

Chinese New Year Behaviour Voluntary Report in Indonesia 2016

February 2016

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A. Research design

Research Method Nusaresearch Panel - Online research

Fieldwork Period January 2016 - February 2016

Research Area Nationwide – Indonesia

Respondent Criteria Male / Female, 17 years old and above. Celebrate Chinese New Year

Sample Size 900 samples

Number of Questions 6 Screening Questions, 13 Main Questions

Survey Content Chinese New Year Importance, Chinese Budget, Budget Adjustment, Celebrating Companion, Channel to Buy, Reason to Choose Chanel, Usual Activities at Chinese New Year, Shio, Myth, Favorite Food, Red Packet Budget and Frequency

B. Background

According to tales and legends, the beginning of Chinese New Year started with the fight against a mythical beast called the “year”. The “year” looks like an Ox with a lion head and inhabits in the sea. At the night of New Year’s Eve, the “year” will come out to harm people, animals and properties. Later, people found that the “year” fears the color red, fire and loud sounds. Therefore, for self-protection, people formed the habits of posting red Dui Lian in front of their house as well as launching fireworks, and hanging lantern at year end.

Chinese people love the color red, and regard red as the symbol of energy, happiness and good luck. Sending red packet is a channel of sending good wishes and luck. Actually, the significance of red packets is the red paper, not the money inside. Wrapping money in the red packets is hoped to bring happiness and blessings to the receivers.

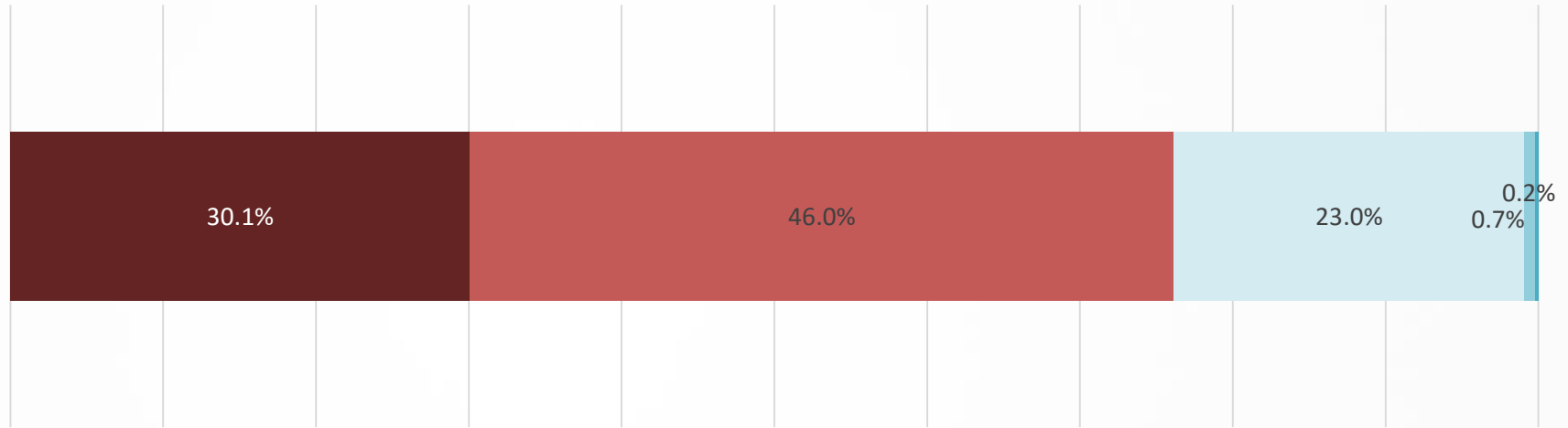
C. Summary

- 76.1% Indonesian people who celebrate Chinese New Year feel that the event is important for them
- 67.2% Respondents need to increase their budget to celebrate this year Chinese New Year and from those who increase their budget 40% are because the price of product are increasing
- Preferred place to buy Chinese New Year necessities are Supermarket with score 66.6%
- 91.2% Indonesian believe myth about Chinese New Year, such as do not do any cleaning job during the Chinese New Year, wear red to brings good fortune, gives red envelope to younger generation, etc
- From the survey we found that 6.0% those who celebrate Chinese New Year in Indonesia did not have tradition to share red envelope or Angpao.

D. Detail findings

Opinion About Lunar Year

- ◆ Majority of those who celebrate Chinese New Year in Indonesia think that the event are very important for them, account 76.1% respectively. Otherwise those who thinks that Chinese New Year are not important scored less than 1% and 23.0% respondent feel that the event either important or not important



	Percentage
Very Important	30.1%
Important	46.0%
Neutral	23.0%
Not Important	0.7%
Very Not Important	0.2%

