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Session 5D2 (July 10 11:30-12:45)

The Perception Types of Political Consumerism in Hong Kong  
Catering Sector: Cluster Analysis using Q-Sort Data

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# Presentation agenda

1. Introduction
2. Q-sort Dataset
3. Dendrogram of Hierarchical Cluster Analysis
4. Conclusion

# Introduction

Based on the Q-Sort dataset collected in the two similar surveys conducted in 2020 and 2025, this study aims to see if there has been a change in major perception types of political consumerism in Hong Kong's catering sector before and after the enactment of the National Security Law for Hong Kong in 2020.

**Political consumerism** can be defined as market-oriented engagements emerging from societal concerns associated with production and consumption. Acts of production and consumption are, therefore, considered as more than purely private matters about business profit-making and individual consumer preference based on cost-benefit analysis when buying goods. Most prominent therein is the relationships among goods offered on consumer market and political events and developments, environmental and human rights problems and worries, and the ethics of production and manufacturing practices.

Boström, M., Micheletti, M., & Oosterveer, P. (Eds.). (2019). *The Oxford handbook of political consumerism*. Oxford University Press.

**Political consumerism** includes the related acts of boycotting (punishing businesses for unfavorable behavior) and buycotting (supporting businesses that exhibit desirable behavior).

Neilson, L. A. (2010). Boycott or buycott? Understanding political consumerism. *Journal of Consumer Behaviour*, 9(3), 214-227.

**Q-methodology** is used to investigate the perspectives of participants who represent different stances on an issue. The instrumental basis of Q methodology is the **Q-sort technique**, which conventionally involves the rank-ordering of a set of statement from agree to disagree. Usually the statements are taken from interviews and literature.

Brown, S. R. (1996). Q methodology and qualitative research. *Qualitative health research*, 6(4), 561-567.

**Cluster analysis** is aimed at uncovering as-yet-unknown groups of objects; with analogous concepts being unsupervised pattern recognition or numerical taxonomy. It is an exploratory technique, and thus its primary aim is not to infer anything about population parameters as most statistical methods do.

Landau, S., & Ster, I. C. (2010). Cluster analysis: overview. *Á Á*, 11(x12), x1p.

# The practical steps in conducting cluster analysis using Q-Sort data

To compile a Q-population (Concourse) on the basis of literature review and expert opinion



To extract the Q-samples (49 statements) from the Q-population



To select 36 participants in the P-samples (P-set)



To generate the Q-Sorts using the Q-Software program



Cluster analysis by using the SPSS program



Interpretation of the findings

# Q-sort Dataset

The Q-sortware is a very easy to use tool for on-line data collection mainly based on Q-methodology.  
<https://qsoftware.net/>

## The P-Samples

(It consists of 36 respondents by using purposive sampling technique)

Age	Female	male	Total
Below 34	6	5	11
34 and under 55	9	7	16
50 and above	5	4	9
Total	20	16	36

Note: The sex-ratio in each age bracket is aligned with the respective figures in Hong Kong Population Census 2021.

## The Q-Samples

(The set was extracted from a concourse of 97 statements to 49)

	Perception type	Q-Statement and code
1	Digital Media Use	DMUS9, DMUS24, DMUS26, DMUS31, DMUS32, DMUS37, DMUS40, DMUS48
2	Hedonism	HS16, HS17, HS21, HS25, HS33, HS35, HS45, HS49
3	Ideology	IS43, IS1, IS6, IS7, IS13, IS20, IS22, IS34, IS46
4	Non-political factor	NPFS3, NPFS5, NPFS8, NPFS10, NPFS14, NPFS18, NPFS41, NPFS44
5	Political efficacy	PES11, PES12, PES15, PES19, PES23, PES28, PES36, PES47
6	Political interests	PIS2, PIS4, PIS27, PIS29, PIS30, PIS38, PIS39, PIS42

## Two selected percept types with their Q-Statements and with source references

Perception type	Code	Q statement	Reference sources
Digital Media Use	DMUS9	I will post pictures on social media if I participate in political consumerism activities.	Becker and Copeland (2016)
	DMUS24	I like to share political consumerism information on social media.	Expert Comment
	DMUS26	I participate in political consumerism activities for or against a particular restaurant (or a group of restaurants) is based on my friend's recommendation.	Copeland (2014)
	DMUS31	Before I made my choice of restaurants, I always used social media to check their political background.	Hong Kong and Macao Affairs Office of the State Council (2020)
	DMUS32	I boycott or buycott a restaurant because celebrities with different political opinions promote or degrade this restaurant in the media.	Expert Comment
	DMUS37	I always follow IG or Facebook with a similar political background restaurant.	Becker and Copeland (2016)
	DMUS40	It is important to get information about the restaurant's political background from social media.	Becker and Copeland (2016)
	DMUS48	I share my political consumerism experience on social media.	Becker and Copeland (2016)
Hedonism	HS16	Being able to Participate in political consumerism activities is part of my happy life.	Hoffmann et al. (2018)

