



THE FUTURE OF COMMERCE

Consumer Payment Attitudes Study 2020

商務前瞻: 消費者支付取態研究 2020

VISA

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01

INTRODUCTION

簡介

As digital commerce gains traction in Hong Kong and Macau, cashless payments become more ubiquitous in our everyday life. We have seen the emergence of challenger banks and fintechs, more innovation from incumbents, and advancement into open data. This is a perfect storm of innovation.

What exactly do consumers think about recent developments in mobile wallets, open banking, virtual banks, and open-loop payments in transit to name a few?

Given the plethora of options, how much do we know about consumers' preferences and perceptions of digital payments? How can we best make sense of these accelerated changes?

The Consumer Payment Attitudes Study for Hong Kong and Macau as well as Taiwan aims to address key aspects of the questions above. The inaugural annual study surveyed 1,250 consumers in the three markets to better understand consumer needs, expectations and aspirations when it comes to electronic payments and the digital transformation of commerce.

For example, as acceptance of cashless methods increases, and newer payment methods emerge, more consumers expect that they will use cashless methods more in the future. Hong Kong and Taiwan lead in this respect, with 71% and 59%. In Macau, the corresponding figure is only 26%.

All markets have been equally quick in adopting mobile wallets, with 85% of consumers in Hong Kong, 75% in Macau, and 65% in Taiwan having installed at least one mobile wallet. In Hong Kong and Taiwan, most mobile wallets are funded by credit or debit cards at 59% and 64% respectively, but in Macau,

mobile wallets are still funded mainly through in-store or bank account top-up.

Sixty-four percent of consumers in Hong Kong are aware of virtual banks with one in ten saying they would definitely open an account. They expect lower fees and better interest rates, as well as better user experience, to be the key benefits of using virtual banking services.

The future of commerce and banking will be intimately tied to how we can support Visa's clients and partners to deliver seamless experiences that will satisfy the demands of the digitally-engaged consumers. We need to be able to make payments anytime, anywhere, on any device or form factor, both seamlessly and securely – in order to transform and improve the consumer experience in the digitally connected world.

We hope this report will serve as a guide to the evolving payment needs of consumers in Hong Kong and Macau as the industry embraces the future of commerce.

隨著香港及澳門的電子商務日趨普及，無現金支付於日常生活中變得不可或缺。隨著虛擬銀行和金融科技崛起、傳統銀行進行科技革新、以及對開放式數據監管的推動，這一切將帶來新一輪的金融創新機遇。

然而消費者對電子錢包、開放銀行、虛擬銀行以及使用開方式支付工具乘坐交通等一切有何看法？

於五花八門的電子付款方式中，我們對消費者的付款喜好和見解又有多少認識？我們又該如何應對這些急速的變化？

於香港、澳門和台灣進行的消費者付款取態研究旨在回應上述問題。這項首次進行的年度研究訪問了三個市場

共1,250名消費者，旨在深入了解大眾對電子支付及商貿電子化的需求、期望和意願。

例如，隨著無現金支付接受程度大增及創新支付方式湧現，更多消費者冀多使用無現金方式付款。香港和台灣於這方面領先，佔71%及59%。澳門則只有26%。

電子錢包於三大市場同樣普及。於香港，安裝至少一個電子錢包的消費者佔85%，澳門75%及台灣65%。於香港和台灣，大眾主要透過信用卡或扣賬卡增值電子錢包（59%和64%）。在澳門，則以店內或銀行賬戶直接增值為主導。

於香港，64%認識虛擬銀行。另外，十分一表示必定會開設虛擬銀行戶口。大眾冀使用虛擬銀行後會帶來較低費用、較高利率及更好的用戶體驗。

商業和銀行業的未來發展取決於Visa如何支持合作夥伴為其客戶提供無縫付款體驗，以滿足大眾對電子支付的需求。為了提升及優化現今電子世代的消費需要，我們必須能隨時隨地及於任何設備及裝置上安全付款。

期望是次研究能為日趨數碼化的香港及澳門提供指引，讓業界能好好迎接未來的商務發展。



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January 2020



02

METHODOLOGY

調查方式

The methodology for this study was quantitative, with data collection in early May 2019.

For Hong Kong SAR (hereafter to be referred to as 'Hong Kong') and Taiwan, the surveys were done using online access panels. In Macau SAR (hereafter to be referred to as 'Macau'), interviews were conducted face-to-face, via street intercepts.

Target group: General population aged 18-65 years, with quotas set to ensure a representative sample.

The sampling error for these sample sizes is +/- 4.3% for Hong Kong and Taiwan and +/-6.2% for Macau, at 95% confidence.

City	Sample size
Hong Kong	500
Taiwan	500
Macau	250
Total	1,250

City	受訪人數
香港	500
台灣	500
澳門	250
總數	1,250

本項調查於2019年5月上旬以定量形式進行。

香港特別行政區(下稱「香港」)及台灣的訪問是以線上工具進行。澳門特別行政區(下稱「澳門」)則利用街頭訪問。

受訪對象:年齡介乎18-65歲的普通群眾,並於各年齡層設置配額以保障數據代表性。

香港及台灣的樣本誤差值為+/-4.3%,澳門則為+/-6.2%。所有樣本置信度為95%。



03

HOW WE PAY - SEVERAL DIGITAL PAYMENT METHODS ARE WELL ESTABLISHED IN THESE MARKETS

付款取態：幾種電子支付方式已於三大市場建立完善

The three markets in this study are relatively mature economies. Though geographically and historically close, when it comes to payment methods, preferences vary. The study finds that digital payment attitudes and behaviours reflect and adapt to local market and societal conditions.

When it comes to payments, Hong Kong and Taiwan are more digitally inclined than Macau, with Hong Kong showing higher usage of most non-cash payment methods than Taiwan. (Figure 1.1)

Contactless cards have high levels of usage in both Hong Kong (61%) and Taiwan (49%). Mobile contactless payments are almost as popular in both these markets. In Macau too, mobile contactless payments are relatively popular (22%), though a distinct step behind Hong Kong and Taiwan.

這三個市場都具成熟的經濟體系，但支付偏好卻不大相同。研究發現，對電子支付的態度和行為同時可反映市場及社會狀況。

香港及台灣的電子支付生態系統較澳門完善。香港使用無現金支付較台灣普及。(圖1.1)

於香港及台灣，感應式卡使用率同樣高企，分別佔比61%及49%。手機感應式付款在這兩個市場同樣普及。澳門也有一定程度的使用率(22%)，但相對落後於香港及台灣。

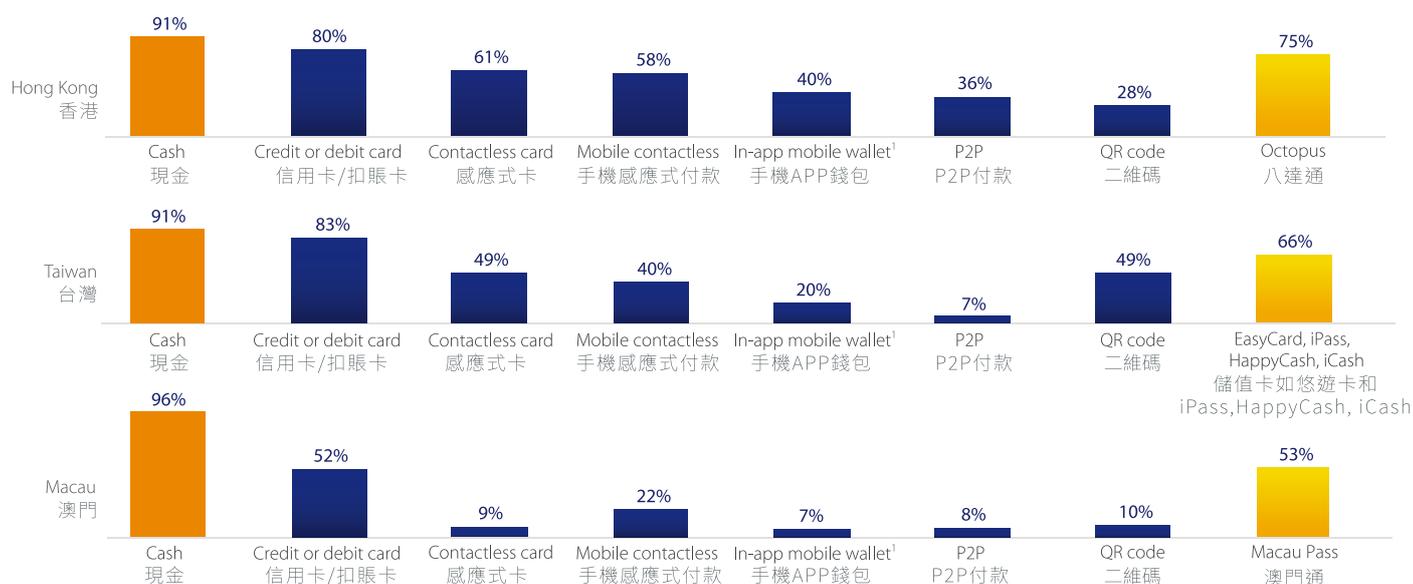


Figure 1.1 Payment methods used
圖 1.1 付款方式

In-app mobile wallets are used by 40% of Hong Kong adults and half as many in Taiwan, but only 7% in Macau.

Peer-to-peer (P2P) payments are used by a third in Hong Kong, but by less than a tenth of adults in Taiwan and Macau.

QR code payments is the only modern payment method which has higher levels of usage in Taiwan than in Hong Kong with half of the respondents in Taiwan saying they use it compared to 28% in Hong Kong.

於香港，手機應用程式 (App)內置電子錢包使用率為40%，台灣為香港的一半，但澳門只有7%。

香港有三分之一受訪者使用個人對個人 (P2P) 支付方式。相反，台灣和澳門兩地只有不到十分一。

二維碼支付是台灣唯一高於香港的支付方式，近一半表示正在使用二維碼支付，而香港只有28%。

Cashless methods are preferred in Hong Kong and Taiwan

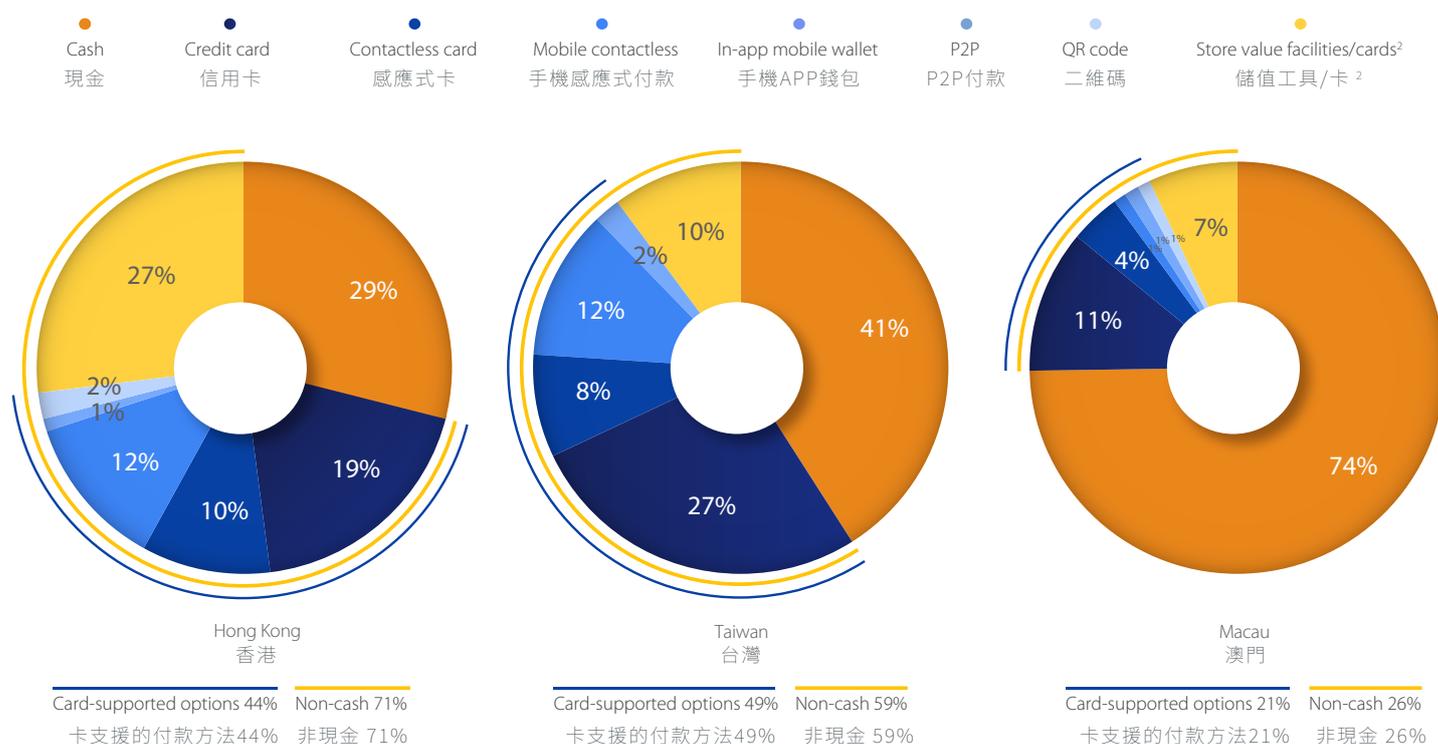
The hierarchy of development of the three markets is also apparent when looking at preferences of payment methods. (Figure 1.2)

Cash remains the most popular method of payment for 74% of Macau residents. The situation in Hong Kong is the reverse, with 71% preferring non-cash methods. Taiwan is closer to Hong Kong with 59% preferring non-cash methods.

香港和台灣偏好無現金付款

從付款偏好可見三個市場的發展具明顯分別。(圖1.2)

於澳門，74%仍傾向使用現金，相反香港則有71%傾向無現金支付。台灣與香港情況相近，佔比為59%。



► Figure 1.2 Payment methods preferred
圖 1.2 付款方式偏好

²Store value facilities/cards in the three markets include Octopus (Hong Kong), Macau Pass (Macau), and EasyCard/iPass (Taiwan)
於三個市場的儲值工具/卡包括八達通 (香港)，澳門通 (澳門) 和悠遊卡/iPass (台灣)

Hong Kong

Of the specific card-related payment methods, 19% prefer cards, 10% mention contactless cards and 12% mobile contactless payments as their most preferred options, totaling 41%. Octopus has 27% preference, marginally behind cash.



香港

於卡類相關付款方式中，19% 傾向使用實體卡。感應式卡為10%及手機感應式付款為12%。合共41% 偏好使用卡類支援的付款方式。另27% 偏好使用八達通，僅次於現金。

Taiwan

Preference for cash is higher in Taiwan (41%) than in Hong Kong. The preference for contactless cards (8%) and mobile contactless payments (12%) is very similar to Hong Kong, but there is a stronger preference for traditional (non-contactless) cards.

台灣

於台灣，現金付款偏好率為41%，較香港為高。感應式卡類付款（8%）和手機感應式付款（12%）偏好率則與香港非常接近。台灣受訪者對傳統實體卡（非接觸式）的偏好則較香港高。

Macau

As noted earlier, Macau remains a cash led market with 74% saying it is their most preferred method. Credit and debit cards (11%) and Macau Pass (7%) are the other payment methods mentioned.

澳門

如上述所言，澳門大眾主要使用現金，當中74%視現金為最常用的付款方式。信用卡和扣賬卡（11%）及澳門通（7%）則僅次現金。



Perceptions of payment methods

Credit cards, contactless cards and mobile contactless payments are ranked high on most of the aspects asked about. (Figure 1.3)

Credit cards take the top spot for ease of receiving rewards and offers and is only behind cash for being safe, for privacy being safeguarded and for being widely accepted.

In-store mobile contactless payments is ranked second after contactless cards for being quick and effective and ranked third for being able to get rewards and offers easily. Contactless cards and mobile contactless payments follow close behind.

Contactless cards and mobile contactless payments have an edge for being quick and effective, coming first and second respectively.



