

LoopMe Consumer Snapshot: Finance & E-commerce

In this week's consumer behaviour study, LoopMe surveyed 875 Hong Kong consumers on 22-24 May, 2020 to understand the impact of COVID-19 on financial outlook. We also analysed how consumers plan to manage their finances and their negative online shopping experiences.

What best describes how COVID-19 has impacted your financial outlook?



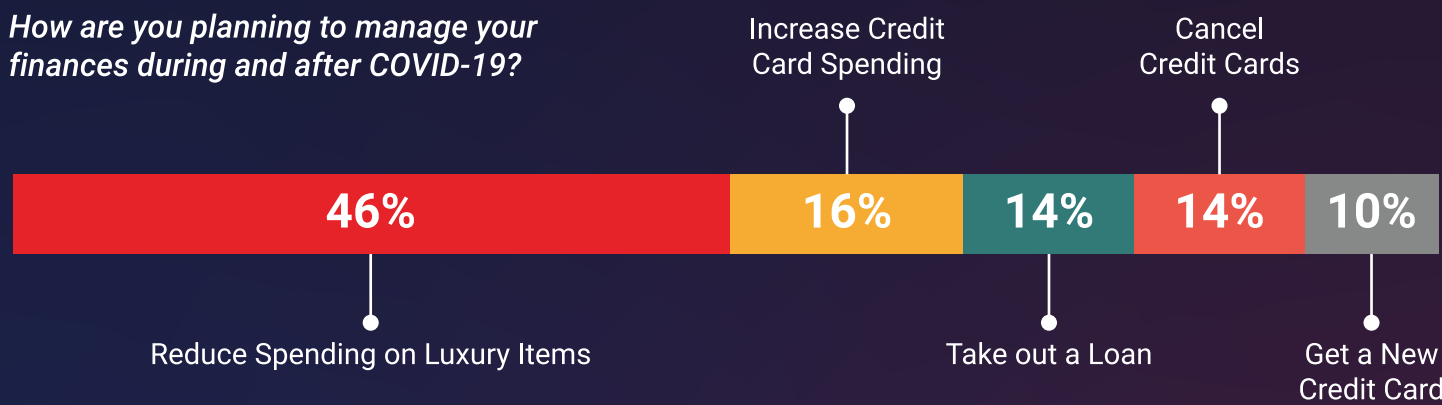
50% \$ \$ \$ \$ \$

of consumers have **Reduced Spend (26%)** and are **Saving More (24%)** as a result of COVID-19.

Over **1 in 5** consumers will **Continue as Before** with their finances despite COVID-19.

Consumers are almost **2X** more likely to **Increase Personal Spend (19%)** than **Invest More (10%)** due to COVID-19.

How are you planning to manage your finances during and after COVID-19?



46%

of consumers plan to **Reduce Spend on Luxury Items** to manage their finances during and after COVID-19.

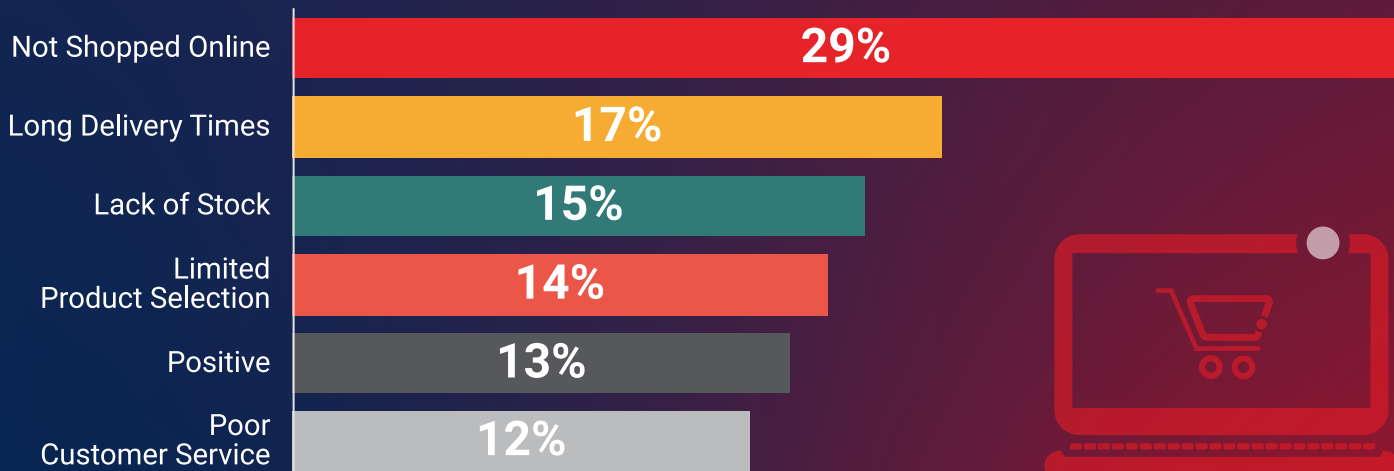
14%

of consumers plan to **Take Out a Loan** during or after COVID-19 to manage their finances.

1 in 10

consumers are planning to **Get a New Credit Card** to help manage their finances during and after COVID-19.

What have been your negative online shopping experiences during COVID-19?



17% of consumers have encountered **Long Delivery Times** whilst shopping online during COVID-19.

12% of consumers had negative online shopping experiences because of **Poor Customer Service**.

Lack of Stock has been a negative online shopping experience during COVID-19 for **15%** of consumers.