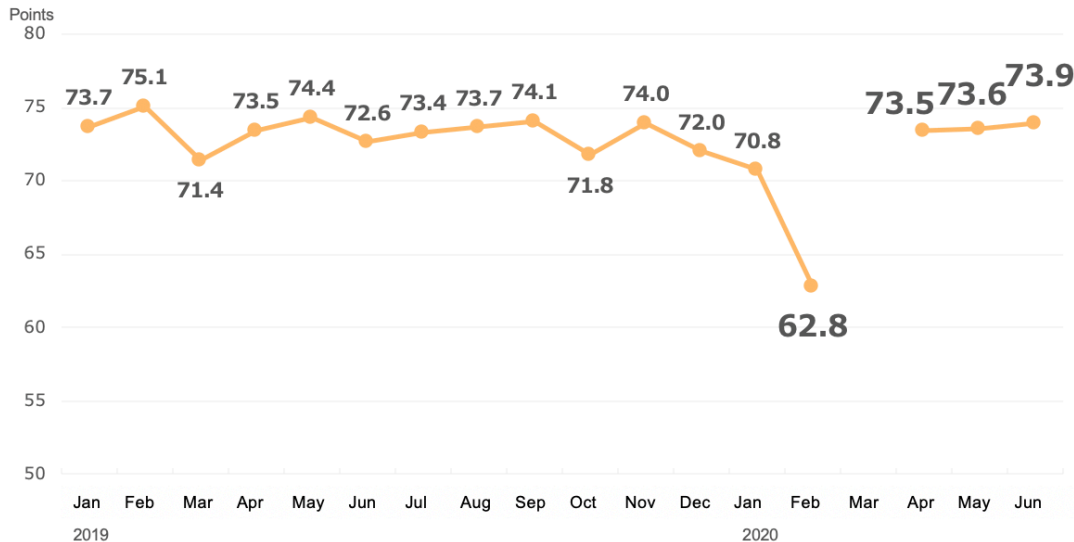


Changes in consumption attitudes and behavior: Data (1)

According to HILL Shanghai's Consumption Barometer Survey (Note 1), the Consumption Desire Index (Note 2) for Chinese *sei-katsu-sha*, which at 62.8 pts in February was down significantly on the previous month, has returned to pre-COVID-19 levels, with scores of 73.5 pts in April, 73.6 pts in May, and 73.9 pts in June.

Consumption Desire Index Change

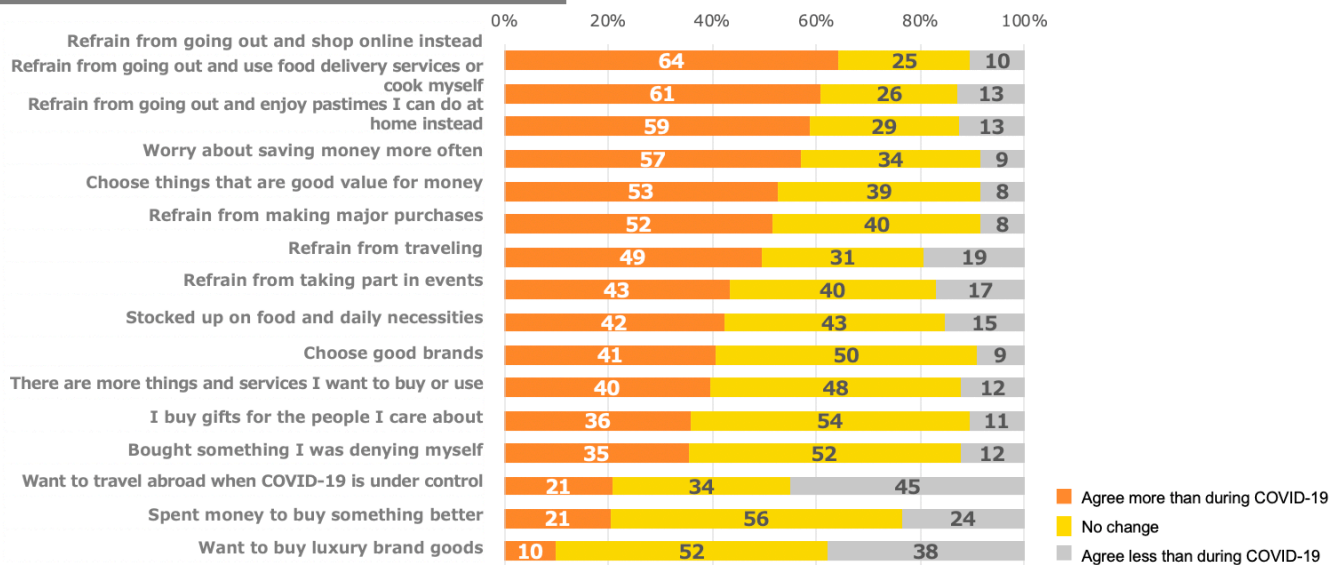
* Figures for consumption desire in the month following the survey period