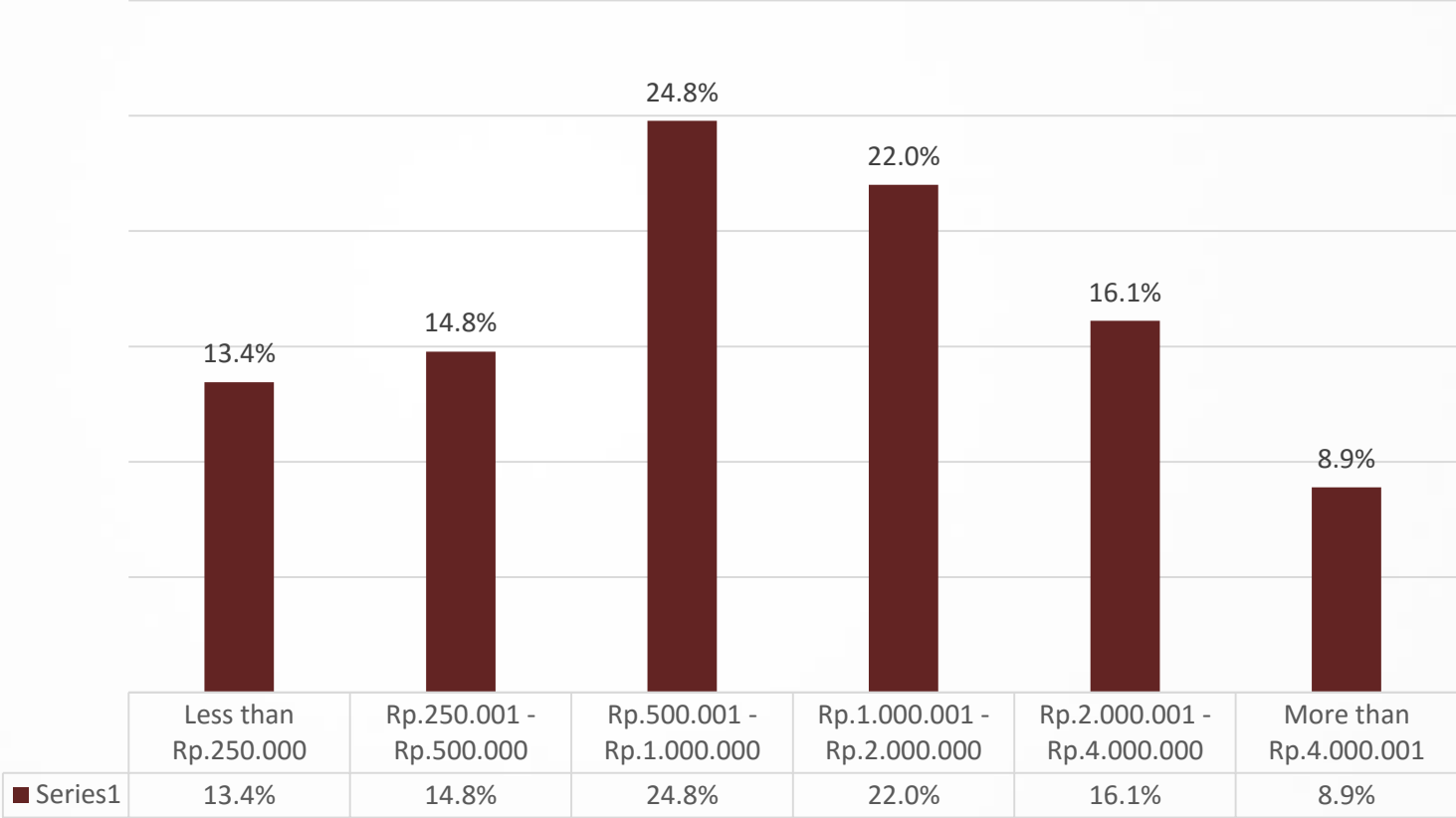
■ Very Important ■ Important ■ Neutral ■ Not Important ■ Very Not Important

Q1. In your opinion, do you think that Chinese New Year are important to you? [SA] N=900

(Unit: %)

Budget Spend to Celebrate Lunar Year Necessities

◆ According to the survey, majority budget spend by respondents to celebrate Chinese New Year is around Rp.500.001 – Rp.1.000.000 with score 24.8% and Rp.1.000.001 – Rp.2.000.000 with score 22.0%. As those who spend more than Rp.2.000.001 accounted 25.0%.

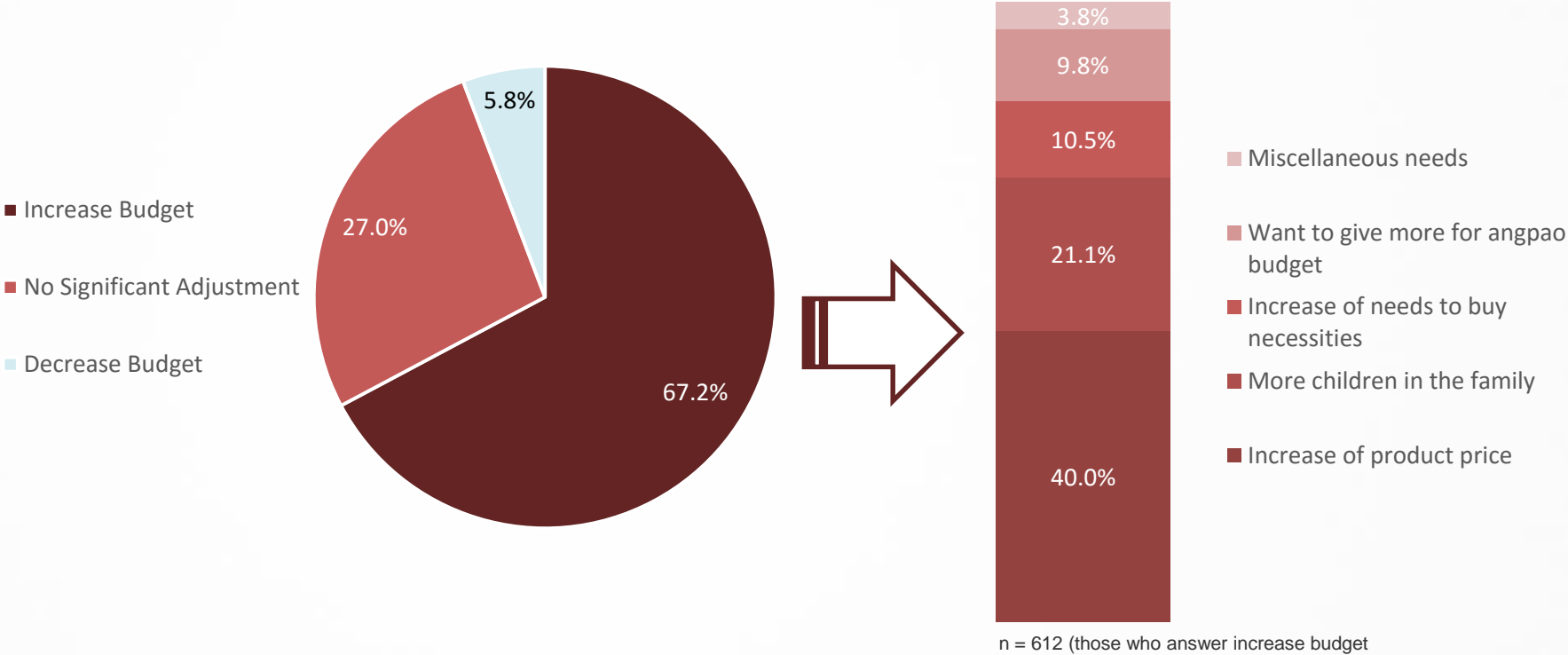


Q2. Please tell us how much budget that you prepare to but necessities celebrate Chinese New Year? [SA] N=900

(Unit: %)