付款方式見解

信用卡、感應式卡和手機感應式付款於眾多範疇上都獲得較高排名。(圖1.3)

信用卡於「輕鬆獲得獎勵和優惠」方面排名第一。而在「安全及隱私得到保障」和「廣泛被接受」的排名則僅次於現金。

於實體店使用手機感應式付款在「速度和效率」方面排名第二，僅次於第一的感應式卡類付款。另手機感應式付款在「輕鬆獲得獎勵和優惠」方面排名第三。感應式卡類付款和手機感應式付款緊隨其後。

感應式卡類付款和手機感應式付款在「速度和效率」方面佔優，分別排名第一和第二。

	 Cash 現金	 Credit card 信用卡	 Contactless card 感應式卡	 Mobile contactless (in store) 手機感應式付款 (店內)	 In-app mobile (card on file) 手機APP錢包 (綁卡)	 In-app mobile (prepaid wallet) 手機APP錢包 (預付)	 QR payment 二維碼
Safe method of payment 安全的付款方式	1 (76%)	2 (40%)	3 (30%)	4 (24%)	6 (18%)	7 (16%)	5 (19%)
Can trust, privacy will not be compromised 隱私得到保障	1 (80%)	2 (21%)	3 (16%)	4 (14%)	6 (9%)	7 (8%)	5 (11%)
Widely accepted 廣泛被接受	1 (65%)	2 (50%)	3 (35%)	4 (29%)	5 (24%)	6 (20%)	7 (15%)
Quick and effective 快速和有效率	4 (39%)	3 (39%)	1 (49%)	2 (43%)	5 (35%)	6 (31%)	7 (29%)
Can receive and redeem rewards and offers easily 輕鬆獲得獎勵和優惠	7 (17%)	1 (60%)	2 (40%)	3 (35%)	4 (34%)	5 (28%)	6 (21%)

► Figure 1.3 Ranking of payment methods
圖 1.3 付款方式排名

Payment method decision is driven by the value of the transaction

The decision of which payment method to use is driven by the value of the transaction and this is truer for Hong Kong and Taiwan than Macau. (Figure 1.4)

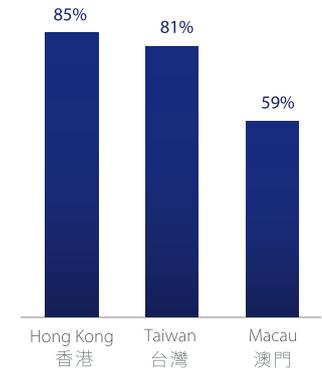
In all markets, people tend to use cash for smaller transactions. The tipping point at which the majority of people opt to use non-cash methods is HKD 100, NTD 400 and MOP 200 respectively. This tipping point in Macau is twice the corresponding tipping points of the other two markets. (Figure 1.5)

交易金額決定付款方式

與澳門相比，於香港和台灣的付款方式取決於交易金額的情況更為明顯。(圖1.4)

於三個市場中，大眾傾向使用現金進行小額交易。大多數人於消費超過港幣100元、新台幣400元或澳門幣200元時轉用無現金方式。當中澳門的金額轉折點是其餘兩個市場的兩倍。(圖1.5)

% who decide payment method based on value
付款方式取決於交易價值的%



► Figure 1.4 Whether decide payment method based on value
圖1.4 以交易價值決定付款方式的%



► Figure 1.5 Whether decide payment method based on value
圖1.5 以交易價值決定付款方式的%



Cashless is king: Growing preferences for digital payments

Though digital payments are increasingly more popular and widely accepted, cash is still preferred for small transactions as it is seen as quicker (65%). Consumers' frequent use of cash though is not always positive: They use cash so they can get rid of small change (45%), and to break up larger currency notes (33%). The combined reasons highlight the extent consumers have to go to manage the cash they carry, which can be a reason for why they have less cash in their wallets.

In both Hong Kong and Taiwan, two in five consumers say that they carry less cash compared to two years ago. This is twice as many as those who say they carry more cash. (Figure 1.6)

The motivations for going cashless are that people do not have to carry as much cash with them anymore (61%). Digital payment is also seen as more convenient (45%) and easier to keep track of (33%) and safer for larger transactions (31%).

Rewards and cash-back offers are another strong incentive to use cashless methods with two thirds of Hong Kong and Taiwan residents and half of Macau residents who express a preference for cashless methods stating it as a reason.

That said, the picture in Macau is almost diametrically opposite – 36% say they carry more cash while 20% carry less cash than two years ago.

The increased use of contactless payments and cards is a key reason for the reduced use of cash. ATMs being ubiquitous nowadays is also a contributor, since cash is easily accessible when needed; consequently, there is less of a need to carry as much cash.



無現金主導市場：使用無 現金方式日趨普及

儘管電子付款越趨受歡迎並被廣泛接受，現金仍是小額交易首選。眾多受訪者認為使用現金能較快完成小額交易（65%）、能花掉零錢（45%）及兌換大面額紙幣（33%）。綜合種種因素，由於大眾需花時管理現金，因此這可能是減少攜帶現金的原因。

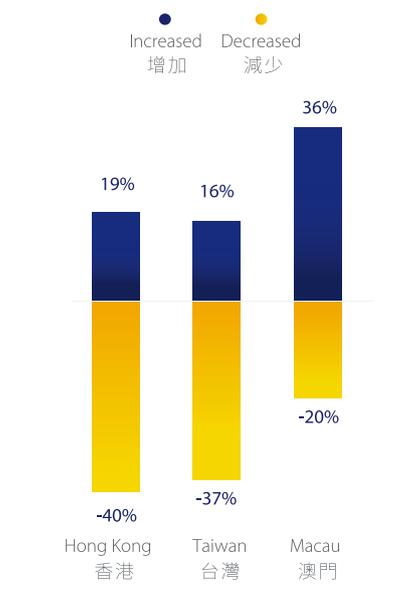
於香港和台灣，五分二表示攜帶的現金量較兩年前少，人數為表示攜帶更多現金的兩倍。（圖1.6）

增加使用無現金付款的主因為不希望攜帶過多現金（61%）、無現金付款較方便（45%）、易於記錄大面額交易（33%）及較現金安全（31%）。

獎賞和現金回贈也驅使了三分二的香港和台灣大眾，以及一半的澳門市民使用無現金付款。

澳門情況與其他兩個市場相反，36%表示較兩年前攜帶更多現金，只有20%減少攜帶現金。

增加使用感應式卡類和信用卡是減少使用現金的主因。另外，遍佈周圍的提款機讓消費者無須攜帶太多現金，減少現金使用。



► Figure 1.6 Change in amount of cash in wallet in the past 2 years

圖 1.6 相比2年前所攜帶的現金量

People expect their use of cashless payments to continue increasing

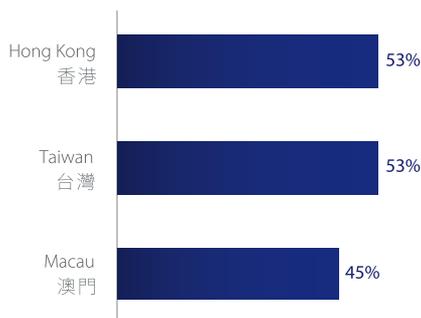
As acceptance of cashless methods increases, and newer payment methods emerge, more consumers expect that they will use cashless methods more in the future. Once again, Hong Kong and Taiwan lead in this respect, with 40% and 45% respectively saying so. In Macau, the corresponding figure is only 26%. (Figure 1.7)

This increase in the use of cashless methods is driven by more acceptance points and faster transaction time. Consumers require less effort to pay digitally, resulting in more frequent use.

With more consumers carrying less cash, it is not surprising that over half the respondents in Hong Kong and Taiwan have attempted to go completely cashless at some point. Interestingly, despite the clear preference for cash seen earlier, 45% of consumers in Macau too have tried managing without cash, only a little lower than the proportion in the former two markets. (Figure 1.8)

However, there is a difference in the success rates. Most of those who tried to go cashless in Hong Kong and Taiwan managed to do so for at least a few days and a third in each market say they lasted a week or longer.

Macanese's greater reliance on cash is evident in their lower success levels; 44% could only manage a day without cash and at the other end of the spectrum, only a fifth survived a week or more. (Figure 1.9)



► Figure 1.8 Tried going cashless
圖1.8 曾經嘗試無現金生活

消費者將更頻密地使用無現金方式付款

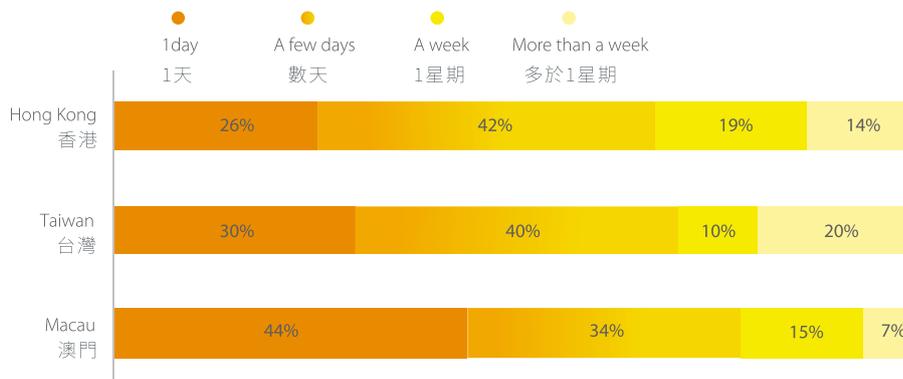
隨著無現金付款的接受程度提升和支付方式日新月異，更多消費者冀以無現金方式付款。香港和台灣於這方面再次領先，分別有40%和45%表示將會使用更多無現金付款，澳門則只有26%。(圖1.7)

接受點廣泛增加促進了無現金付款使用量。由於無現金付款為最快捷、便捷及安心的付款方式，因此使用率得以大大提高。

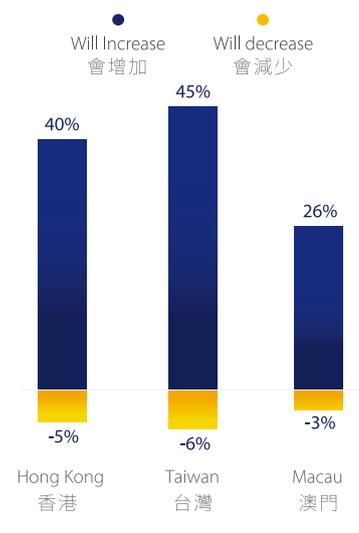
隨著更多消費者減少攜帶現金，香港和台灣超過一半表示曾經嘗試完全不帶現金。有趣的是，現金為主導的澳門也有45%嘗試過無現金生活，緊貼另外兩個市場。(圖1.8)

可是，無現金生活成功與否則存在差異。於香港和台灣，只有三分之一持續了維期一周或更長時間的無現金生活，其餘只能維持數天。

澳門成功率相對較低，44%只能維持一天。另只有五分之一能維持一周或更長時間。由此可見，澳門對現金的依賴明顯較另外兩個市場高。(圖1.9)



► Figure 1.9 Duration of cashless life
圖1.9 無現金生活時長



► Figure 1.7 Expected change in use of cashless payments in the next 12 months
圖1.7 未來12個月轉用非現金方式付款的預期

Expectation on how long can last without cash

Consumers were also asked a hypothetical question on how long they thought they could cope if they didn't have any cash on them but had their other means of payment such as credit and debit cards or mobile payments. Eight in ten consumers in Hong Kong and Taiwan are confident of managing without cash for a full day and six in ten expect they could get by for three days with only cashless payment methods.

Much fewer Macau residents (65%) say they can last a day and only four in ten are confident of lasting three days without cash, further confirming their greater reliance on cash.

Expectation of a cashless society

In all three markets, more than half the consumers believe that a cashless society will be possible in their markets within seven years, with approximately a fifth in each market saying it could happen in 3 years. (Figure 1.10)

As a comparison, the same study conducted in Singapore³ in 2018 showed 70% saying a cashless society was possible there within seven years.

The top benefits that people see of a cashless society are the convenience of not having to carry change or wait for change, a more efficient society overall, the ability to track financial records easily and greater security. In addition, some less obvious benefits are mentioned – a more environmentally friendly and financially inclusive society.

預期無現金生活的可持續性

消費者被問到如身上沒有現金但可以使用其他付款方式(例如信用卡、扣賬卡或手機付款),他們認為可以應付多長的無現金生活。在香港和台灣,八成有信心可應付一整天。另六成預期可維持三天。

相比之下,澳門只有65%表示能應付一整天,及只有四成表示能維持三天。此情況進一步印證澳門對現金的依賴。

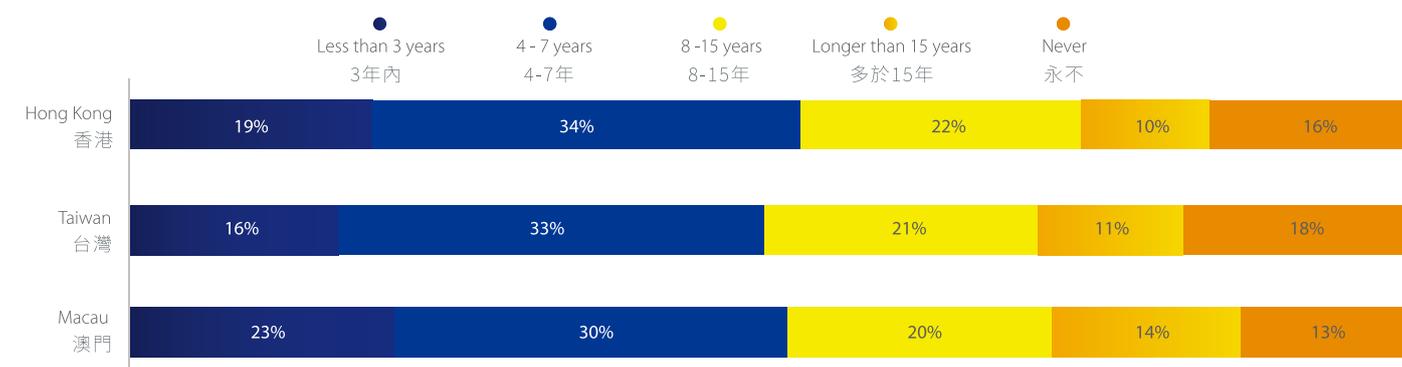
對無現金社會的期望

於三個市場中,一半以上認為無現金社會能於七年內實現,約五分一則認為三年內能實現。(圖1.10)

相比2018年於新加坡進行的一項相同研究,70%認為七年內能實現無現金社會。³

消費者認為無現金社會的最大得著為無需攜帶零錢或等候找續、提升社會整體效率、提升個人財務狀況管理能力以及獲得更高付款安全性。此外,還有無現金付款較環保及能於社會中推廣普惠金融。

Top benefits of a cashless society: not having to carry change, a more efficient society, ability to track financial records easily, and greater security.



> Figure 1.10 When will cashless society be possible
圖1.10 預期何時能實現無現金社會



Raising the bar of banking in the future of commerce

As the pace of innovation in fintech accelerates, Visa is reimagining what is possible.

Take virtual banking as an example. Since regulators in the three markets granted virtual banking licences this year – eight in Hong Kong, three in Taiwan, and two in Macau – we have seen faster development among incumbent banks in all three markets. This is good news for everyone – consumers, businesses and the economies. Together, the entire sector can deliver more value to customers, also bringing more underserved customers, such as small businesses and domestic helpers, into the formal financial system.

While big banks may outspend virtual banks in marketing and customer acquisition, new players have the distinct advantage of lower operational costs and the ability to deploy new capabilities at speed. Some of the virtual banks can also tap into the resources and expertise of their backers, many of whom are established tech giants and even incumbent financial institutions.

In order not to be out-innovated, everyone – all financial institutions, large and small, legacy and challenger – need to focus on serving their customers, not just in offering core products such as deposits, payments and investment; but also integrating them with data analytics to meet specific customer needs.

提升銀行服務以緊貼未來商務發展

隨著金融科技不斷創新，Visa正重新思考未來的各種可能。

以虛擬銀行為例，自今年香港、澳門及台灣兩地的金融監管機構分別發出8張及3張虛擬銀行業務牌照，銀行業在這兩個市場的發展步伐明顯加快。對於個人、企業消費者及整體經濟而言都是一個好消息。新加入的挑戰者銀行將加快金融科技發展和創新，並推動更多相應客戶解決方案與體驗，讓以往未能獲得傳統銀行服務的客戶受惠。

儘管大型銀行可在營銷和吸納新客戶方面投放更多資源，但虛擬銀行具備較低運營成本，及能快速推出新產品的優勢。一些虛擬銀行的股東投資者是一些成熟的科技龍頭企業，甚至是大型金融機構。虛擬銀行無疑應善用這些股東的資源和專業知識。

為了與時並進，金融機構不論規模大小、傳統或創新，必須專注為客戶提供最合適的服務。除了存款、付款和投資等主要產品，還需結合數據分析以滿足特定客戶之需求。



The famous saying attributed to Henry Ford goes: before the age of mass automobile, consumers would have asked for faster horses. Every consumer wants lower fees and higher interests. Here is where imagination can come into play. Imagine a customer traveling to Japan in the upcoming holiday. Perhaps, a month in advance, her bank will offer a selection of customized insurance policies based on the itinerary; a week ahead it will issue a new multicurrency pre-paid card both virtual and plastic; while helping her identify and book the must-go restaurants, and shortlist where she can buy that discontinued German-made rangefinder camera – even providing her with six-month instalments with competitive interest rate to boot.