Changes in consumption attitudes and behavior: Data (2)

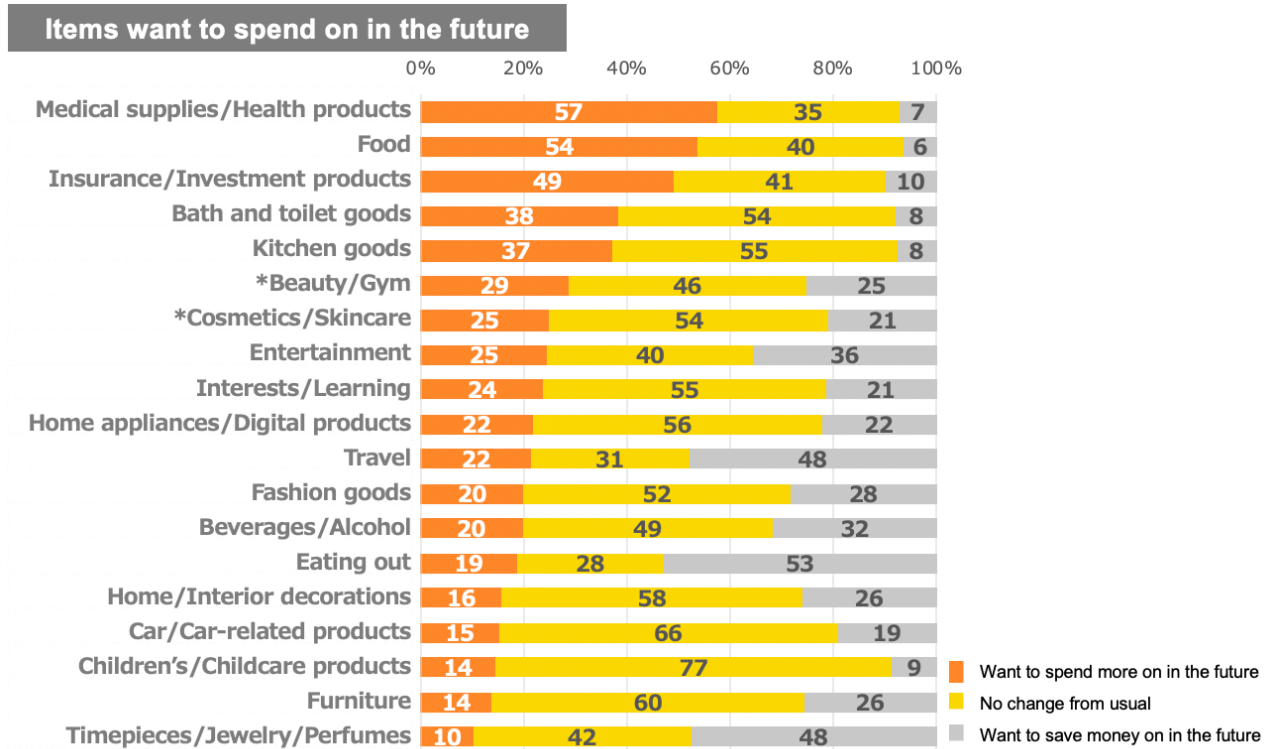
- In consumption behavior trends, scores for the prudent attitudes and behaviors Worry about saving money more often (57%), Choose things that are good value for money (53%) and Refrain from making major purchases (52%) were higher than those for proactive attitudes and behaviors Bought something I was denying myself (35%), Spent money to buy something better (21%) and Want to buy luxury brand goods (10%).