Budget Spend to Celebrate Lunar Year Necessities

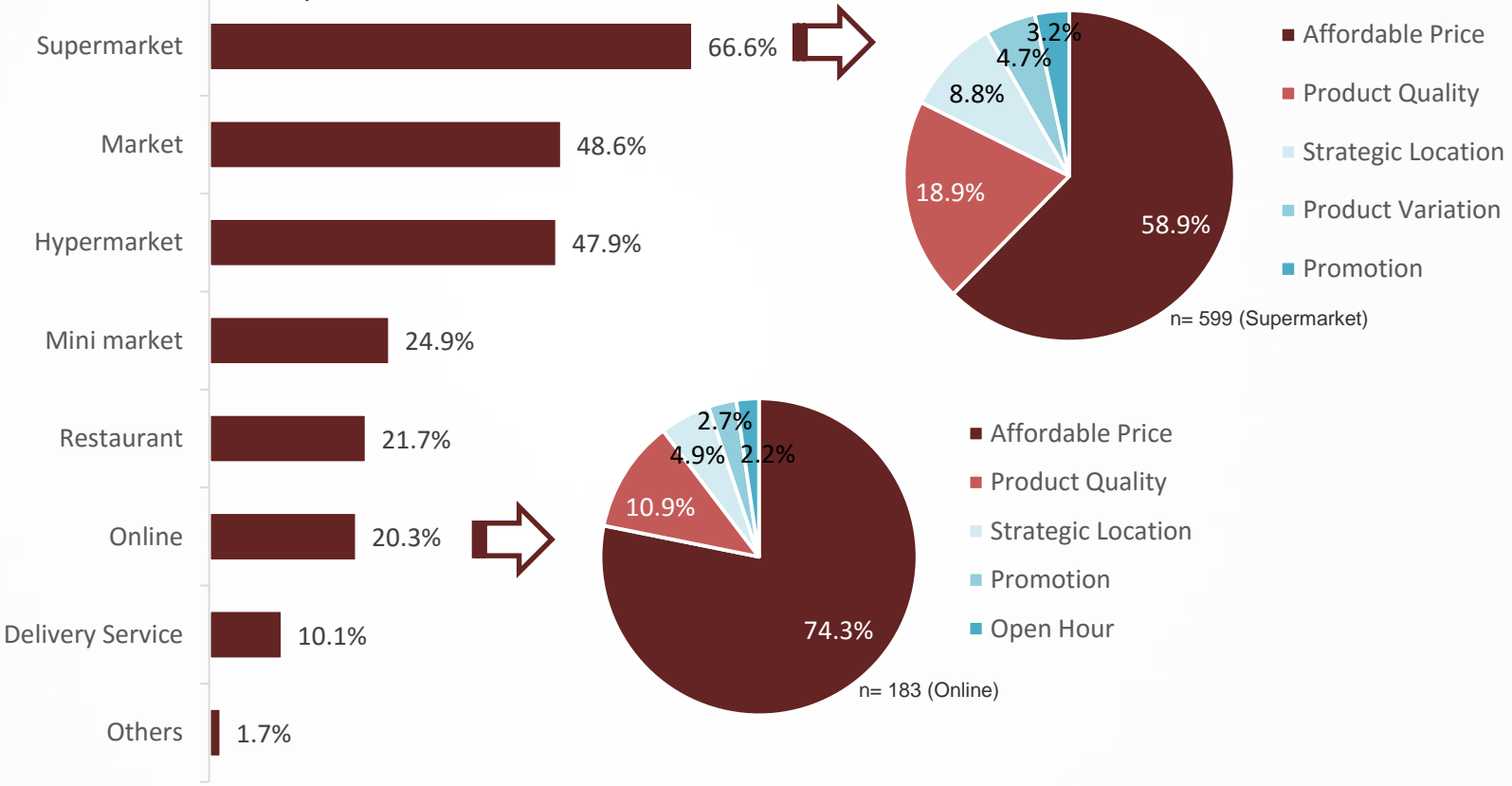
◆ 67.2% Respondents need to increase their budget to celebrate this year Chinese New Year, Although only 5.8% respondents that decide to decrease their budget for this year Chinese New Year.



Q4. Please tell us do you have any increase or decrease budget to celebrate this year Chinses New Year compating to previous year? Please mention your reason [SA] N=900 (Unit: %)

Where and Reason Select Channel to Buy Lunar Year Necessities

◆ Eventhough Online market are emerging fast in Indonesia, Indonesia people tend but necessities at Supermarket with score 66.6% and online shop only record 20.3%. As both channel are preferred because of the affordable price with score more 58.9% for Supermarket user and 74.3% for Online shop channel.



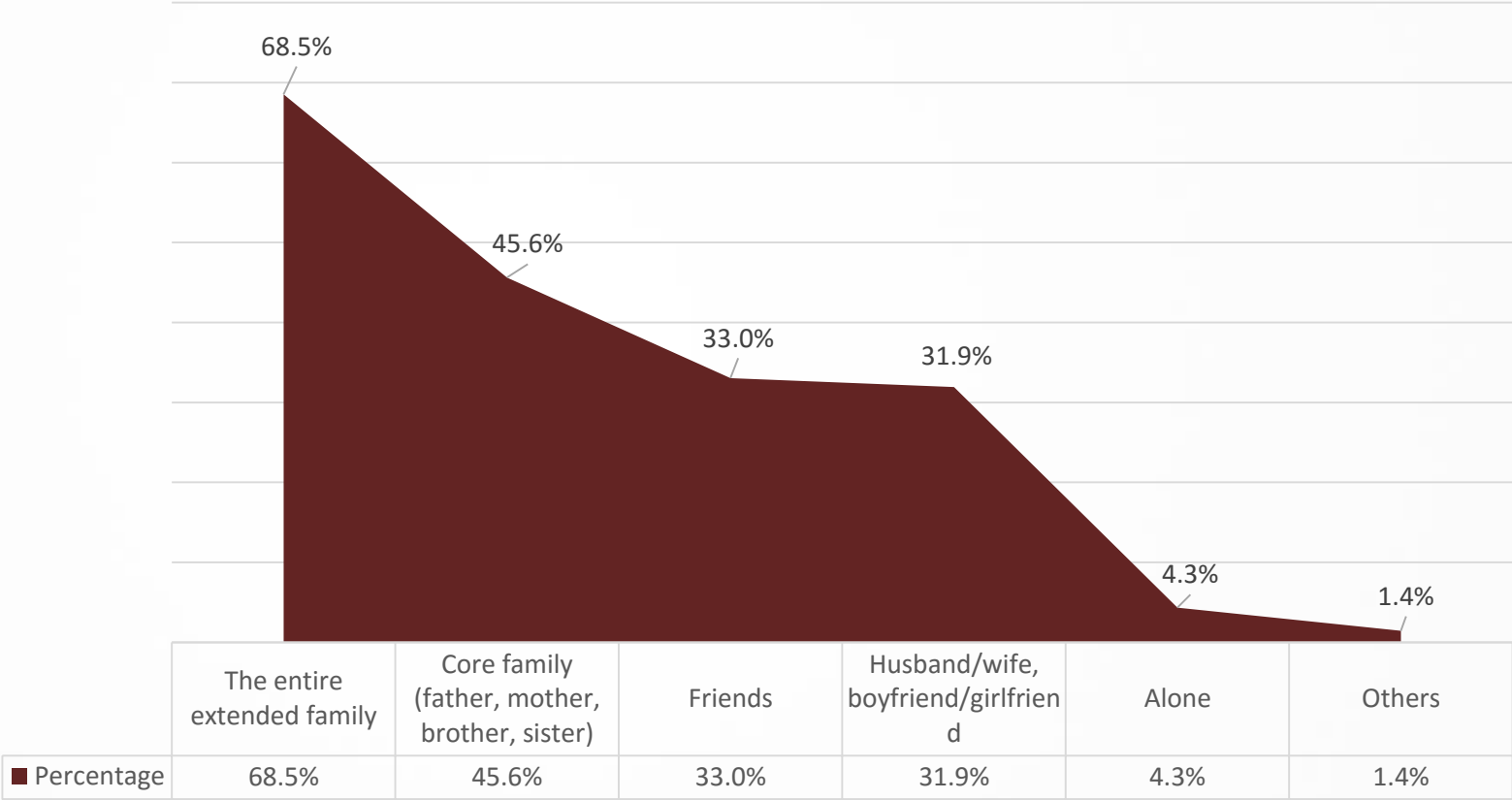
Q5. Where do you usually but any necessities for Chinese New Year? [MA] N=900