In the not too distant future, value propositions will be designed based on the notion that data will be shared freely. Banks are entering the era of open API, where financial accounts and personal information will be interlinked. The possibility for customers to see their provident fund account alongside their savings account can be game-changing. Customer service too can be further enhanced with spending and other voluntary data – giving bank customers control and a more comprehensive view of their finances.

That said, privacy remains a main concern for consumers. Based on a recent study of six markets⁴ by Visa where open banking policy is being implemented, 80% of Hong Kong respondents said they were concerned with how their personal data were collected when they engage in digital activities, significantly higher than the 61% average.

The bar has been raised for consumer acquisition and retention; It is a balancing act between harnessing and protecting data.

亨利·福特 (Henry Ford) 的名言提到：在自動化汽車時代前，消費者只會追求一匹更快的馬。就如消費者希望獲得更低費用和更高利息。試想像一顧客到日本旅行。試想像出發前一個月，銀行為她提供一系列度身訂做的保單；出發前一週前，她將收到虛擬和實體多幣預付卡；另外，銀行會協助她制定行程，包括必去餐館，哪裡可以買到已停產的德國製旁軸相機，並為她提供低息六個月的分期付款。

在不久將來，銀行服務將以圍繞數據共享概念展現價值。銀行正進入金融帳戶和個人信息互聯互通的開放應用程式介面 (API) 時代。這一突破讓客戶可於相同界面上檢視公積金及儲蓄帳戶。通過日常支出及其他自願提供數據，客戶服務也可得到進一步提升。客戶亦因此能夠更全面控制及了解個人的財務狀況。

話雖如此，個人隱私仍然是消費者的核心關注。根據最近於六個不同市場⁴ 進行的開放銀行政策研究指出，80% 的香港受訪者表示憂慮從事網上活動時的個人資料收集流程。這數字明顯高於為61%的平均。

市場偏好的改變將增加吸納及保留客戶的挑戰性，但相信這將有助平衡善用及保障數據之舉。

⁴The markets surveyed were Australia, Hong Kong, Japan, Singapore, the United Kingdom and the United States.

⁴受訪國家分別為澳洲、香港、日本、星加坡、英國與及美國

04

DIGITAL WALLETS WELL ENTRENCHED IN ALL THREE MARKETS

電子錢包已於三大市場扎根

For our definition, digital wallets can be used for different types of mobile payments – in-app wallet payments, mobile contactless as well as QR code payments.

Digital wallets are well established with a large majority of consumers in all three markets using at least one digital wallet. Once again, Hong Kong leads with 85% of consumers using digital wallets. Macau comes next at 75%, higher than Taiwan's 65%, bucking the pattern seen on other aspects. (Figure 2.1)

In Hong Kong and Taiwan, around two in three users of digital wallets use a credit or debit card to fund the wallet. Users in Macau, on the other hand, tend to top up their digital wallets manually at stores.

A third or more of those who fund via credit cards have more than one card activated in the wallet. Among these consumers, close to half in Hong Kong and Taiwan are driven by promotions in deciding which card to use, but less so in Macau.



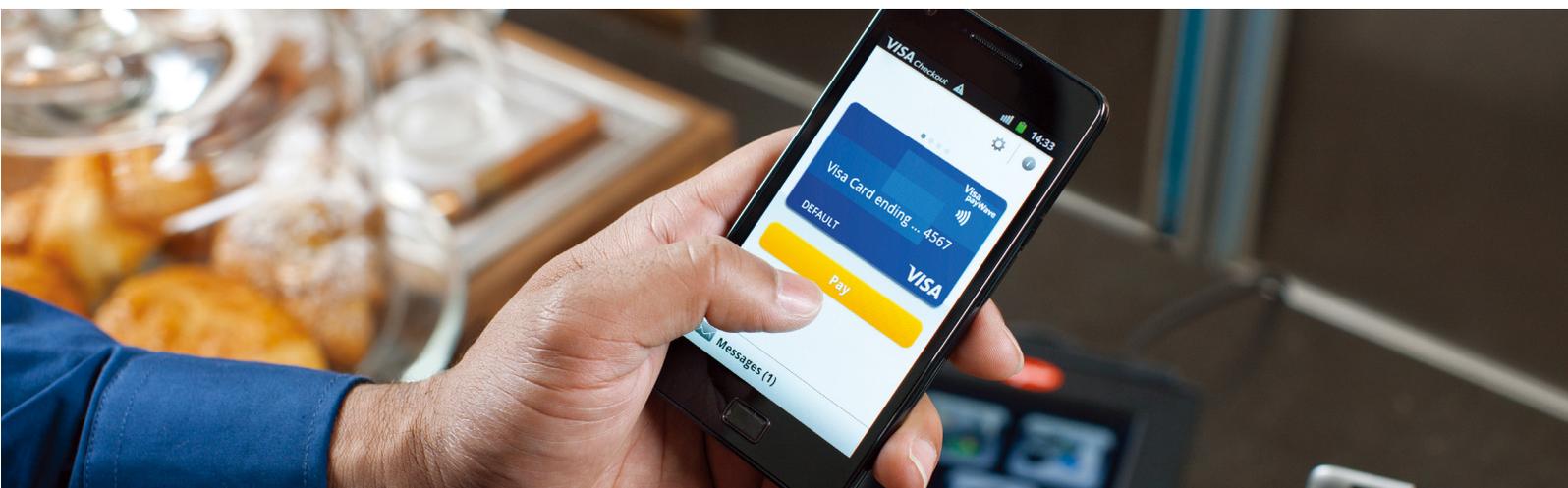
► Figure 2.1 Usage of digital wallets
圖2.1 電子錢包的使用率

電子錢包使用廣泛，如手機應用程式內的電子錢包、手機感應式付款和二維碼支付。

在三個市場中，電子錢包使用率穩定，眾多消費者也正在使用最少一個電子錢包。香港以較高使用率85%領先，緊隨為澳門的75%及台灣的65%。(圖2.1)

在香港和台灣，約三分二使用信用卡或扣賬卡增值電子錢包。澳門則傾向於商店內直接增值。

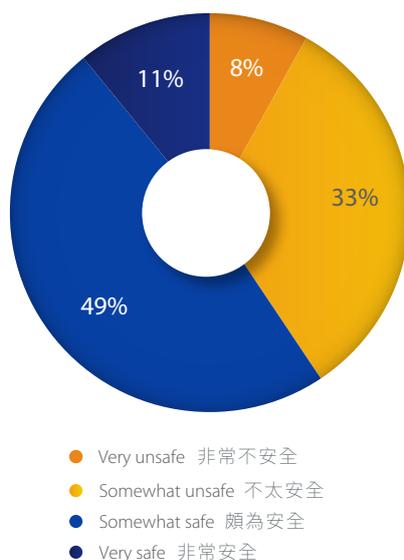
以信用卡增值電子錢包的消費者當中，多於三分之一綁定了兩張或以上的信用卡。當中，香港和台灣近一半以信用卡優惠決定使用哪張卡，此情況於澳門較為罕見。



Perceptions of mobile payments

Six in ten respondents across these three markets feel that their personal information is safe when making mobile payments, though only a tenth go so far as to say it is 'very safe'. (Figure 2.2)

The top security related concerns are to do with their phones getting lost or stolen, hacked or someone else using the phone for payments without permission. These apprehensions outweigh concerns about security breaches or misuse of personal information by companies. (Figure 2.3)



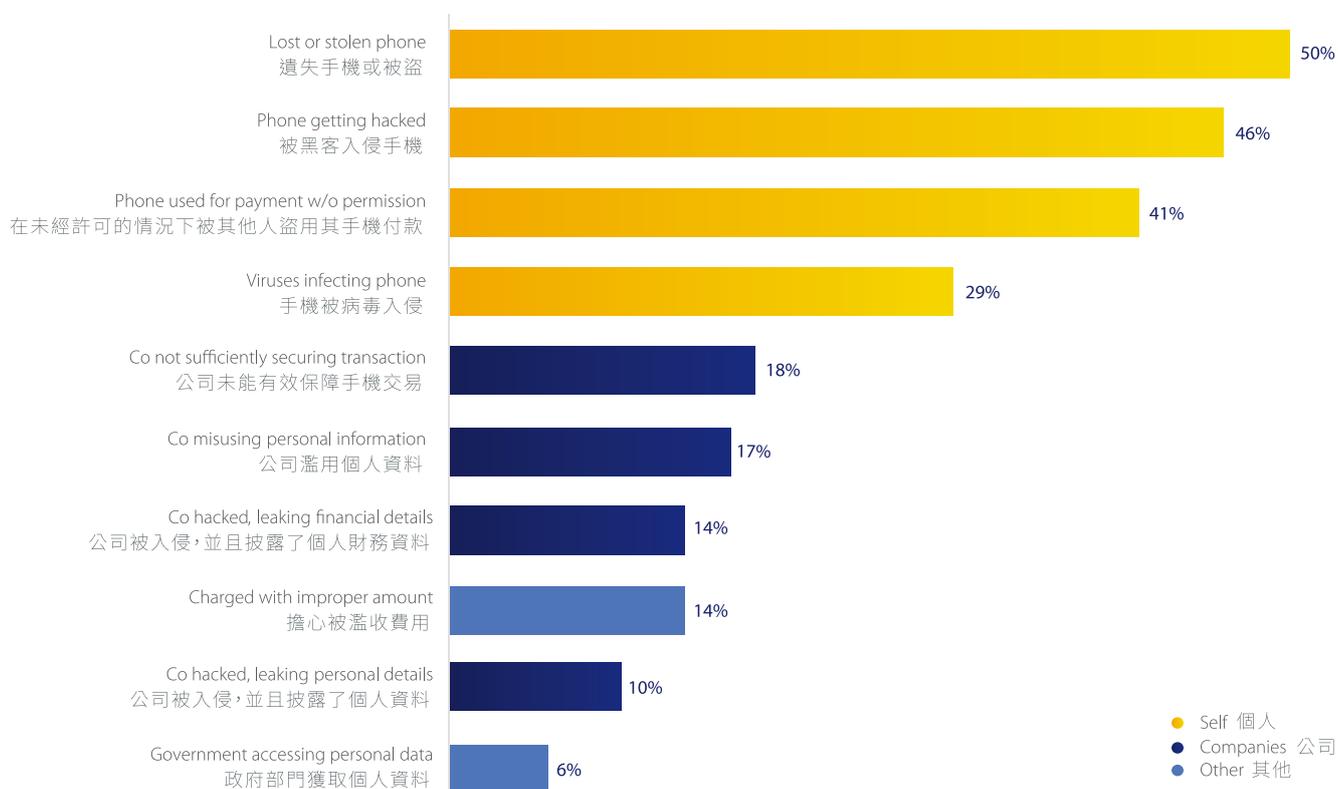
► Figure 2.2 Perception on information safety when making mobile payments

圖2.2 對使用手機付款時個人資料保障的看法

手機付款見解

在這三個市場中，六成認為使用手機付款時個人資料是「安全的」。可是，只有一成認為是「非常安全」。 (圖2.2)

手機付款的最大安全隱憂為遺失手機、被盜及被黑客入侵、或在未經許可情況下被他人盜用手機付款。上述隱憂較擔心公司安全漏洞或個人信息被濫用為高。 (圖2.3)



► Figure 2.3 Top security concerns

圖2.3 主要安全性擔憂

Not many are willing to share personal information to receive offers and services

Only between a fifth and two-fifths of consumers are willing to share their personal information to receive offers, discounts and location-based services. Payment behaviour, location and browsing history are the types of information they are more willing to share.

Hong Kong consumers are less willing to share their location (27%) than consumers in Taiwan and Macau (both at 37%).

When it comes to sharing their browsing history, only 28% of those in Hong Kong and 25% in Macau are open to doing so, compared to 37% in Taiwan.

Taiwanese (40%) and Macanese consumers (36%) are more willing to share their payment behaviour than their counterparts in Hong Kong (28%).

只有少數願意分享個人資料以獲得優惠和服務

只有五分一至五分二願意分享個人資料以獲取優惠、折扣和指定地點的服務。例如分享位置和瀏覽歷史記錄。

相比台灣及澳門(均為37%)，香港只有27%願意分享個人位置記錄。

香港和澳門分別只有28%和25%願意分享瀏覽歷史，台灣則為37%。

台灣(40%)和澳門(36%)較香港(28%)更願意分享個人付款行為。



Payment behaviour, location and browsing history are the types of information they are more willing to share.



05

HIGH FREQUENCY OF eCOMMERCE, BUT SECURITY CONCERNS PERSIST

頻繁電子商務仍存安全隱憂

Frequency of online shopping

eCommerce is firmly established in all three markets. In Hong Kong and Taiwan, card-not-present payments, namely online purchases, are growing in high double-digits. Correspondingly, we see high frequency of shopping online in Hong Kong and Taiwan compared to Macau. (Figure 3.1)

Taiwanese consumers are the most frequent online shoppers, with two in five saying they shop online at least once a week and another two in five less often than once a week, but at least once a month.

Hong Kong is close behind with a third shopping online at least once a week and two in five doing so between once a week and once a month.

Though relative to Hong Kong and Taiwan, Macau consumers are less frequent online shoppers, a quarter still say they buy something online at least once a week.