Consumption attitude and behavior changes



Changes in consumption attitudes and behavior: Data (3)

- The top product categories respondents want to spend on were everyday necessities: Medical supplies/Health products (57%), Food (54%), Insurance/Investment products (49%), Bath and toilet goods (38%) and Kitchen goods (37%), while the top products they want to save money on were entertainment and luxuries: Eating out (53%), Timepieces/Jewelry/Perfumes (48%), Travel (48%), Entertainment (36%) and Beverages/Alcohol (32%).



* Figures for Cosmetics/Skincare and Beauty/Gym are for females only

■ Survey outline 1

Survey name:	<i>Survey into the Post–COVID-19 Attitudes and Behavior of Chinese Sei-katsu-sha</i>
Survey method:	Internet survey
Territory:	Tier 1 cities (Beijing, Shanghai, Guangzhou, Shenzhen) New Tier 1 cities (Tianjin, Qingdao, Nanjing, Suzhou, Hangzhou, Zhengzhou, Wuhan, Changsha, Dongguan, Chengdu, Chongqing, Xian)
Respondents:	1,600 males and females aged 20–69
Survey period:	May 8–22, 2020

■ Survey outline 2

Survey name:	Consumption Barometer Survey
Survey method:	Internet survey
Territory:	Tier 1 cities (Beijing, Shanghai, Guangzhou, Shenzhen) New Tier 1 cities (Tianjin, Qingdao, Nanjing, Suzhou, Hangzhou, Zhengzhou, Wuhan, Changsha, Dongguan, Chengdu, Chongqing, Xian)
Respondents:	1,600 males and females aged 20–69
Survey period:	Middle of each month

Remarks:

1. Due to the impact of COVID-19, the February 2020 Consumption Desire Index uses as its reference figures values from the Hakuhodo Institute of Life and Living Shanghai's February 2020 Survey into Changes in *sei-katsu-sha* Attitudes instead of values from its Consumption Barometer Survey.
2. There are no Consumption Desire Index figures for March 2020 as it was not possible to conduct the survey in February 2020 due to the impact of COVID-19.
3. Respondents in the Consumption Barometer Survey changed from the April 2020 survey. The survey polled males and females aged 20–59 in Beijing, Shanghai and Guangzhou until March 2020. From April 2020, it polls males and females aged 20–69 in 16 Tier 1 and New Tier 1 cities.

■ About Hakuhodo Institute of Life and Living Shanghai

Hakuhodo Institute of Life and Living Shanghai, a wholly-owned subsidiary of Hakuhodo Inc. of Japan, is a think-tank established in Shanghai in 2012 to serve the Hakuhodo Group in China. Leveraging *sei-katsu-sha* research know-how amassed in Japan, the Institute supports companies' marketing activities in China, while developing local insights and making proposals on future ways of living in China.

Key current activities

- The Dynamics of Chinese People: Research that intuitively grasps the true desires of Chinese *sei-katsu-sha* and puts forward ideas for new ways of living
- Developing new methods: Development of new methods for contributing to companies' marketing activities
- Putting forward new viewpoints: Offering new ways of looking at *sei-katsu-sha* and markets

The fruits of these activities are provided to customers through the Hakuhodo Group's offices. Some of the results are also made public via presentations of research findings, the Hakuhodo Institute of Life and Living Shanghai's website, publications and by other means.