(Unit: %)

Q6. From the following attributes, could you please rank which is why you choose those channel to but necessities for Chinese New Year? [Ranking]

With Whom Celebrate Lunar Year

◆ Not everyone in Indonesia celebrate Chinese New Year with entire extended family (68.5%). Respondent who celebrate with core family scored 45.6%, and those who celebrate Alone account score 4.3%.

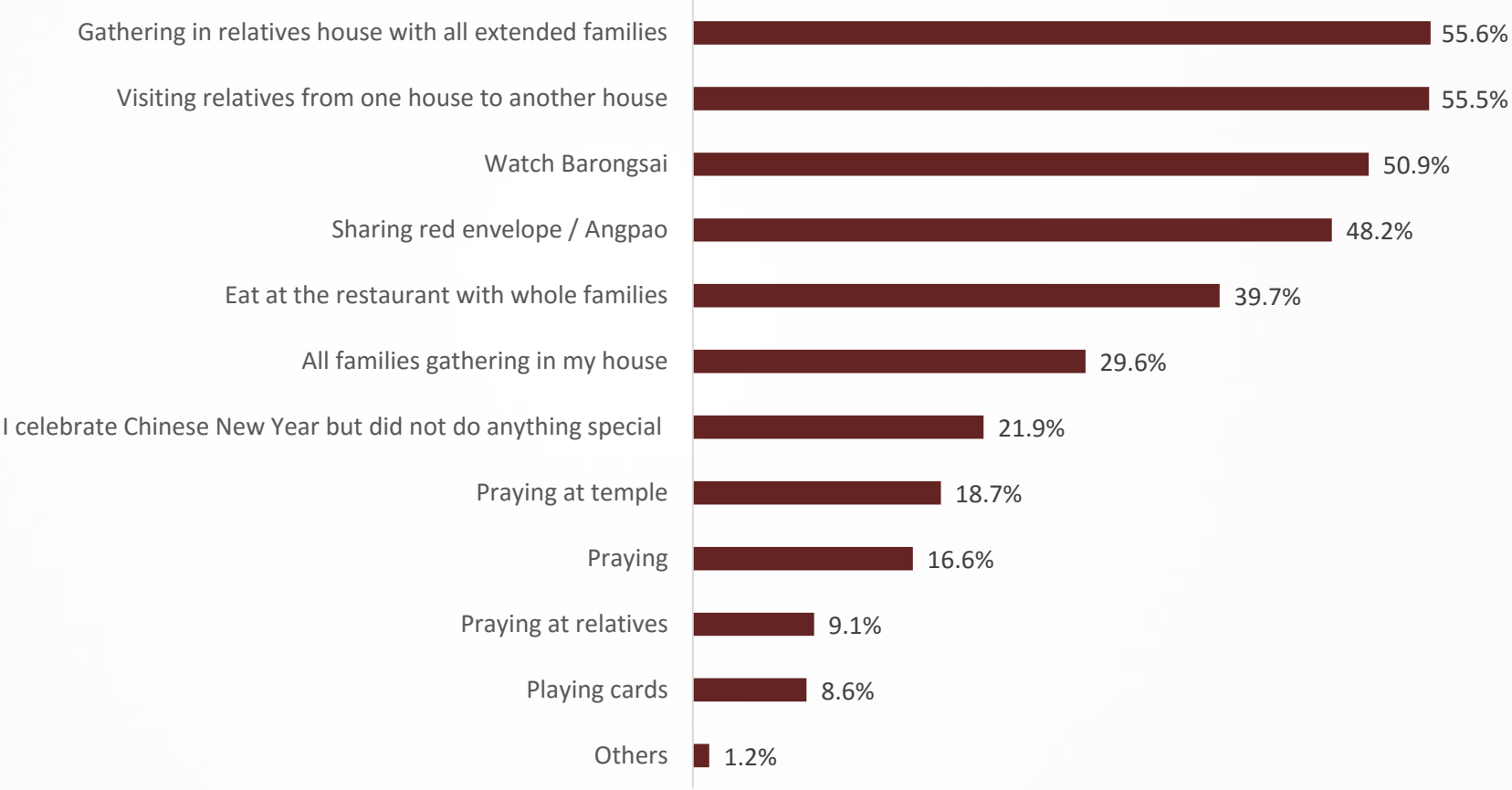


Q7. With whom do you usually celebrate Chinese New Year? [MA] N=900

(Unit: %)