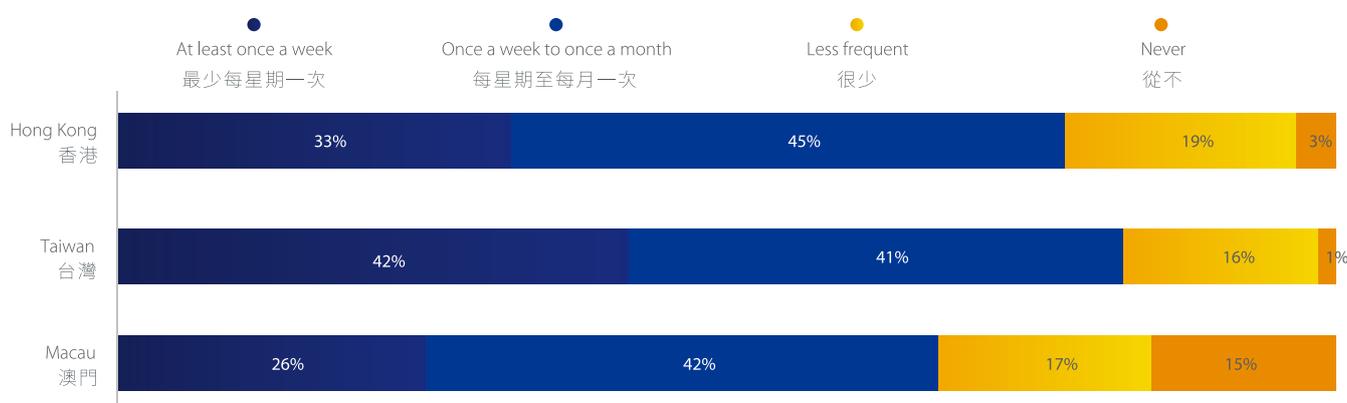
網上購物頻率

電子商務已於三個市場中完善建立。在香港和台灣，無卡付款方式，(即網購)以雙位數增長，當中香港和台灣的網購頻率相對較澳門高。(圖3.1)

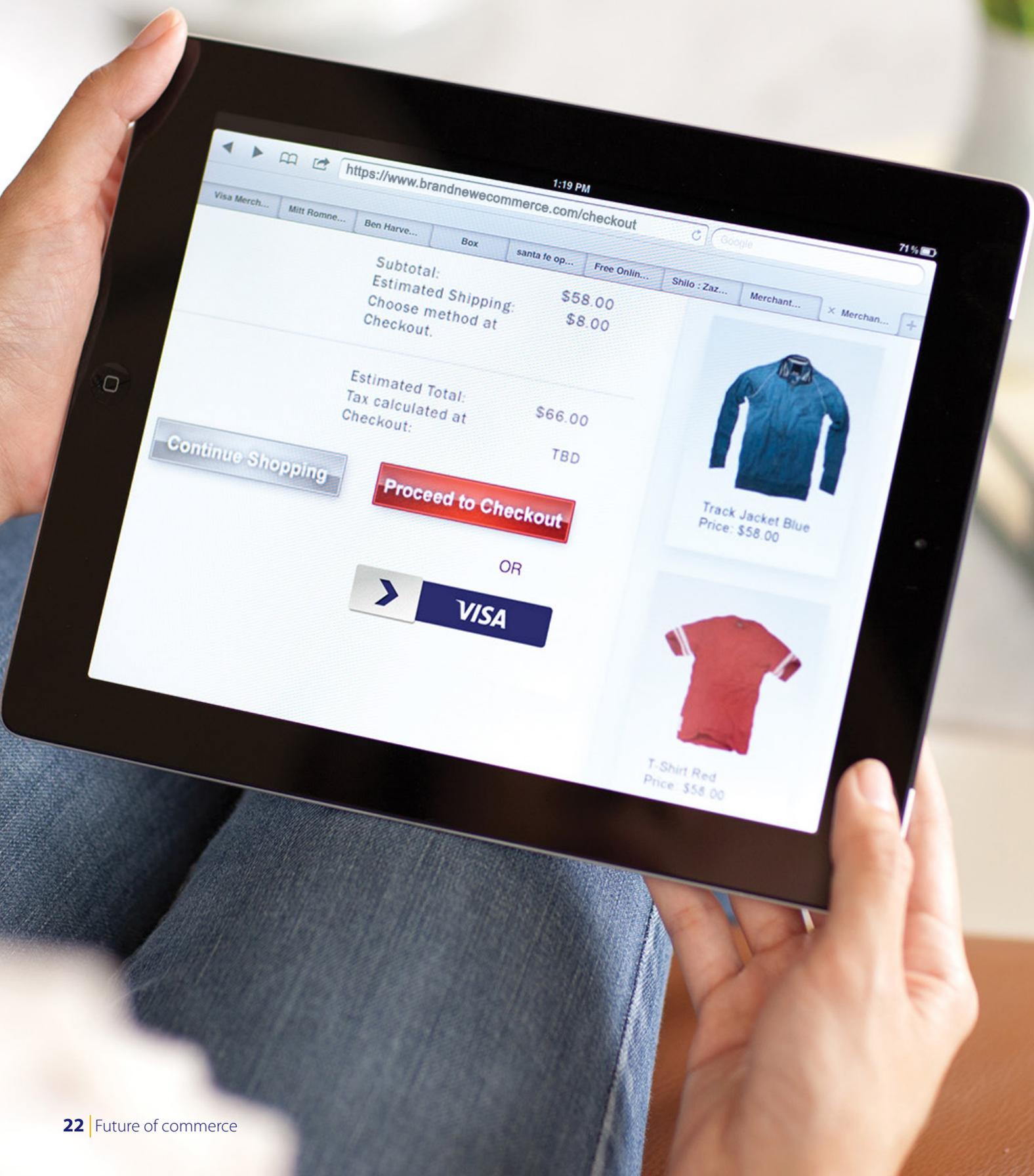
台灣人最常網購，當中五分二每周至少網購一次。另五分二少於每週一次，但每月至少一次。

香港緊隨其後，當中三分一每周至少網購一次，而每週至每月網購一次為五分二。

儘管澳門網購頻率較香港和台灣低，當中仍有四分一每周至少網購一次。



► Figure 3.1 Frequency of shopping online
圖3.1 網上購物頻率



1:19 PM
https://www.brandnewecommerce.com/checkout

Subtotal: \$58.00
Estimated Shipping: \$8.00
Choose method at Checkout.

Estimated Total: \$66.00
Tax calculated at Checkout: TBD

Continue Shopping

Proceed to Checkout

OR

VISA



Track Jacket Blue
Price: \$58.00



T-Shirt Red
Price: \$58.00

Categories shopped for online

There are some interesting differences in the categories that consumers in the three markets use eCommerce for.

In Hong Kong, travel (flight tickets and hotel bookings) is the most popular category, followed by bill payments, groceries, fashion and in fifth place, beauty and cosmetics. (Figure 3.2)

Groceries heads the list in Taiwan, with fashion coming in second. Books are the next most popular item bought online, followed by food delivery and as in Hong Kong, beauty and cosmetics rounds out the top five.

Macau consumers have a different set of items for the top five, with bill payments being the most common use of online payments. Movie tickets and events and concerts are in second and third place respectively. Groceries come in fourth with books and beauty products both in the fifth place.



網上購物類別

於三個市場中，消費者使用電子商務購買產品的類別存有差異。

在香港，旅遊產品（機票和酒店預訂）最受歡迎，緊隨其後是賬單付款、食品雜貨、時裝和美容及化妝品。（圖3.2）

食品雜貨在台灣排名第一，第二為時裝。書籍則為第三，送餐服務和美容及化妝品緊貼其後。

相比澳門，前五名受歡迎商品與另外兩個市場不太相同。賬單付款位居第一，電影和活動購票分別為第二及第三。食品雜貨為第四，而書籍或美容及化妝品則排名第五。

RANK 排名	HK 香港	TW 台灣	MO 澳門
1	 Travel (hotels, flights) 旅遊 (酒店, 機票)	 Groceries 食品雜貨	 Bill payment and fines 賬單付款及罰款
2	 Bill payment and fines 賬單付款及罰款	 Fashion and accessories 時裝及配飾	 Movie tickets 電影購票
3	 Groceries 食品雜貨	 Books 書籍	 Events and concerts 活動及演唱會購票
4	 Fashion and accessories 時裝及配飾	 Food and beverage delivery 餐飲送貨	 Groceries 食品雜貨
5	 Beauty and cosmetics 美容及化妝品	 Beauty and cosmetics 美容及化妝品	 Books and beauty and cosmetics 書籍, 美容及化妝品

► Figure 3.2 Top categories shopped online
圖3.2 網上購物類別

Concerns about eCommerce

Despite the high frequency of online transactions, or perhaps as a result of it, there are security concerns relating to online purchases in all markets. More than half of Taiwan consumers say they are 'very concerned' with security when making online payments and a further quarter expresses some concern. (Figure 3.3)

On the contrary, only 18% of Hong Kong consumers are 'very concerned'. Most are slightly concerned, indicating that Hong Kongers are more confident when shopping online.

Macau shoppers show the least concern, possibly related to their lower frequency of shopping online. Though two in three are at least somewhat concerned, only a tenth are 'very concerned'

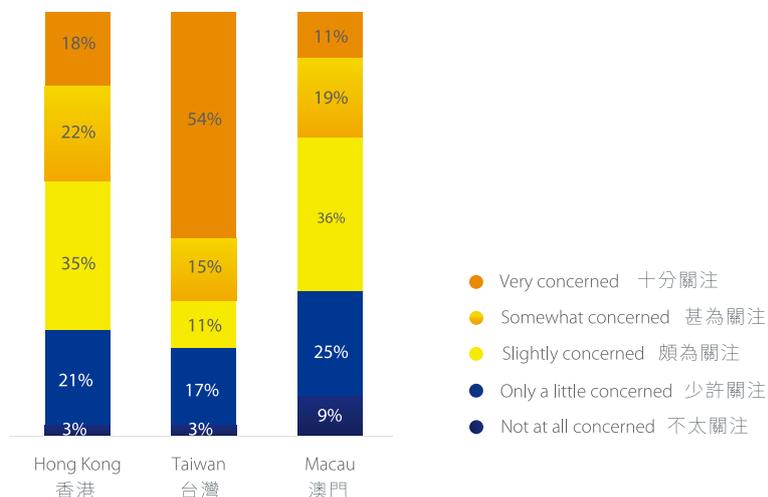
對電子商務的憂慮

網上交易頻繁令大眾都很關注網購安全。台灣關注度最高，當中一半表示「非常關注」，另四分之一也表示「關注」。(圖3.3)

相反香港只有18%表示「非常關注」。「頗為關注」佔比最高，顯示香港網購信心較其他市場高。

澳門對網購安全的擔憂最低。這可能與他們較少於網上購物有關。當中有三分二表示「有點關注」，只有十分一表示「非常關注」。

Despite the high frequency of online transactions, there are security concerns relating to online purchases in all markets.



► Figure 3.3 Degree of concern about security when making online purchases
圖3.3 網購付款時對網絡安全之關注度

Why security matters

Kin Wan Chan,
Director of Risk,
Hong Kong and Macau

The payment ecosystem in Hong Kong and Macau is under constant change, and the pace has only accelerated in the past five years. We are living in a new era of financial innovation, with the introduction of real-time payments, virtual banking and open data. Global economies are increasingly intertwined. eCommerce too has grown at a double-digit rate for the past years. As consumer behaviours consolidate, our future depends on building multiple layers of security.

We look at security through four layers. First is the devaluation of data, making data useless in the hands of criminals. Second is the protection of data and personal details. Then there is how Visa harnesses data to identify frauds before they happen. Finally, we want to empower consumers and other stakeholders such as merchants with the right resources to fight fraud.

Ultimately, Visa is guided by the principle of responsible innovation. This means any new capabilities we develop must also be secure. It is our responsibility to balance security with the need to reduce friction in the payment experience; we can't have one and not the other.



支付安全關鍵 陳健昀 香港及澳門區 風險管理總監

儘管香港和澳門的支付生態環境持續完善，但此演變由五年前才明顯起飛。我們正處於充滿實時支付、虛擬銀行及開放數據的金融創新新時代。全球經濟變得密不可分。電子商務也於過去數年錄得雙位數增長。隨著大眾消費行為愈趨明確，構建多重付款安全系統勢為大趨勢。

我們認為支付安全取決於四大重點。首先是貶值數據，使犯罪分子無法使用。其次是保障支付數據和個人資料安全。再者是Visa如何善用數據分析識別欺詐交易。最後，我們冀賦予消費者和其他持份者（如零售商）有效資源以打擊付款欺詐。

Visa一直堅守負責任的創新原則。這意味著我們開發的任何產品都必須具有備極高的付款安全性。我們有責任於保證支付安全與提升無障礙付款體驗中取得平衡。我們相信兩者同樣重要。





06

INTEREST IN USING CREDIT AND DEBIT CARDS FOR TRANSIT IN HONG KONG AND TAIWAN

探討香港和台灣使用信用卡和扣賬卡乘坐交通的意欲

Public transport used

Hong Kong is widely reputed to have one of the most efficient public transit systems in the world. As such, the MTR and buses are the main modes of transport for Hong Kong commuters, with 80% of respondents saying they use each mode. Minibuses serve as the 'last mile' connection for the MTR and city buses as well as operating more localized routes that city bus services do not cover. Minibuses are used by half the population. (Figure 4.1)

Two in five use taxis, while app-based ride hailing services such as Uber are used by only about half as many. Car ownership is low in Hong Kong and only a fifth use private cars or motorcycles to commute.

In contrast, even with an extensive and efficient public transit system, private vehicles are the most popular means of transport in Taiwan with 77% using their own cars or motorcycles to commute. Just under half use the bus and metro systems and 30% report using the North-South High Speed Rail.

Given the high ownership of private vehicles in Taiwan, only a quarter use taxis and just over a tenth use ride hailing services.

公共交通使用情況

香港以擁有世界上最高效率之一的公共交通系統而廣受贊譽。港鐵及巴士是最常用的交通工具，80%表示正在使用。半數使用小巴，主要用作接駁港鐵及巴士，以及行走市內缺少交通覆蓋的本地路線。(圖4.1)

四成受訪者使用的士，另只有兩成使用乘車服務應用程式(如優步)。於香港，只有五分之一使用私家車或電單車為代步工具。

相比之下，私家車是台灣最受歡迎的代步方式，佔比77%。不到一半使用公交及捷運，30%使用南北高速鐵路。

由於台灣大眾多擁有私家車，因此只有四分之一使用出租車及十分一使用乘車服務應用程式。

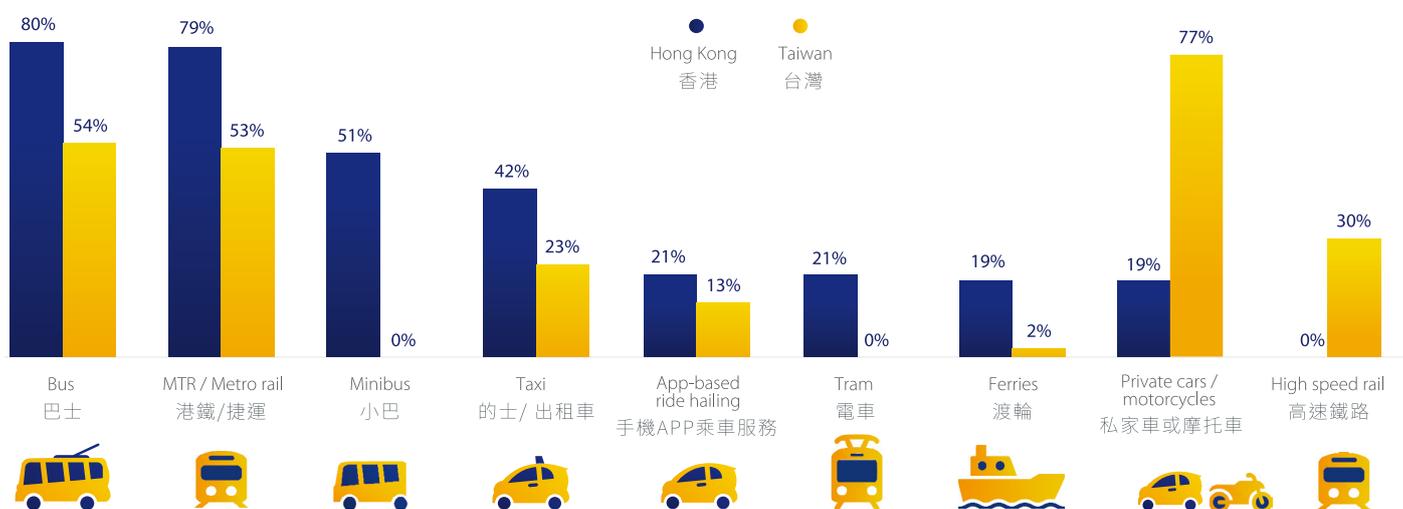


Figure 4.1 Transportation used
圖4.1 交通工具使用分佈

Hong Kong - Transit payment methods

Octopus cards are ubiquitous in Hong Kong and therefore, it is not surprising that it is the almost exclusive choice of payment method for MTR and bus rides. It is also used in mini-buses by 89% of those who use mini-buses, though two in five also use cash. (Figure 4.2)

Since very few taxis in Hong Kong offer an option of alternative payment methods, cash dominates taxi fare payments.

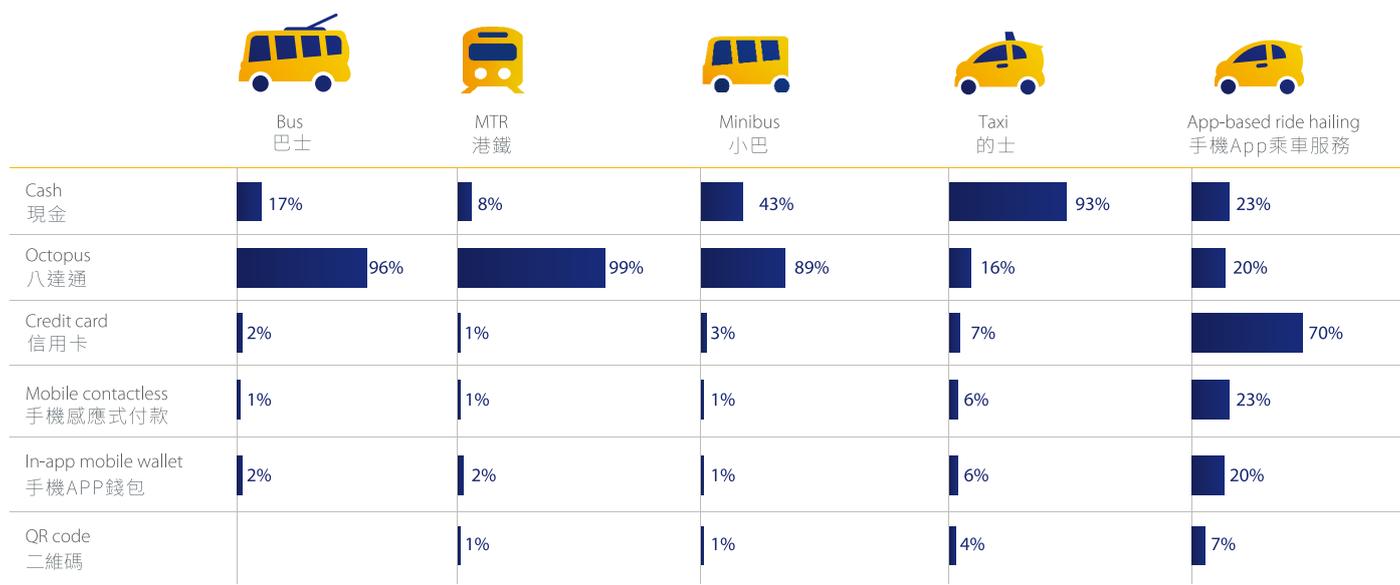
When it comes to app-based ride hailing services, cashless methods are most used, with credit cards and in app wallets being the most popular.

香港:交通付款方式

八達通於香港無處不在，幾乎是港鐵及巴士唯一的付款方式。89%也使用八達通乘坐小巴，43%則依然使用現金。(圖4.2)

於香港，由於大部份的士只接受現金，因此現金仍為主流的付款方式。

至於手機乘車服務應用程式方面，無現金付款方式為主導，當中以信用卡和手機應用程式電子錢包付款最為常見。



► Figure 4.2 Payment methods used for public transport – Hong Kong
圖4.2 公共交通付款方式 - 香港

Interest in using credit and debit cards for public transit

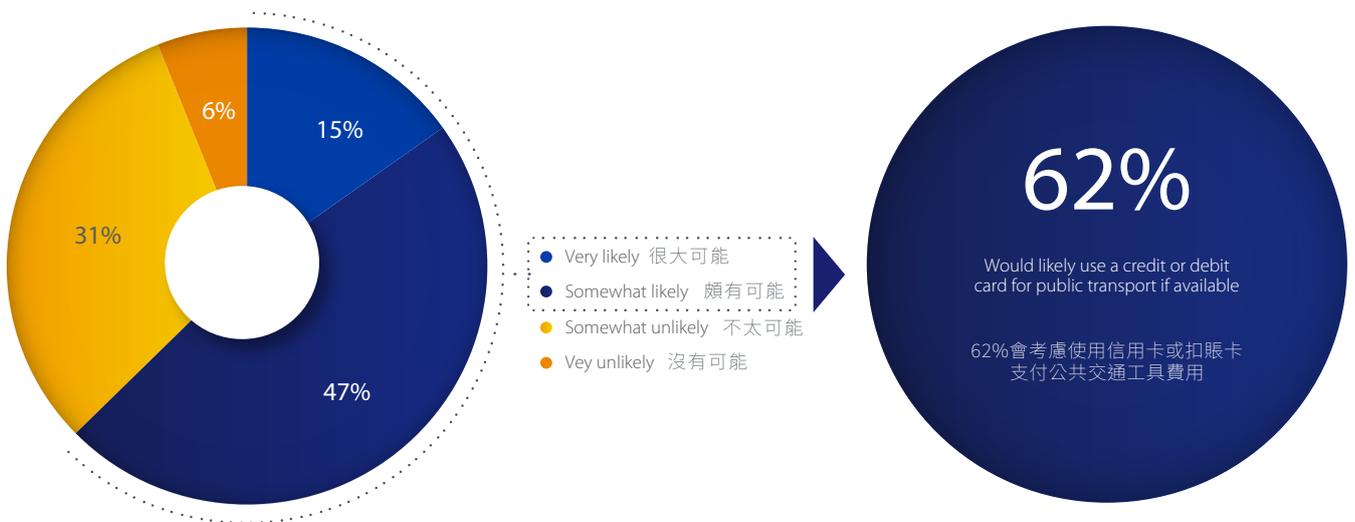
使用信用卡和扣賬卡支付交通費用的意欲

The extensive use of Octopus for buses and the MTR may simply be due to the lack of alternatives. When asked whether they would use credit or debit cards to pay for public transport if the option was available, 62% reply in the affirmative. (Figure 4.3)

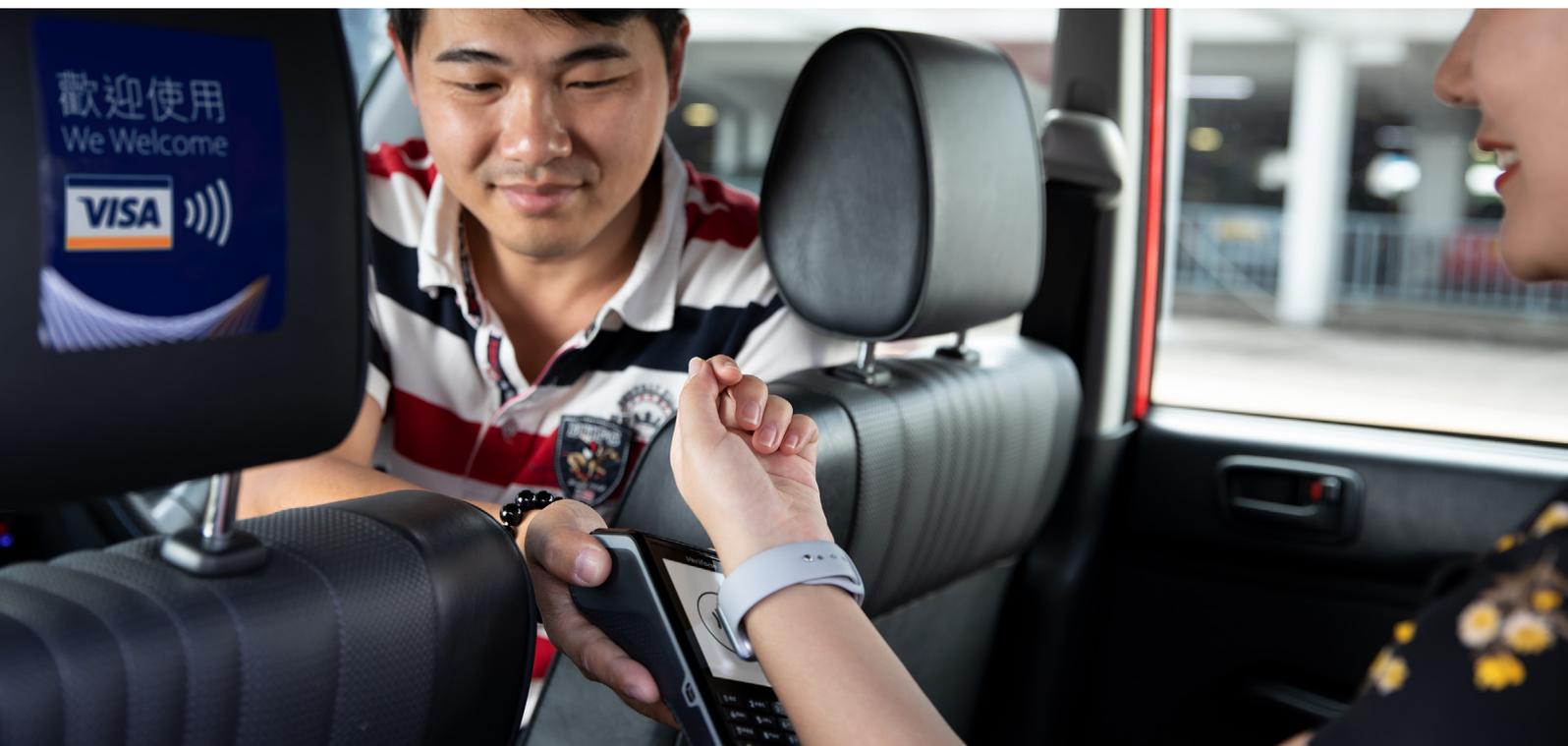
缺乏其他付款選擇造就了八達通在巴士和港鐵的普及使用。當被問及會否考慮使用信用卡或扣賬卡支付交通費用時，62%回答「會考慮」。 (圖4.3)

Among the key benefits of using credit or debit cards are that one can earn reward points, eliminating the need to top up Octopus cards.

受訪者認為能賺取獎勵積分並無需增值八達通是使用信用卡或扣賬卡的主要誘因。



► Figure 4.3 Likelihood to use credit or debit cards if available – Hong Kong
圖4.3 使用信用卡或扣賬卡支付交通費用可能性 - 香港



Taiwan - Transit payment methods

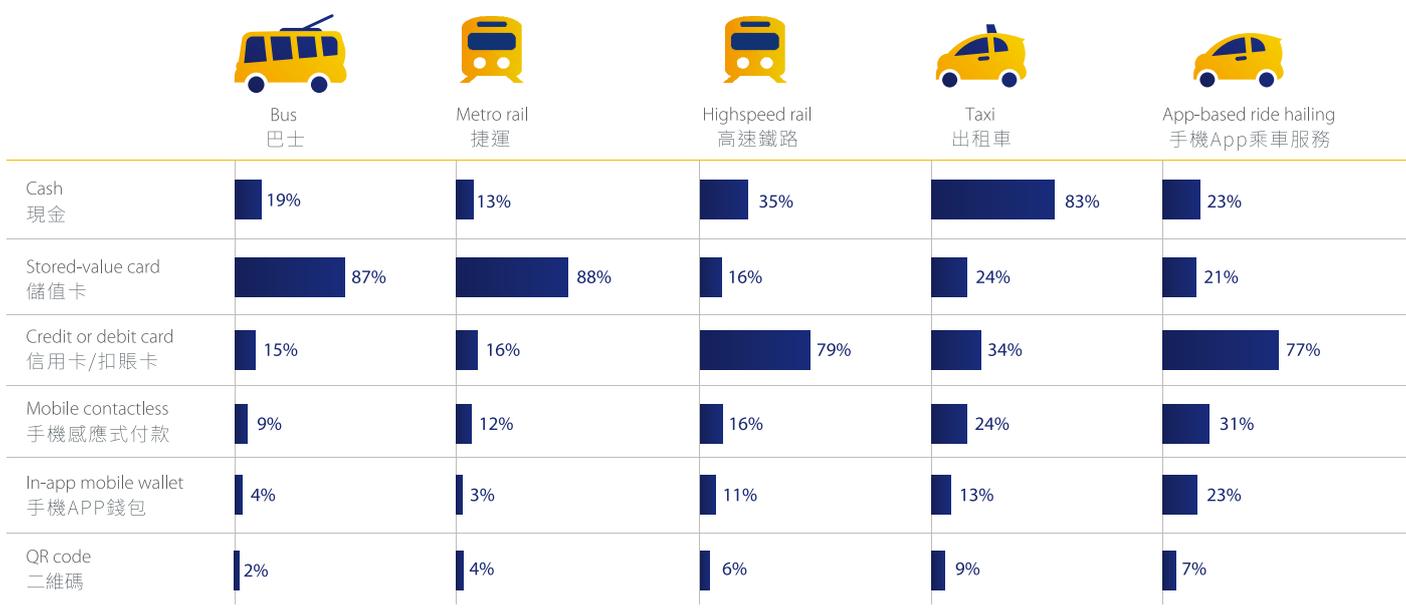
In Taiwan too, stored value cards such as EasyCard and iPass are the main methods used to pay for buses and Metro rides. For High Speed Rail travel, credit and debit cards are the most used method at 79%, though a third also use cash to buy their tickets. (Figure 4.4)

Credit cards and other cashless methods are the main methods used for ride hailing services.

台灣：交通付款方式

於台灣，支付公交和捷運的主要工具為悠遊卡和iPass等儲值卡。乘坐高速鐵路時則常用信用卡和扣賬卡，使用率高達79%。當中仍有三分之一使用現金購票。(圖4.4)

使用手機乘車服務應用程式時的主要付款方式為信用卡和其他無現金支付。



► Figure 4.4 Payment methods used for public transport – Taiwan
圖4.4 公共交通付款方式 - 台灣

Interest in using credit and debit cards for public transit

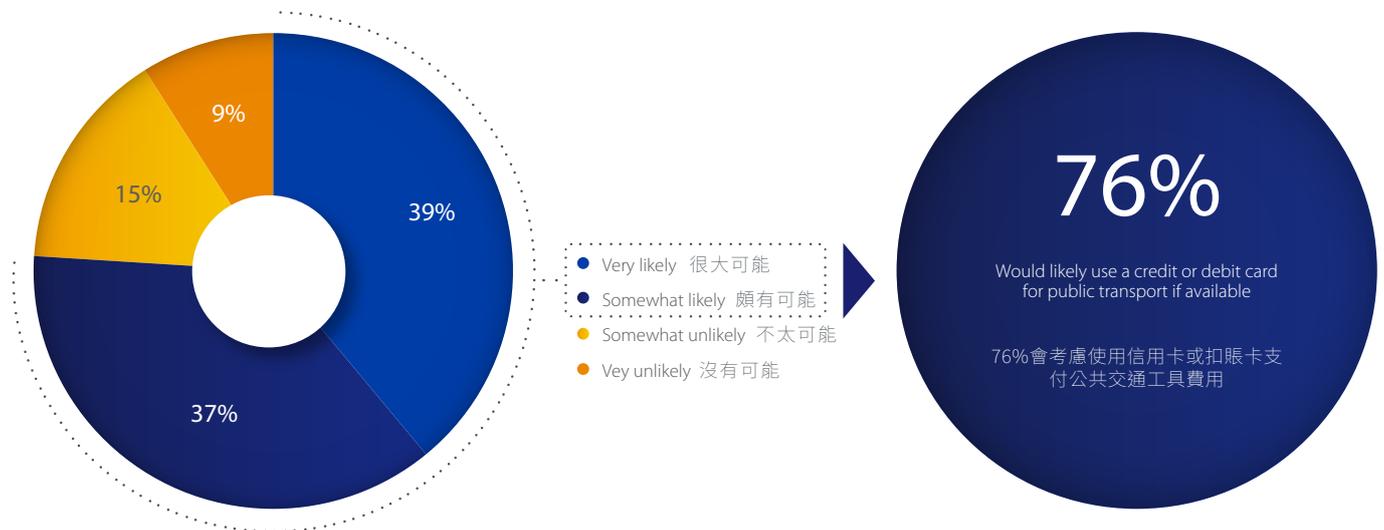
使用信用卡和扣賬卡支付交通費用的意欲

When asked if they would use credit and debit cards for public transport if that was an option, Taiwanese commuters are even more enthusiastic than their Hong Kong counterparts – three in four say they would use these methods. (Figure 4.5)

當被問及會否考慮使用信用卡和扣賬卡乘坐公共交通時，台灣答覆較香港正面，當中四分之三表示「會考慮」。(圖4.5)

The rank order of benefits in Taiwan is somewhat different from those seen by Hong Kong commuters. Not needing to top up stored value cards and reducing the number of cards they need to carry are more important to Taiwanese than earning reward points.

台灣跟香港對使用信用卡或扣賬卡能帶來的好處意見不同。無須為儲值卡增值並減少卡的攜帶數量對台灣來說較獲獎勵積分更為重要。



► Figure 4.5 Likelihood to use credit or debit cards if available – Taiwan
圖4.5使用信用卡或扣賬卡支付交通費用可能性 - 台灣



Simplifying urban mobility – Open-loop payments

Manoj Sugathan,

Regional Lead for Contactless and Urban Mobility,
Asia Pacific

Hong Kongers are no strangers to contactless payments, whether in the form of plastic cards, mobile devices or wearables. In fact, contactless payments accounted for six in ten of all Visa transactions in Hong Kong; that proportion is seven in ten for Taiwan⁵. Given local habits and preferences, commuters in both markets will benefit from open payments in public transports. We sit down with Manoj Sugathan, Visa's regional lead for contactless and urban mobility in Asia Pacific, to talk about the latest development.

Q: Visa has launched contactless solutions in cities like London, Vancouver, New York City, Sydney, and in last year Singapore, which you were closely involved in from the beginning. What are the feedbacks so far?