Usual Activities When Celebrating Lunar Year

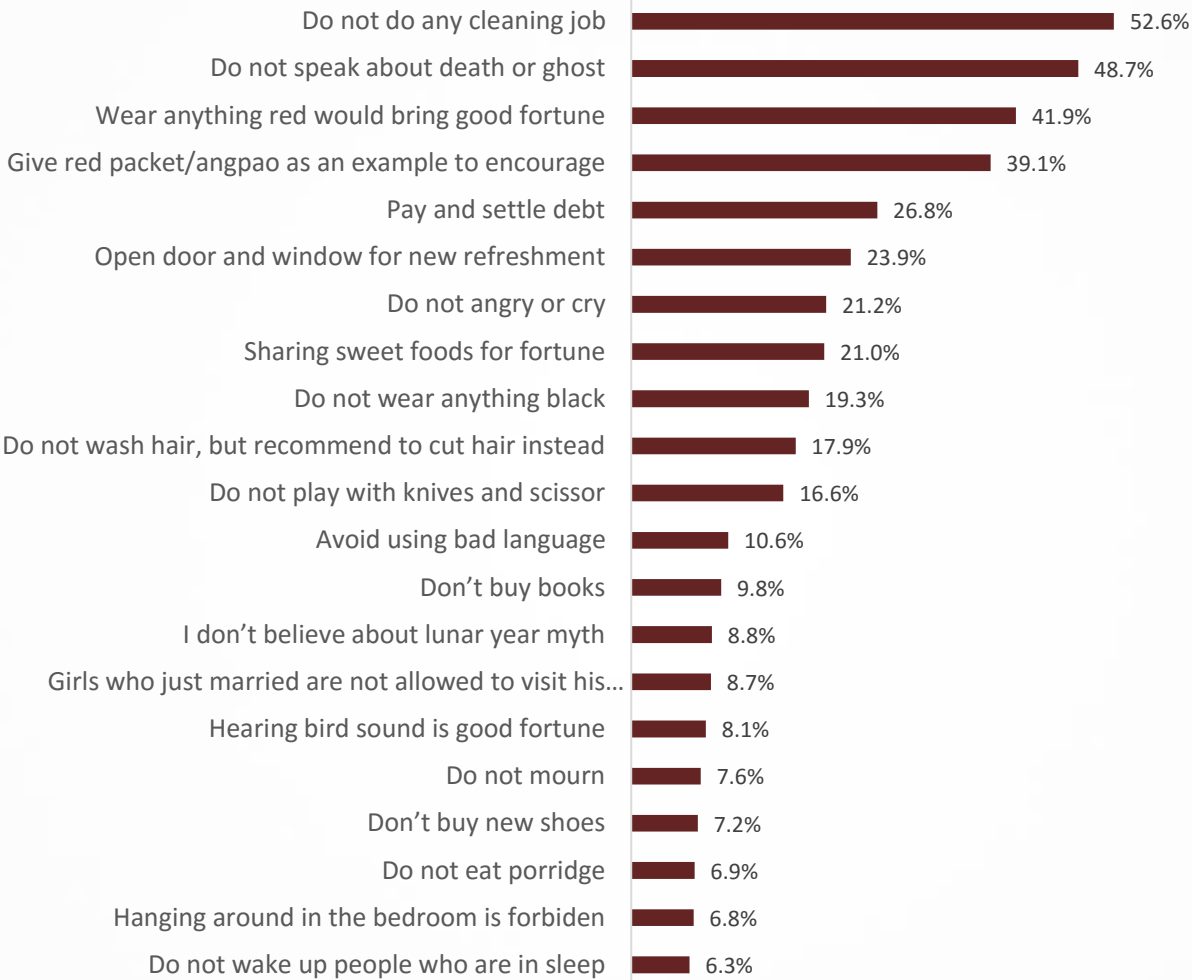
◆ Most common activities for Indonesian people when celebrating lunar year are Gathering in relatives house with all extended families (55.6%), visiting relatives from one house to another house also dominating with score 55.5%. Other activities than family gathering are watch barongsai and sharing red envelope with score 50.9% and 48.2% respectively.



Q8.What activities you usually do when celebrating Chinese New Year? [MA] N=900

(Unit: %)

Myth About Lunar Year

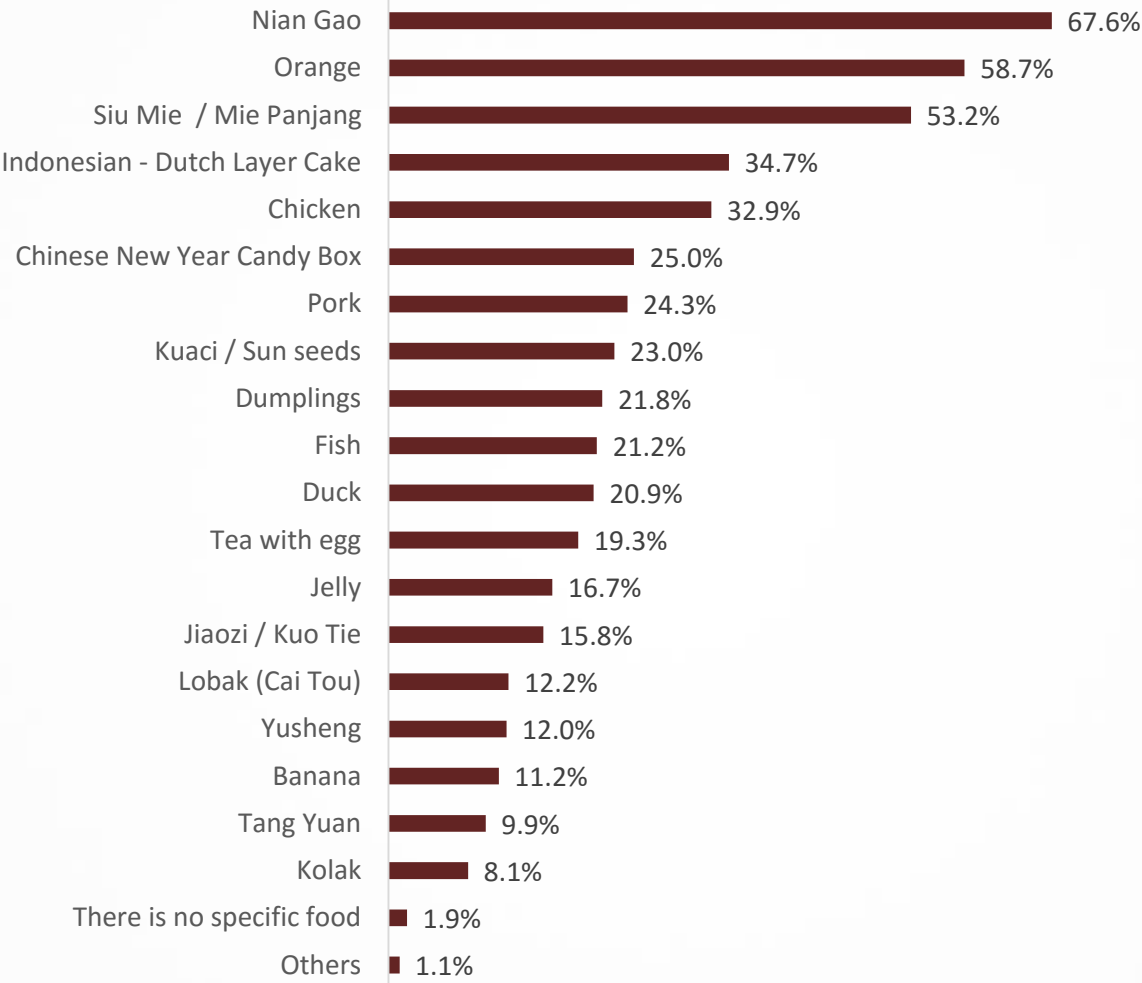


- ◆ From the survey we can see that only 8.8% respondents that don't believe about Chinese New Year myth.
- ◆ Elsewhere Do not do any cleaning job account 52.6% myth that people most trust
- ◆ Do not speak about death and ghost, and wear anything red rank in the second and third place with score 48.7% and 41.9% respectively.
- ◆ Only 6.3% people believe do not wake up people who are in sleep.

Q10.What myth about Chinese New Year do you know? [MA] N=900

(Unit: %)

Favorite Food to Celebrate Lunar Year



◆ Nian gao / Kue keranjang. Is the most popular food in Chinese New Year with score 67.6%



◆ Second place most favourite food are oranges! 58.7% because they believe eating and displaying orange could bring good luck and fortune.



◆ Third place are Siu Mie / Mie Panjang with score 53.2%. It symbolizes longevity of life, the longer the noodle would represent longer life.

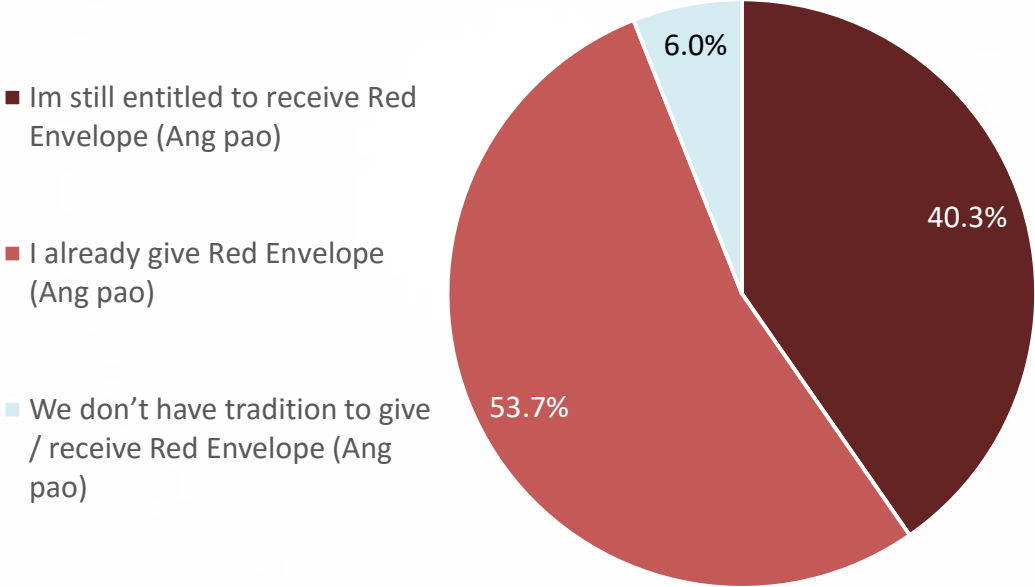


Q11. What food do you usually eat when Chinese New Year as an tradition? [SA] N=900

(Unit: %)

Red Packet Envelope Tradition Behaviour

◆ In the lunar year, Chinese have a unique tradition to give red envelope / Ang pao to the family member. Those who allowed to give red envelope are those who already married and have steady income. And those who still entitled to receive red envelope are those who are still young and not yet marry. Although there is 6.0% from respondents who don't have tradition to switch red envelope. At the other slide we would present current Indonesian behavior toward red envelope tradition.