A: Our open loop transit program is one of the largest in the world. The adoption has been better than expected, thanks largely to our bank partners and transit operators and authorities who have been actively driving usage with promotions and other perks. Consumers are getting used to the convenience of being able to use the same Visa credentials for daily necessities from commute to paying for lunch, online shopping to grocery. In Singapore, since our transit program launched in 2019, we have been seeing people tap-and-go with their Visa cards issued from all over the world – 95 countries precisely.

提升城市流動性 — 細看開放式支付 亞太區感應式付款及城市交通主管

Manoj Sugathan

香港人對以實體卡、移動設備或可穿戴設備等進行的感應式支付並不陌生。實際上，於香港及台灣，每十個便分別有六個及七個使用感應式支付⁵。按照當地乘客習慣和付款喜好，兩地市民可受惠於支援開放式支付的公共交通系統。現在讓Visa亞太區感應式付款及城市交通主管Manoj Sugathan分享對公共交通支援開放式支付的想法。

問: Visa在倫敦、溫哥華、紐約、里約熱內盧、悉尼以及去年的新加坡等城市已推出了感應式交通支付方案。得知您是從頭便參與其中，到目前為止大眾反應如何？

答: 我們的開放式支付交通計劃是世界上最最大規模之一。由於我們的銀行及公共交通運營夥伴，一直積極地推出不同優惠鼓勵乘客使用感應式支付，因此令使用率高於預期。現時，消費者已習慣使用Visa卡支付日常所需。從支付車資到午餐結賬，或從網上購物到購買日用品。在新加坡，自去年啟動了Visa交通計劃以來，我們看到付款交易由來自95個國家所發行的Visa卡帶動。



Q: Why does a payment network like Visa pay so much attention to public transport?

A: As more people live in cities – seven in ten of the world's population by 2050 as projected by the United Nations – sustainability and livability become crucial. As population grows, cities, particularly megapolises, there is room for more efficiency in moving people and goods around. In the case of payments, transport operators can reduce cost in handling cash, free up resources to concentrate on tasks that actually add value, and better manage commuter traffic during the peak hours. Globally, Visa works with urban planners, government officials, transport operators and financial institutions to upgrade the payment systems. It does not have to be just supercities. Visa works with the city of Dijon, a city of about 165,000 people, to bring open loop payments for the first time in France.

Q: Markets like Hong Kong, Macau and Taiwan, however, have very strong usage of local transit card. Why do we need change?

A: Open-loop payments means more choices for local residents and visitors. By being open, everyone with skin in the ecosystem can co-innovate and improve the travel experiences. For instance, ticket price can be instantly capped at a day rate, when a commuter has taken a certain number of trips within the day. Another case we are exploring in Europe is how the moment travellers tap their Visa credentials at a foreign destination, a host of offers and privileges will be activated, for instance, discounted museum pass. This requires extensive cooperation with partner financial institutions, merchants, transport operators, and other stakeholders – while always putting the user at the centre.

問：為何Visa如此關注公共交通發展？

答：隨著越多人口遷往城市居住（到2050年，聯合國預測七成全球人口將居住於城市），可持續性和宜居性變得相當重要。隨著人口增長，城市和特別是大都市在人口及貨物流動性方面的確還有進步空間。在支付管理方面，運營商可降低處理現金成本及投放資源予增值服務，並於交通高峰時段作出更好的管理。Visa與全球各地之城市規劃人員、政府官員、交通營運商和金融機構通力合作，共同提升交通支付系統。Visa並非只着眼於大都市。Visa與位於法國、人口為165,000的第戎市（Dijon）合作，首次將開放式支付系統帶入法國。

問：香港、澳門及台灣等市場已經非常習慣使用交通卡。為何大眾需要改變呢？

答：開放式支付系統為本地居民和遊客提供更多選擇。通過開放式系統，大眾可共同創新並改善旅行體驗。例如，當乘客於一天內乘坐達到特定次數，車費價格將由按次收費變為一天票的價格。另外，我們在歐洲正研究讓旅客於外地使用Visa簽賬時可即時激活當地優惠（例如博物館通行證折扣）。這些都需要Visa與金融機構、商戶、交通營運商和其他持份者通力合作以達至真正的以客為本。



Manoj Sugathan

07

CASH DOMINATES AT SMALL MERCHANTS, BUT CASHLESS METHODS PREFERRED

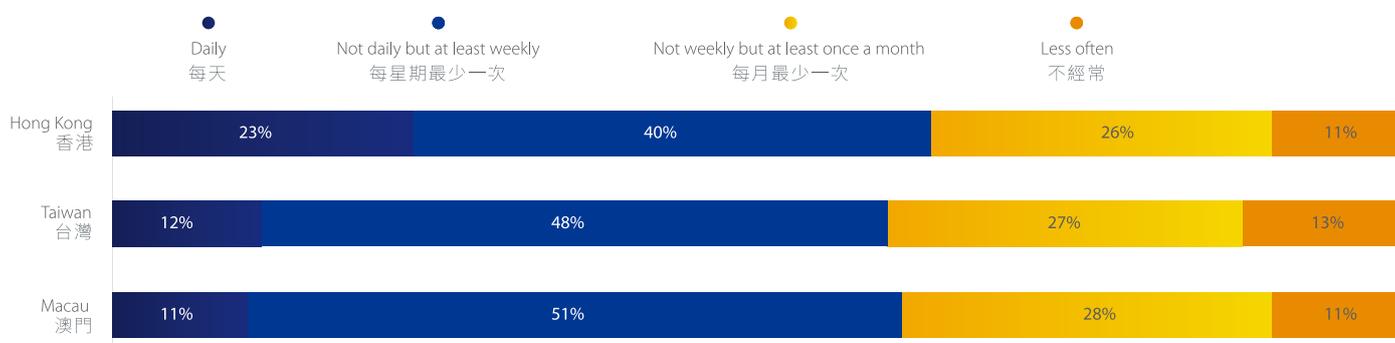
現金主導小商戶，但長遠偏向無現金方式

With its multitude of glittering malls, Hong Kong is seen as a paradise for high-end retail outlets. Taiwan is equally well developed in this regard and Macau too, with its sprawling casinos, has no dearth of high-end shops. (Figure 5.1)

However, small merchants – wet markets, small eateries, food courts, newsstands, refreshment stands – are indispensable to the day to day life of consumers and their communities in all three markets. Over 60% of consumers in each market shop at these small merchants at least once a week and around nine in ten do so at least once a month.

香港因擁有大量華麗的購物中心被視為高端零售天堂。台灣於這方面發展相約，而擁有多間大型賭場的澳門也不相伯仲。(圖5.1)

然而在這三個市場中，小商戶如濕貨市場、小餐館、美食廣場、報攤和小食店等對大眾而言是不可或缺的一環。當中超過六成每周光顧上述小商戶至少一次，約九成則每月光顧至少一次。



► Figure 5.1 Frequency of shopping at small merchants
圖5.1 於小商戶購物的頻率



Cash dominates at small merchants, but preference is for cashless, if offered

In all three of these markets, most consumers pay for purchases at small merchants with cash – 84% in Hong Kong, 93% in Taiwan and 84% in Macau. (Figure 5.2)

The situation would be very different if other payment methods were more widely accepted in these shops. When asked which method they would prefer to use assuming all payment methods were accepted, only around half the consumers in Taiwan and Macau and two in five in Hong Kong would continue to use cash.

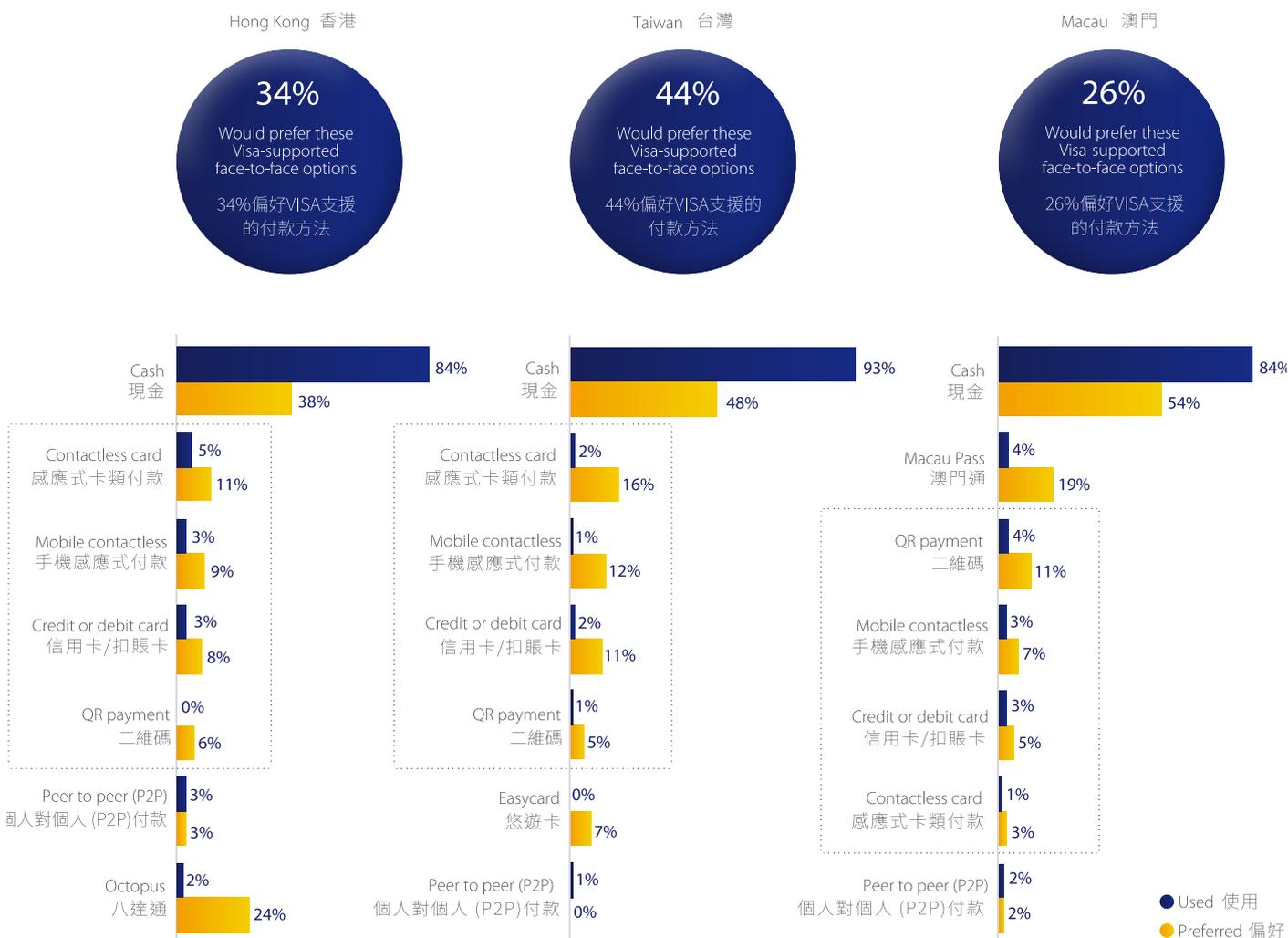
So which payment methods would gain tractions with consumers for shopping at small merchants? After cash at 38% preference, Octopus is the second most preferred method at 24% in Hong Kong. However, preference for credit and debit cards and other methods supported by cards such as mobile contactless payments and QR code payments add up to 34%.

現金使用主導小商戶，但仍傾向無現金付款方式

在這三個市場中，大多數消費者於小商戶以現金購物。當中香港佔84%，台灣93%及澳門84%。(圖5.2)

如小商戶能廣泛接受其他支款方式，情況則大不相同。假設能使用所有付款方式，台灣和澳門只有約一半消費者，以及香港五分二市民會繼續使用現金。

到底怎樣的付款方式能吸引消費者於小商戶購物？香港38%偏好現金，其次為八達通(24%)。然而，偏好信用卡、扣賬卡以及其他以信用卡或扣賬卡支援的付款方法(如手機感應式付款和二維碼支付)的總和為34%。



► Figure 5.2 Payment methods used at small merchants
圖5.2 於小型商戶購物的付款方式

In Taiwan, the clear winner would be credit and debit cards and other card supported methods with 44% preference, close behind cash at 48%. Less than a tenth of consumers express an interest in paying at small merchants with stored value cards such as EasyCard.

A fifth of Macanese consumers would switch to Macau Pass. Once again, credit cards and related methods in total (26%) would be the most preferred after cash at 54%, with QR code payments leading amongst them.

The preference for these cashless methods exists regardless of the amounts involved, with 94% each in Hong Kong and Taiwan and 96% in Macau saying so.

The most important factors for payment at small merchants are convenience and speed of transaction and cashless methods offer these advantages over cash from the perspective of many consumers.

The types of small merchants that consumers would most like to pay with cashless methods are eateries with grocery shops, clothing store and wet markets not far behind.



於台灣，信用卡及扣賬卡等電子支付方式明顯遙遙領先，佔比44%，僅次為48%的現金。當中只有少於十分一表示有興趣使用悠遊卡等儲值卡在小商戶購物。

澳門方面，有五分之一計劃改用澳門通。信用卡和其相關的付款方法（佔26%）僅次於現金（54%），當中二維碼支付最受歡迎。

不論金額大小，大眾都偏好無現金付款，在香港和台灣分別佔比94%，澳門為96%。

於小商戶付款時最重要的考慮因素為支付便利性和交易速度。從消費者角度而言，無現金付款比現金更能滿足上述需求。

大眾最期待於餐館、雜貨店、服裝店和濕貨市場等小商戶以無現金方式付款。



Small merchants, digital transformation for everyone – Hong Kong vs Taiwan perspectives

Kinan Suchaovanich, Head of Corporate Communications for Hong Kong, Macau and Taiwan, sits down with Vicki Liu, Head of Merchant Sales and Acquiring (MS&A) for Taiwan, and her counterpart in Hong Kong Gavin Ho to talk small merchants, digital transformation's role in scaling small to medium size businesses, as well as the importance of velocity – there are more similarities than differences across the straits.

Kinan Suchaovanich: Gavin, you grew up in a family of small merchants. Is that why you ended up in the Merchant Sales & Acquiring team, helping merchants and acquirers make the most of digital payments and transformation?

Gavin Ho: Small merchants are the unsung heroes of the economy. Back then my family owned a fruit shop in Hong Kong. Cash was prevalent. That was how customers pay us, and how we pay suppliers. But if we were to have our business now, we would definitely opt for digital payments, which is key to the overall digital transformation of the business. Also today, digital payment is widely used by so many.

Vicki Liu: Adding to Gavin's point: The real game-changer is the proliferation of mobile devices. Setting up, onboarding and accepting digital payments are faster than traditional onboarding. In Taiwan, following the government's national mobile payment agenda, we were able to roll out acceptance with many small merchants. Everyone with a smart phone can get paid electronically. It is the network effect: More places to pay means consumers are inclined to carry less cash.

KS: According to our research, 52 % of Taiwan consumers and 62 % of Hong Kong consumers prefer electronic payments over cash when shopping at small merchants. Though both markets have high contactless payment penetration, with high usage in both plastics and mobile devices, net new acceptance points for small merchants in Taiwan are mainly standardized QR code payments, while in Hong Kong, they remain resolutely contactless payments. Why this divergence?

小商戶透視-香港與台灣

Visa香港、澳門及台灣地區公共關係總經理徐奇南先生與台灣區商戶業務副總經理劉惠琪女士及香港及澳門區商戶業務總經理何俊傑先生共同探討小商戶、數碼化應用如何有助中小型商戶轉型及轉型速度之重要性。他們從是次對話發現中小型商戶具有頗多共同點。

徐奇南: Gavin您於經營小商店的家庭成長的經歷是促使您加入商戶業務部工作,以協助商戶和收單機構應用電子支付及轉型的原因嗎?

何俊傑: 小商戶是促進社會經濟的無名英雄。小時候,我的家人在香港經營水果店。那時大眾都使用現金。顧客付我們現金,然後我們付現金予供應商。假設現在我們還在經營當年的水果店,相信我們必定應用有助業務數碼化的電子付款方式。

劉惠琪: 行動裝置的快速增長是電子支付普及的主因。現時設置、啟動至接收電子支付所需時間已較傳統程序大幅減少。於台灣,政府大力提倡行動支付驅使小商戶更願意接受消費者使用手機付款。現時只須手執智能手機便可使用電子支付。這是網絡效應(network effects),更多電子支付接受點意味著大眾能減少攜帶現金。

徐奇南: 據是次研究發現,52%台灣民眾及62%香港市民於小商戶購物時更傾向使用電子支付,而非現金。儘管卡類付款及行動支付的頻繁使用帶動兩地的感應式支付滲透率,可是於台灣新增的小商戶接受點一般為統一化二維碼,相反香港主要是感應式支付。Vicki您認為為何有此分歧?