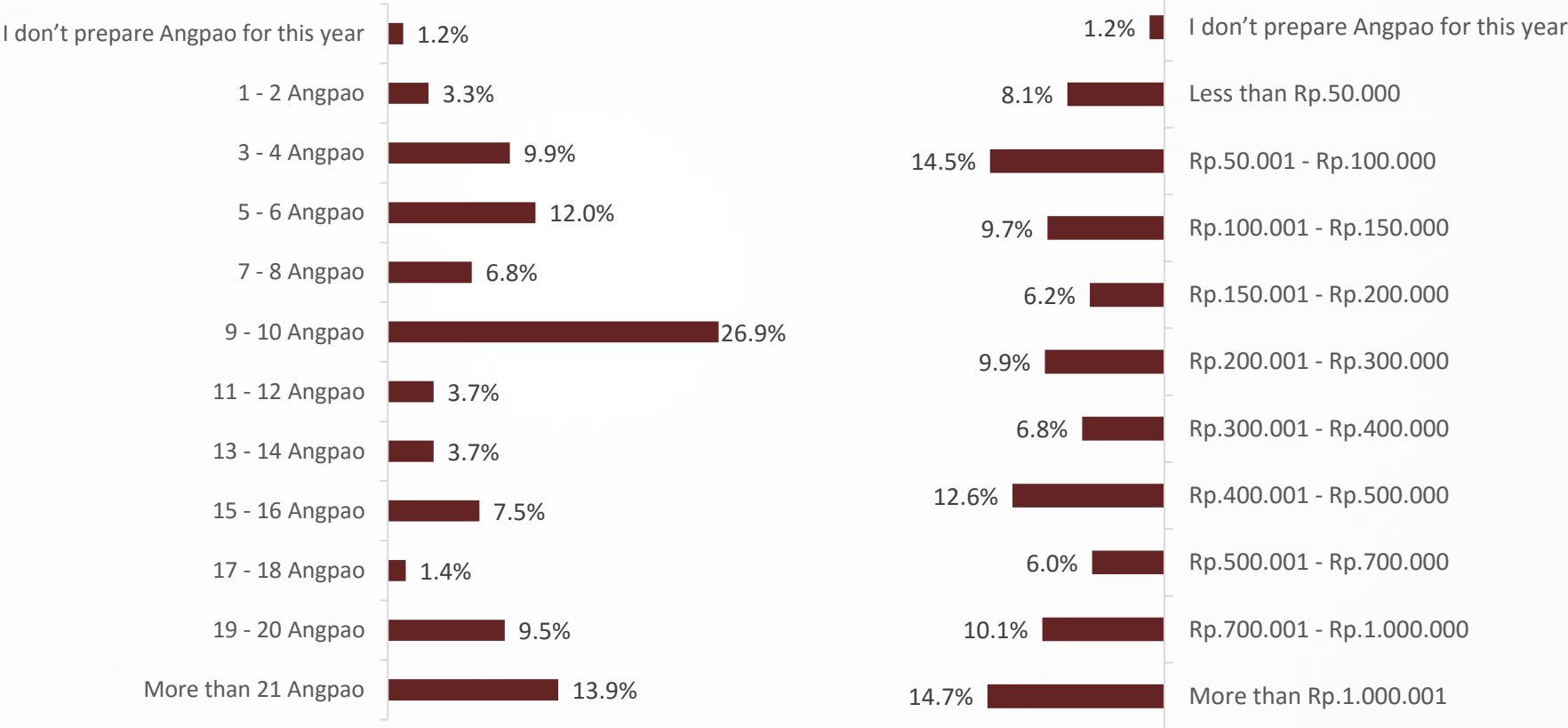


Q12. Please tell us do you still entitled to receive Red Envelope or do you already give Red Envelope to your relatives? [SA] N=900

(Unit: %)

Red Packet Envelope People Behaviour - Giver

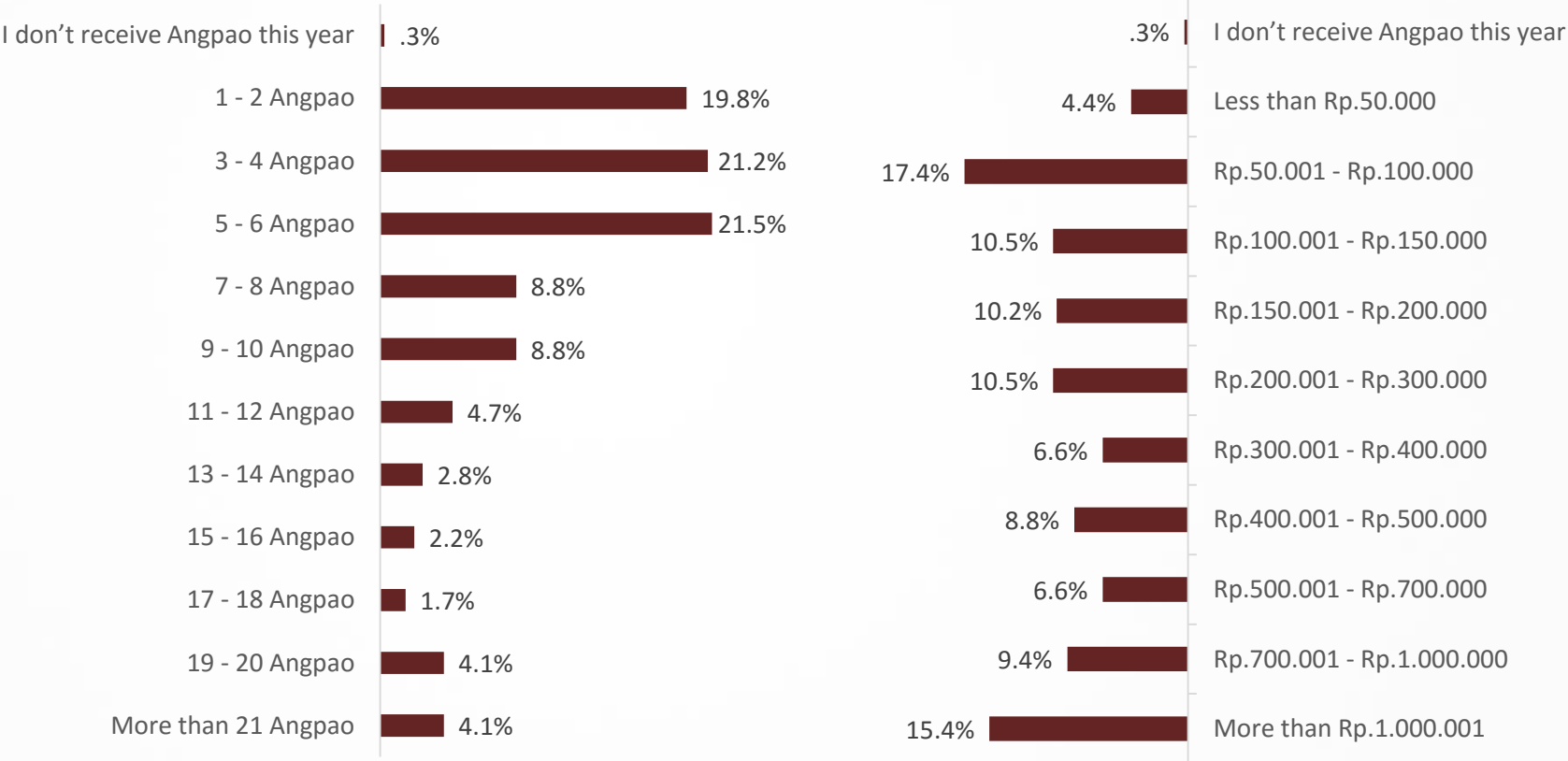
◆ 26.9% respondent prepare 9 – 10 Angpao to give to their relatives, and usually the budget prepared is very varied. 14.7% prepare more than Rp.1.000.001 for Angpao but on the other side 14.5% respondents prepare Rp.50.001 – Rp.100.000 for Angpao



Q131.At the question before you said that you already give Red Envelope, could you tell us how much Red Envelope do you prepare? And how much money do you usually prepare (Unit: %) for Red Envelope [SA Category] N=483