VL: Cost might play a part for QR payment adoption. But the key factor that nudges us towards the direction as mentioned earlier is government's support, which sets the direction of the industry. That said, seven in ten face-to-face Visa payments in Taiwan are contactless – among the highest in the region. Visa is agnostic when it comes to the payment method. Payment should all be fast, safe and secure.

GH: ... Or clicked. Traditional brick-and-mortar SMEs can increase their revenues by selling online. eCommerce enables small businesses to add SKUs and velocity. This is particularly helpful in this long-tail economy. As online and mobile commerce grow, and omni-channel retail takes roots, more cashless payment options create more ways to reach consumers. The impact to the economy is substantial given that consumers tend to spend more digitally.

VL: Then there are also the added benefits of handling less cash at the end of the day. This in turn will help in the overall digital transformation of small businesses, as functions such as paying suppliers and payroll are digitised.

GH: That will bring more efficiency. So managers and employees can spend their time focusing on serving their customers.

劉惠琪：雖然較低營運成本可能是小商戶採用二維碼的原因。但我相信台灣政府的大力支持是當中主因。台灣目前每10筆面對面付款交易便有7宗是以感應式支付進行，高踞亞太區前列。Visa深信各式各樣的付款方式都應是快速、安全及受保障的。

何俊傑：另外，傳統實體中小型商戶可利用網路銷售增加收入。透過電子商務，小商戶可增加最小存貨單位 (SKU) 和加快銷售速度。這種銷售模式特別適合具長尾經濟形態 (long-tail economy) 的台灣。隨著網上和行動電子商務日益俱增，以及全渠道零售生態系統大致完善建立，能提供無現金付款裝置的商戶較易吸引消費者。大眾趨向使用電子支付將對經濟帶來重大影響趨向使用電子支付將對經濟帶來重大影響。

劉惠琪：減少現金使用最終能帶來更多好處，有助小商戶加快整體業務數碼化。如透過電子支付來付款予供應商及支付員工薪資。

何俊傑：相信還可提高工作效率，讓主管及員工可利用所節省之時間提供更好的客戶服務。



Gavin Ho
何俊傑先生

Vicki Liu
劉惠琪女士



08

HIGH AWARENESS AND INITIAL INTEREST FOR VIRTUAL BANKING

大眾對虛擬銀行抱高度認知和初步興趣

Since the Hong Kong Monetary Authority and Taiwan's Financial Service Commission granted eight and three virtual banking licences in May and July 2019 respectively, there has been renewed energy to innovate in the market.

These 'virtual', 'neo', or 'challenger' banks provide all their services online. Customers have access to all the typical services offered by regular banks – deposits, withdrawal of cash, loans, investment services, credit and debit cards, payment services – but just without physical branches.

Without the overheads associated with having physical branches, virtual banks will be more cost-effective and therefore offer interest or lower fees to their customers.

The other big advantage that many governments hope to see from virtual banks is greater financial inclusion, especially in emerging markets and for younger consumers who have difficulty getting loans from traditional banks.



香港金融管理局和台灣金融服務委員會分別於2019年5月和7月頒發了八張和三張虛擬銀行牌照，為市場帶來創新活力。

這些「虛擬銀行」、「創新」或「純網絡」銀行所有服務於線上進行，不設實體分行。客戶能使用傳統銀行所提供的服務，如存款、提取現金、貸款、投資服務、信用卡和扣賬卡及付款服務。

由於虛擬銀行不用負擔實體分行開支，所以將更具成本效益，能為其客戶提供利息或更低費用。

多地政府望透過虛擬銀行擴展普惠金融，這對新興市場以及那些難以從傳統銀行獲得貸款的年輕一代尤其重要。

There are sizable appetite among consumers in Hong Kong and Taiwan to try virtual banks.

Virtual banks - Hong Kong

The Hong Kong Monetary Authority has recently granted eight licences to establish virtual banks, the last set of licences announced in May 2019.

These licences have been awarded to companies from various sectors – insurance, technology firms, non-banking financial institutions, payment services, telcos, travel services, fintech and so on. Most of these are joint ventures (JVs) and some traditional banks are partners in the JVs.

The companies awarded licences in Hong Kong, as per the HKMA's May 2019 announcement, are:⁶

- Ant SME Services: fully owned by Ant Financial who launched Alipay
- Insight Fintech: a joint venture between Xiaomi and AMTD Group, a non-bank financial institution
- Infinium: a joint venture between Tencent, Industrial and Commercial Bank of China, Hong Kong Exchanges, and Clearing (HKEX) and Hillhouse Capital
- Livi VB: a joint venture between Bank of China HK, JD Digits and Jardines
- SC Digital: a joint venture between Standard Chartered, PCCW Limited, HKT and Ctrip Hong Kong
- Ping An One Connect: fully owned by Mainland Chinese insurance giant PingAn
- WeLab: a Hong Kong based fintech that runs WeLend in Hong Kong, Wolaidai in Mainland China and Maucash in Indonesia. WeLab has been funded by Alibaba, Sequoia Capital, ING Bank and IFC
- ZA Bank: fully owned by mainland Chinese insurance giant ZhongAn Insurance



香港的虛擬銀行

香港金融管理局共發行了八張虛擬銀行牌照。最後一組於2019年5月宣佈。

上述牌照授予不同範疇的企業，包括保險、科技、非銀行金融機構、付款服務、電信公司、旅遊服務及金融科技公司等。當中大多是合資企業，當中包括一些傳統銀行。

根據香港金融管理局於2019年5月的公佈，於香港獲得牌照的公司包括：⁶

- Ant SME Services: 由推出支付寶的螞蟻金服全資擁有
- Insight Fintech: 小米與非銀行金融機構尚乘集團的合資企業
- Infinium: 騰訊、中國工商銀行、香港交易所 (HKEX) 及高瓴資本的合資企業
- Livi VB: 中國銀行、京東數科及怡和集團的合資企業
- SC Digital: 渣打銀行、電訊盈科有限公司、香港電訊及攜程香港的合資企業
- Ping An One Connect: 由中國內地保險業巨頭平安保險全資擁有
- WeLab: 於中國內地及印尼經營我來貸和香港經營WeLend的金融科技公司擁有。WeLab獲阿里巴巴、紅杉資本、荷蘭國際銀行及國際金融公司注資
- ZA Bank: 由中國內地保險業巨頭眾安保險全資擁有

⁶<https://www.hkma.gov.hk/eng/news-and-media/press-releases/2019/05/20190509-3/>

Virtual banks - Taiwan

With 37 banks and around 5,000 branches for a population of 23 million people, Taiwan's population in general does not have a shortage of banking options. Despite this, there is still room to effectively cater to underserved segments, namely younger consumers who find it difficult to get credit, and who prefer to do their banking online.⁷

Virtual banking may be the answer and the Financial Supervisory Commission (FSC) has granted virtual banking licences to three consortiums:⁸

- LINE Bank: led by Japanese messaging app operator LINE Group
- Next Bank: led by Taiwanese telecom operator Chunghwa Telecom
- Rakuten International Commercial Bank: operated by Japanese eCommerce firm Rakuten Inc and Taiwan's IBF Financial Holdings

These licences are meant to be a pilot and if successful, more licences may be awarded.

Virtual banks – Macau

In Macau, Ant Bank Macau (formerly Xinghui Bank Limited) was reported to be taking deposits as of August 2019, having gained approval in 2018. It has a mandate to promote inclusive finance. Ant Bank Macau is owned by Ant Financial Services Group, a group company of Alibaba and AGTech Holding.⁹

台灣的虛擬銀行

台灣擁有37家銀行和大約5,000間銀行分行，2,300萬的當地人口不乏銀行服務選擇。可是，當地年輕消費者難以從傳統銀行獲得信貸及傾向使用網上銀行服務。⁷

虛擬銀行也許是一個折中點。台灣金融監管委員會 (FSC) 已向三個財團授予虛擬銀行許可證⁸，當中包括：

- LINE Bank: 由日本通訊應用運營商 LINE Group 擁有
- Next Bank: 由台灣電信運營商中華電信擁有
- Rakuten International Commercial Bank: 由日本電子商務公司 Rakuten Inc 和台灣的IBF Financial Holding經營

上述牌照旨在試驗成效。假若成功，將來可能頒發更多。

虛擬銀行-澳門

澳門的星匯銀行於2018年獲准於2019年8月開業，其宗旨為促進普惠金融。星匯銀行由阿里巴巴集團旗下的螞蟻金融服務集團及亞博科技控股有限公司擁有。⁹



⁷<https://topics.amcham.com.tw/2019/05/does-taiwan-need-virtual-banks/>

⁸<https://www.reuters.com/article/us-taiwan-banks-digital/taiwan-issues-islands-first-virtual-bank-licences-idUSKCN1U0UO>

⁹<https://www.macaubusiness.com/first-virtual-bank-in-macau-only-accepting-deposits/>

Awareness of virtual banking

Though none of the virtual banks in the three markets have started offering services to consumers yet, the awareness of the concept is quite high in Hong Kong and Taiwan. (Figure 6.1)

Taiwan leads over Hong Kong on awareness of virtual banking at 72% versus 64%. Macau lags behind with only a third of consumers aware of virtual banking.

Perceived pros and cons of virtual banking

With currently limited knowledge of virtual banking, lower fees (51%) and better interest rates (49%) are the main benefits consumers see in virtual banking. However, many consumers also expect that virtual banks will provide better user experience, more innovative services, better responsiveness and more flexibility, better reporting and more integrated services.

The most obvious disadvantage of virtual banking is the inability to meet someone in person and this is mentioned by just over half the consumers. A related drawback is an expectation among a fifth of consumers that virtual banks will have poor service. A third feel that virtual banks will be less flexible.

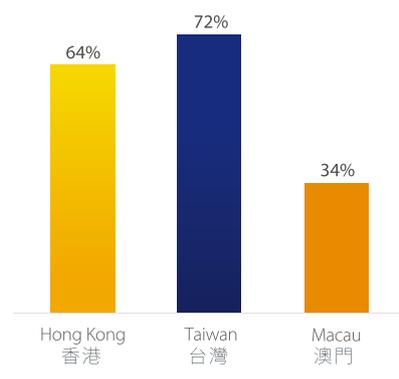
Not having a past record in banking is mentioned by 49% as a weakness and 40% say that not having their own ATMs and having to use other banks' ATMs is a limitation.

Building trust with consumers will perhaps be the key challenge for virtual banks as 43% say that trustworthiness of virtual banks is a concern.

對虛擬銀行的認知

儘管三個市場的虛擬銀行尚未開始提供服務，但香港和台灣大眾對這概念的認知程度相當高。(圖6.1)

台灣認知率為72%，領先香港的64%。相反澳門只有三分之一曾聽說虛擬銀行服務。



► Figure 6.1 Virtual Banking Awareness
圖6.1 對虛擬銀行的認知

虛擬銀行的利與弊

儘管目前大眾對虛擬銀行認知有限，大多認為虛擬銀行可帶來較低費用(51%)及較高利率(49%)。可是，當中大多數人期望虛擬銀行能提供更好的用戶體驗、更創新的服務、更好的回應和靈活性、以及更好的報告和更綜合的服務。

約超過一半認為無法面對面與職員溝通是使用虛擬銀行的缺點之一。另五分之一預期虛擬銀行的服務質量會較差。還有三分之一認為虛擬銀行的靈活性會較低。

49%認為虛擬銀行的劣勢為缺少銀行營運經驗。另四成表示虛擬銀行的其中一個限制是客戶需要使用現有傳統銀行的提款機網絡。

由於43%顧慮虛擬銀行的可信性，因此如何建立消費者信心是一重要挑戰。

Interest in virtual banking

對虛擬銀行服務的興趣

Interest in opening a virtual banking account follows the same pattern as awareness. Taiwan consumers show the most interest with 20% saying they would definitely open an account and another 42% saying they may do so. (Figure 6.2)

In Hong Kong, a tenth say they will definitely open an account while another two in five are tentatively interested.

Macanese consumers are the least interested with only 7% saying they will definitely open an account and a third showing some interest.

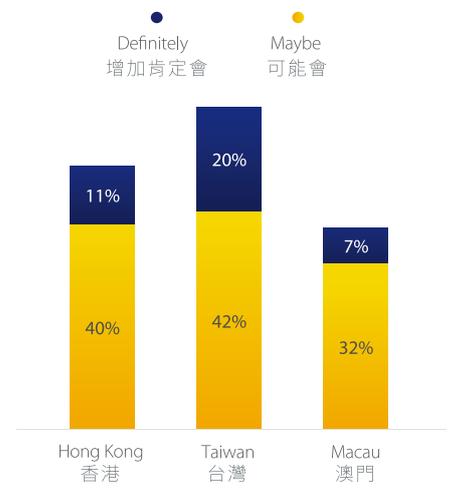
Though governments and many commentators expect that virtual banking will be of most interest to younger people, who are most often the ones who are unable to get loans and other services at traditional banks, our survey shows that there is little difference in interest levels across age groups. Also, perhaps contrary to expectations, higher income groups show somewhat higher interest (62%) in opening virtual banking accounts than less affluent consumers (50%).¹⁰

大眾對虛擬銀行的認知跟開設相關戶口的興趣成正比。台灣興趣為最高，當中20%表示「必定會開戶」，另42%表示「可能會開戶」。(圖6.2)

在香港，一成表示「必定會開戶」。另五分二表示「可能會開戶」。

澳門興趣度最低，當中只有7%表示「必定會開戶」，另三分之一表示「可能會開戶」。

由於年輕人相對難以從傳統銀行獲得貸款或其他服務，因此政府及許多評論員預計年輕一代應對虛擬銀行最感興趣。有趣的是，是次調查顯示不同年齡層的興趣相約。與預期相反的是，高收入群在開設虛擬銀行賬戶方面的興趣(62%)較相對低收入群更高(50%)。¹⁰



► Figure 6.2 Interest in opening a virtual bank account
圖6.2 於虛擬銀行開立戶口的興趣

¹⁰Higher income refers to approximately the top third of income earners in each market
¹⁰高收入群為每個市場中收入最高的三分之一

09

INTEREST IN OPEN BANKING SERVICES, BUT CONSUMERS HESITANT TO SHARE PERSONAL INFORMATION

對開放銀行服務感興趣，但對透露個人資料有所保留

Open banking is another initiative that is gaining traction globally. It is supported by many governments and the financial industry. It refers to a set of standards that allows consumers to have their financial institutions share their financial information with specifically selected organizations.

For instance, someone who has multiple bank accounts and multiple credit cards would be able to give a third party access to all their bank and credit card information. This would allow services such as consolidated overviews of transactions across all banks, expenses analyses, cost savings advice, and many other services.