Red Packet Envelope People Behaviour - Receiver

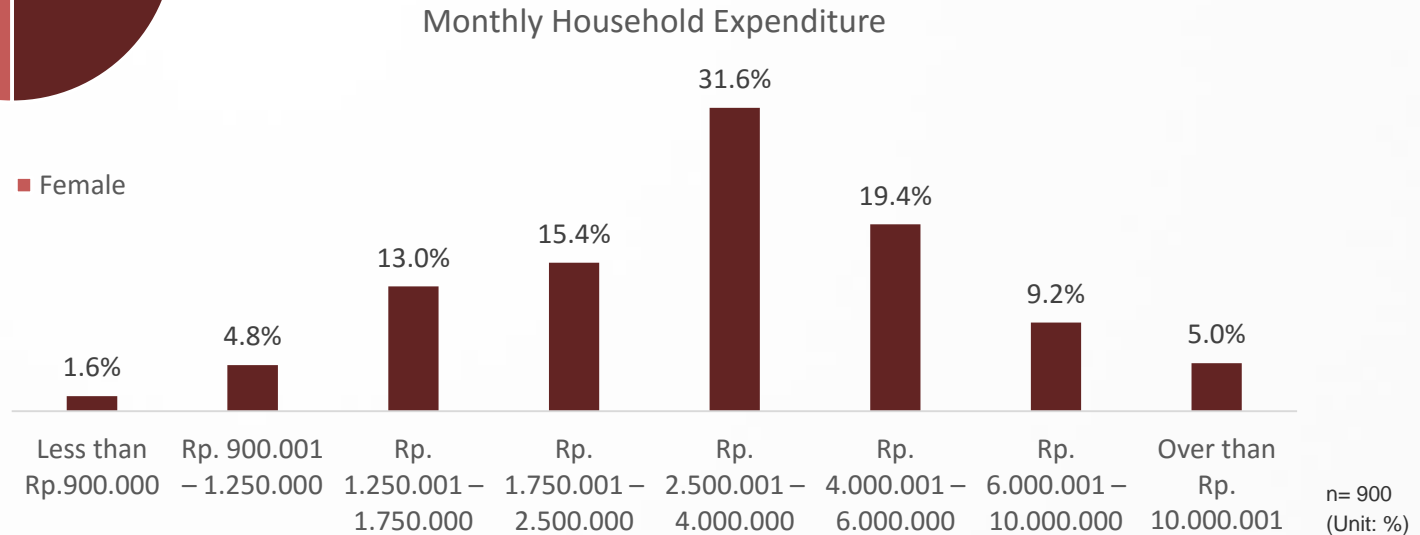
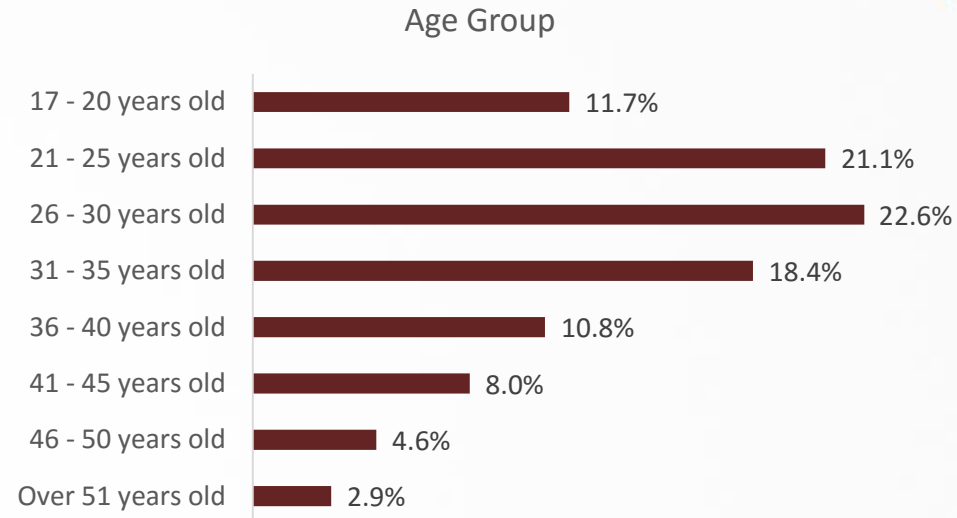
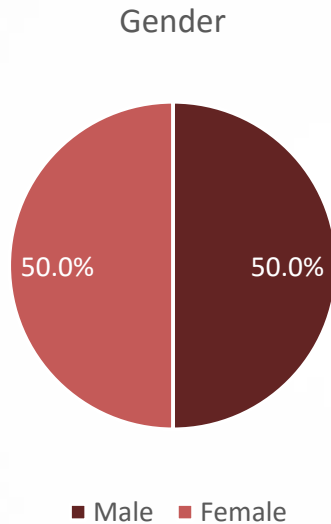
◆ To those who entitled to received Angpao, 21.5% get 5 – 6 Angpao each year, and 41% received 1 – 4 Angpao from their relatives. As for the money they received is once again varied 17.4% receive Rp.50.001 – Rp.100.000 and 15.4% received more than Rp.1.000.001.



Q13b. At the question before you said that you still entitled to receive Red Envelope, could you tell us how much Red Envelope do you receive? And how much money do you usually get from Red Packet [Matrix SA] N=363 (Unit: %)

E. Respondents Profile

◆ Based on Nusaresearch Online Panel, we select 900 respondents that qualified to participate on this survey, which is Male/Female , age over 17 years old and celebrate Chinese new year.



Chinese Zodiac

◆ Chinese zodiac fortune in Monkey Year 2016



The unexpected pressure is out there. When you are in your joyous moment, you need to watch your words and behaviors not offending or displease someone



Monkey brings good fortune to you. Fame and wealth are coming to you. Don't miss this opportunity



Your people relationship is pretty good. Everything will come in your way. The result will be very satisfactory to you



Monkey will keep you busy. Therefore, you need to rest regularly to avoid overwork and exhaustion.



Bringing better fortune is required more social or outdoor activities. Pay attention not hurting arms, legs and bones.



As long as you want to work harder for the coming opportunity, the fame and fortune will come to you



It's a good sign of endorsement, joyfulness, trouble free and prosperity



As long as you would stand out to prove your ability, the opportunity can bring you to anywhere, just like wind.



The good fortune sign is coming. You will excited. You have good energy and will be eager for actions. But you need to look well before each leap



Keep persistence in benevolence, etiquette and righteousness, the good luck will stay with you



Monkey year will bring a good fortune opportunity. Don't miss the opportunity in the year of monkey



Your fortune won't be the same as before. You need to learn new professional skills to increase career opportunity



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