開放式銀行是備受全球關注的另一議題。開放式銀行允許消費者的銀行與特定組織分享他們的財務資料，此倡議獲多地政府及金融業界廣泛支持。

擁有多個賬戶及多張信用卡的客戶，可透過授權第三方供應商取得他們的銀行和信用卡資料以獲取供應商服務。當中服務包括整合所有銀行交易概覽、支出分析及節約日常開支的建議等。

Lower awareness and interest in open banking

Awareness of open banking is much lower than awareness of virtual banking. Hong Kong consumers have the highest awareness at 32%, with Taiwan at 24% and Macau at 20%. (Figure 7.1)

At an overall level, interest levels are also lower in all markets than for virtual banking. Again, Taiwanese consumers are most interested, but only a tenth are very interested to use and another third being 'somewhat interested'. Only 4% of Hong Kong consumers are 'very interested' and another quarter are 'somewhat interested'. In Macau, the figures are even lower, with 4% and 16% being 'very' or 'somewhat interested' respectively. (Figure 7.2)

對開放銀行的認知和興趣較低

大眾對開放銀行的認知遠低於虛擬銀行。香港的32%為最高，台灣為24%及澳門為20%。(圖7.1)

整體而言，三個市場對開放銀行的興趣也低於虛擬銀行。雖台灣對開放式銀行最感興趣，但只有十分一表示「非常有興趣」，另三分之一為「頗有興趣」。於香港，只4%對開放式銀行「非常感興趣」，另四分之一表示「頗有興趣」。澳門的數字更低，只有4%和16%分別表示「非常感興趣」及「頗有興趣」。(圖7.2)

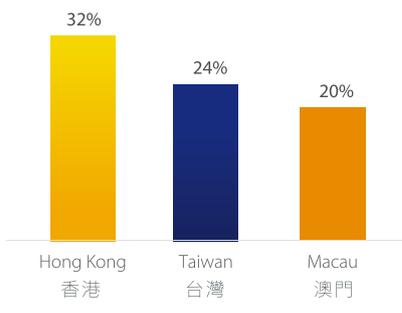


Figure 7.1 Awareness of open banking
圖7.1 對開放銀行的認知

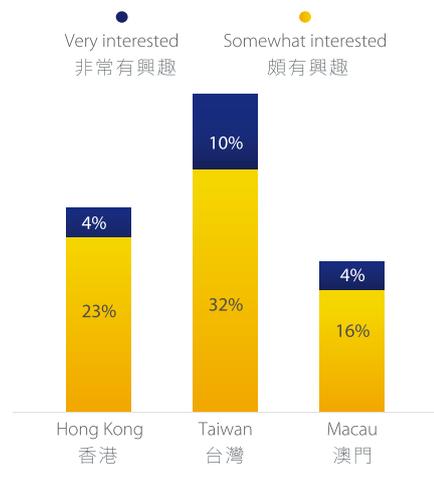


Figure 7.2 Interest in using open banking services
圖7.2 使用開放銀行服務的興趣

Interest in specific open banking services

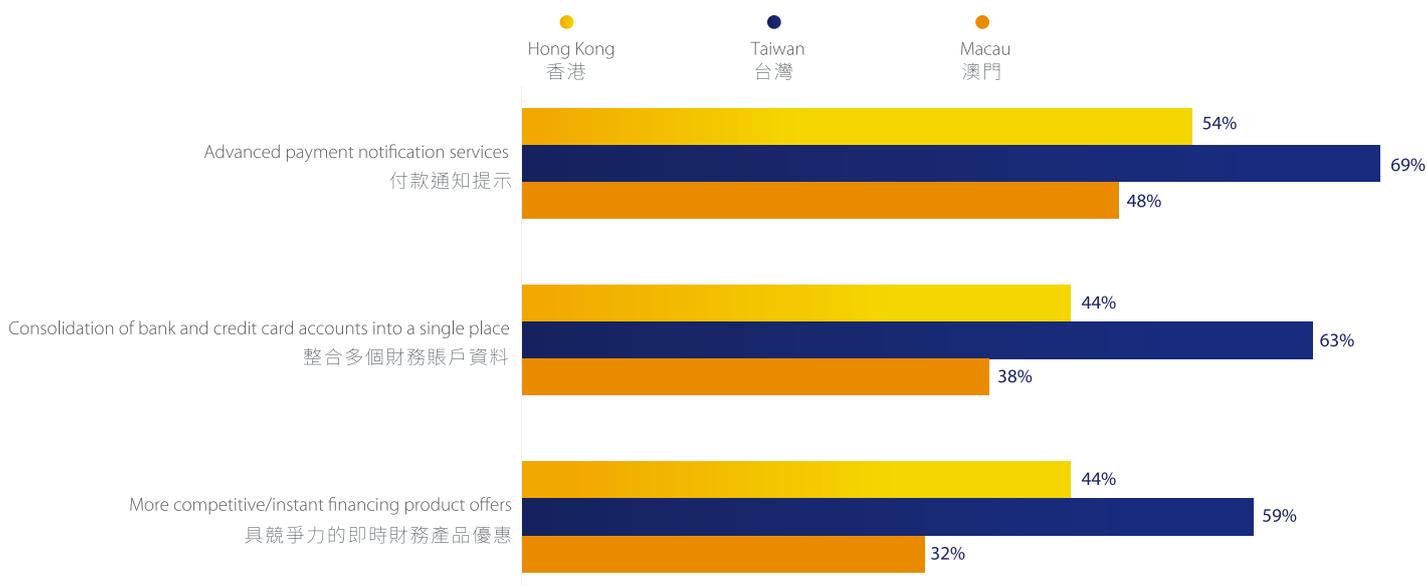
對特定開放銀行服務的興趣

When shown specific open banking services – advanced payment notifications, consolidation of all financial accounts' information and competitive instant financing products – the interest picks up considerably, going up by between 12% and 28% depending on the specific service and market. (Figure 7.3)

In all three markets, advanced payment notifications is the service that is most appreciated – 69%, 54% and 48% of consumers respectively in Taiwan, Hong Kong and Macau express an interest in availing, followed by consolidation of account information from different accounts. Competitive instant financing offers receives the least interest relatively speaking, but it still has between 32% (in Macau) and 59% (in Taiwan) of consumers expressing interest.

消費者於了解到開放銀行服務後興趣大增，增幅為12%至28%。開放銀行服務包括付款通知提示、整合多個財務賬戶功能及即時理財優惠訊息。(圖7.3)

於三個市場中，最受歡迎服務為付款通知提示，當中台灣、香港和澳門分別有69%、54%和48%表示有興趣使用。緊接第二最受歡迎服務為財務賬戶整合功能。大眾對即時財務產品優惠訊息興趣較低，但澳門及台灣仍分別有32%和59%表示有興趣使用。



► Figure 7.3 Interest in specific open banking services
圖7.3 對特定開放銀行服務的興趣

Concerns with sharing personal information

The other side of the coin for availing some of the open banking services is the need to share personal information with banks and other service providers. (Figure 7.4)

Much fewer consumers are willing to share their personal information than are interested in the services.

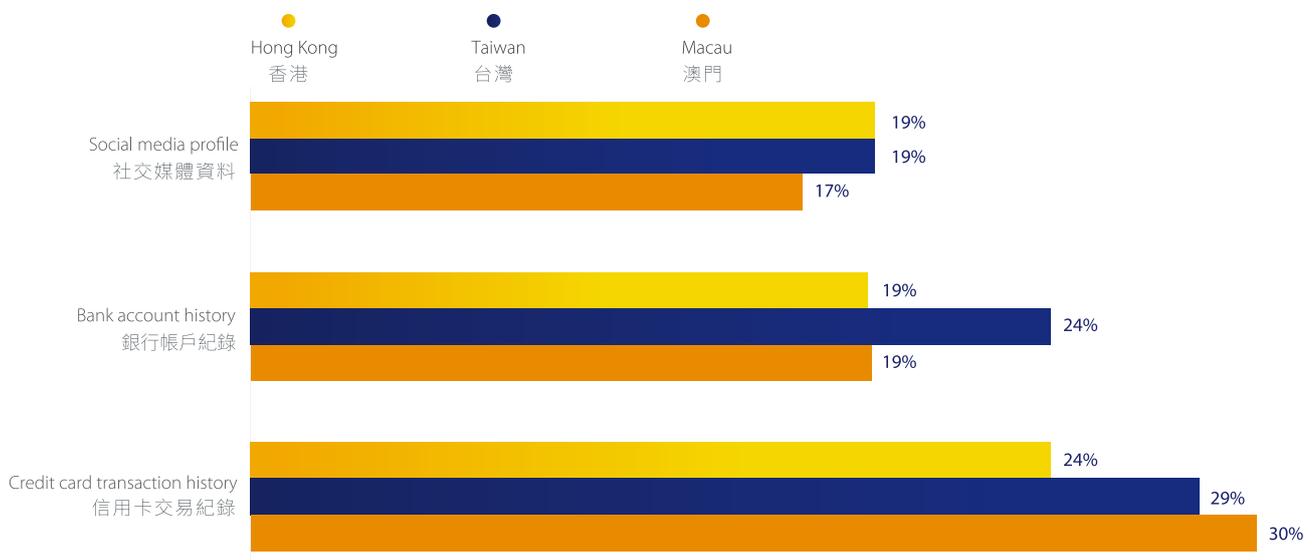
Consumers are more comfortable sharing their credit card information than in sharing their bank account details or their social media profile with third parties. In Macau, 30% say they are willing to share their credit card information. The corresponding figures for the other two markets are lower and so are the figures for those willing to share banking or social media information.

分享個人資料的擔憂

另一方面，消費者需向銀行和其他服務供應商提供個人資料以享受開放銀行服務。(圖7.4)

消費者願意分享個人資料的意欲較希望使用開放銀行服務的為低。

相比銀行賬戶資料或社交媒體記錄，大眾較願意分享信用卡資料予第三方服務商。澳門有30%表示願意分享信用卡資料。其餘兩個市場的相應數字則較低，願意分享銀行或社交媒體資料的佔比也一併為低。



> Figure 7.4 Willingness to sharing personal information with providers
圖7.4分享個人資料予服務供應商的願意度

When asked what types of organizations they would trust with their personal financial information, governments top the list, followed by utility companies, banks and telcos. At the other end of the spectrum, software and software as a service (SaaS) companies and mobile wallet companies are the least trusted. (Figure 7.5)

Macau consumers are the most trusting of all types of organizations than their counterparts in Hong Kong and Taiwan. Eighty-two percent in Macau say they would trust the government with their financial information compared to only about half that number in the other two markets. The figures are also considerably higher in Macau for utility companies, banks and telecom companies.

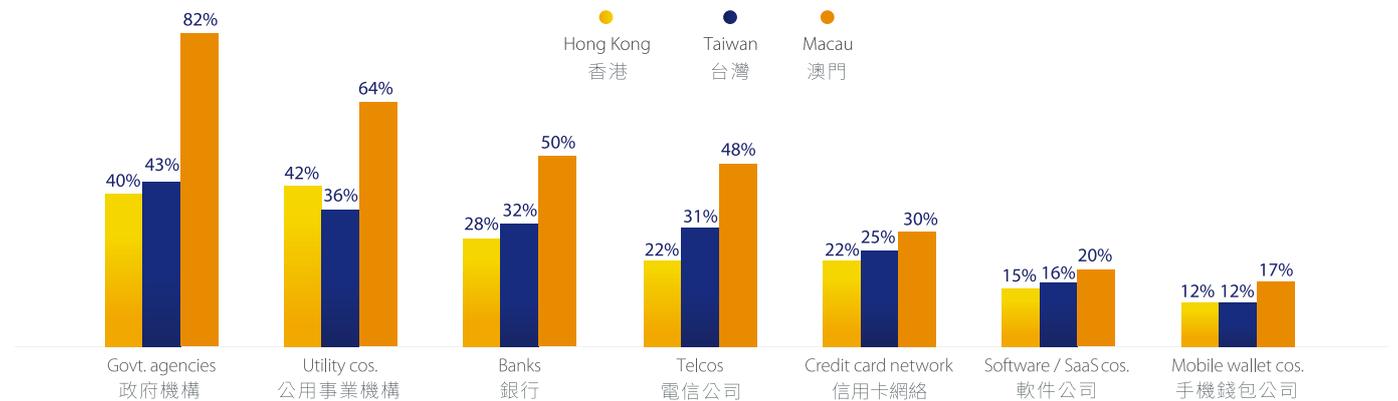
These concerns will need to be assuaged in a credible manner to get consumers who showed interest to sign up for these open banking services.

當被問及願意信任哪些組織瀏覽個人財務資料時，政府居榜首，其次是公用事業機構、銀行和電信公司。然而，最不被信任為軟件公司及軟件即服務公司和手機錢包公司。(圖7.5)

澳門給予上述組織的信任較香港及台灣高。當中82%表示信任政府，相反其餘兩個市場只有約五成給予政府信任。另外，澳門給予公用事業機構、銀行和電信公司的信任也同樣較香港及台灣高。

服務商需從提高消費者信任度入手，讓大眾能更安心使用開放銀行服務。

Governments are the most trusted organization with personal financial information.



► Figure 7.5 Trust in organisations upon sharing of personal financial information
圖7.5 於分享個人財務資料予不同機構的信任度

10

SUMMARY OF THE THREE MARKETS 三大市場概述

MEASURE 範疇	HONG KONG 香港	TAIWAN 台灣	MACAU 澳門
CASH VS CASHLESS PAYMENTS 現金與無現金付款			
PAYMENT METHODS USED 付款方式			
CASH 現金	91%	91%	96%
CASHLESS METHODS 無現金方法			
Credit/debit cards 信用卡和扣賬卡	80%	83%	52%
Contactless cards 感應式卡	61%	49%	9%
Mobile contactless 手機感應式付款	58%	40%	22%
QR Payments 二維碼支付	28%	49%	10%
'Tipping point' for opting for cashless instead of cash 轉用無現金方式的轉折金額	HKD 100 (~USD 13)	NTD 400 (~USD 13)	MOP 200 (~USD 25)
Preference – cash vs. cashless methods 現金與無現金支付的偏好	29% cash 現金: 71% cashless 非現金	41% cash 現金: 59% cashless 非現金	74% cash 現金: 26% cashless 非現金
Net change in cash usage compared to 2 years ago ¹¹ 相比2年前所攜帶的現金 ¹¹	-21%	-21%	16%
Cashless society possible within 7 years 預期7年內實現無現金社會	53%	49%	53%
DIGITAL WALLETS 電子錢包			
Use at least one digital wallet 使用最少1個電子錢包	85%	65%	75%
Fund digital wallet via credit or debit card 透過信用卡或扣賬卡為電子錢包充值	59%	64%	27%
Feel personal information is somewhat to very safe when making mobile payments 利用手機付款時覺得個人資料是安全的	63%	56%	60%
ECOMMERCE 電子商務			
% who shop online at least once a month 每月至少在網上購物一次的百分比	78%	83%	68%
Slightly to very concerned about security when making online purchases 網上購物時對付款安全頗為至十分關注	40%	68%	30%
TRANSIT 交通工具			
% would use credit/debit card to pay for public transport if available 會考慮使用信用卡或扣賬卡支付公共交通工具費用的百分比	62%	76%	N/A

¹¹Net change = (% using more cash – % using less cash)

¹²淨變化=(使用較多現金百分比-減少使用現金百分比)

MEASURE 範疇	HONG KONG 香港	TAIWAN 台灣	MACAU 澳門
SMALL MERCHANTS 小商戶			
% who now use cash most often to pay at small merchants 於小商戶購物時最常使用現金作為付款方式的百分比	84%	93%	84%
% who would prefer cashless methods 偏好無現金付款方法的百分比	62%	52%	46%
% who would prefer card supported options ¹² 偏好以卡支援付款方法的百分比 ¹²	34%	44%	26%
VIRTUAL BANKING 虛擬銀行			
Virtual banking awareness 對虛擬銀行的認知	64%	72%	34%
General interest in opening virtual bank account 於虛擬銀行開立戶口的興趣	51%	62%	39%
OPEN BANKING 開放銀行			
Open banking awareness 於虛擬銀行開立戶口的興趣	32%	24%	20%
General interest in using open banking 使用開放銀行的興趣	27%	42%	20%
INTEREST IN SPECIFIC OPEN BANKING SERVICES 對特定開放銀行服務的興趣			
Advanced payment notifications 付款通知提示	54%	69%	48%
Consolidation of bank & credit card accounts 整合不同財務賬戶資料	44%	63%	38%
Competitive/Instant finance product offers 提供具競爭力的即時財務產品優惠	44%	59%	32%

¹²Card supported options include credit and debit cards, contactless cards and mobile contactless payments

¹²卡支援付款方式包括信用卡、扣賬卡、感應式卡及手機感應式付款



11

ABOUT VISA

關於VISA



Visa Inc. (NYSE: V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network—enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of connected commerce on any device, and a driving force behind the dream of a cashless future for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce.

For more information, visit www.Visa.com.hk, www.VisaAPNews.asia and [@VisaNews](https://twitter.com/VisaNews).

Visa是全球科技支付的領導公司。Visa的使命是透過最創新、可靠、安全的支付網路連結世界，促使消費者、商戶企業及市場經濟蓬勃發展。Visa最先進的支付處理網絡VisaNet，確保世界各地的支付運作安全無虞，每秒可處理超過65,000筆交易。Visa對創新的堅持不懈，將促進任何裝置上的連網商業迅速成長，並成為每個人及每個市場實現無現金未來夢想的重要立基。當世界由類比訊號進展到數位世代之際，Visa將不斷應用我們的品牌、產品服務、人才、網路及深遠的影響力，重新塑造未來的商業模式。

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www.visa.com.hk，
VisaAPnews.asia 及 [@VisaNews](https://twitter.com/VisaNews)。

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關於 INTUIT RESEARCH



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