<b>Perception type</b>	<b>Code</b>	<b>Q statement</b>	<b>Reference sources</b>
Non-political factor	NPFS3	I am more likely to eat at a restaurant with strong political affiliations even if I disagree with their politics because of their food tastes.	Kam and Deichert (2020)
	NPFS5	When I participated in political consumerism activities, the menu pricing of a restaurant is important to me.	Kam and Deichert (2020)
	NPFS8	A variety of food selection is also an important consideration in political consumerism.	Kam and Deichert (2020)
	NPFS10	Restaurant service is also an important consideration in political consumerism.	Kam and Deichert (2020)
	NPFS14	Political consumerism, which could be considered as a form of political abduction, signals a tear in Hong Kong's social fabric.	Liaison Office of the Central People's Government in the Hong Kong S.A.R. (2020)
	NPFS18	Hong Kong's over-reliance on food imports from mainland China, making it difficult to become self-sufficient in running a restaurant business.	RTHK (2020)
	NPFS41	When I participate in political consumerism activities, I do not mind waiting to be seated longer than other restaurants.	Expert Comment
	NPFS44	Restaurant location is an important consideration in political consumerism activities.	Kam and Deichert (2020)

# Screenshot of a the Initial soring of the Q-Software survey

QSortWare

application.qsortware.net/user/Checheongpoon/

A survey of perception of political consumerism in HK / Step 1 of 2...

Please put the following automatically pop-up sentence by clicking and dragging them to the correct box. It does not matter how many are in each box. You will do a more refined sort of these sentences in the next session after you complete this activity.

Drag the following item into one of the boxes below:

Disagree	Neutral	Agree
1 S3 I am more likely to eat at a restaurant with strong political affiliations even if I disagree with their politics because of their food tastes. 我更有可能在具有強烈政治傾向的餐廳吃飯，即使我因為他們的食物口味而不同意他們的政治觀點。	1 S9 I will post pictures on social media if I participate in political consumerism activities. 我喜歡在社群媒體上發布我參與政治消費主義活動的照片。	1 S1 Participating in political consumerism activities is purposeful. 參與政治消費主義活動是有目的的。
2 S7 Since I have limited resources, I can only exercise my purchasing power to support people with a similar political ideology. 由於我的資源有限，我只能運用我的購買力來支持具有相近政治意識形態的人。	2 S10 Restaurant service is also an important consideration in political consumerism. 餐廳服務也是政治消費主義的重要考量。	2 S2 Hong Kong people believe in economic rationality; restaurants should use the quality of food and service rather than their political stance to attract customers. 香港人相信經濟理性，餐廳應該以食物和服務的品質，而不是政治立場來吸引顧客。
3 S17 It is important to enjoy the dining experience with people of a similar political stance. 與政治立場相近的人一起享受用餐體驗非常重要。	3 S11 Restaurant owners should use part of their profits to support social movements. 餐廳老闆應該用部分利潤來支持社會運動。	3 S4 Participating in political consumerism is not just to express values and influence businesses, but to collect freebies. 參與政治消費主義政治消費主義活動不僅是為了表達價值觀和影響企業，也是為了收集免費贈品。
4 S18 Hong Kong's over-reliance on food imports from mainland China, making it difficult to become self-sufficient in running a restaurant business. 香港過度依賴從中國內地進口食品，導致餐飲業難以自給自足。	4 S12 Participating in political consumerism activities can express our concern about the current social situation. 參與政治消費主義活動可以表達我們對社會現狀的關注。	4 S5 When I participated in political consumerism activities, the menu pricing of a restaurant is important to me. 當我參與政治消費主義活動時，餐廳的菜單定價對我來說很重要。
5 S19 When I participate in political consumerism activities, I can help others outside of institutionalized processes of political conflict. 當我參與政治消費主義活動時，我可以在制度化的政治衝突過程之外幫助其他人。	5 S13 It is important to have a restaurant that is socially responsible. 擁有一個具有社會責任的餐廳是很重要的。	5 S6 Restaurants that promote political consumption bear a heavy economic and political cost. 伸張政治消費的餐廳承擔著沉重的經濟和政治成本。
6 S25 Participating in political consumerism activities can bring me a sense of atonement. 參與政治消費主義活動能帶給我一種贖罪感。	6 S14 Political consumerism is a form of political participation. 政治消費主義被視為一種政治參與。	6 S8 A variety of food selection is also an important consideration in political consumerism. 多樣化的食物選擇也是政治消費主義的重要考量。
7 S26 I participate in political consumerism activities for or against a particular restaurant (or a group of restaurants) is based on my friend's recommendation. 我參加政治消費主義活動，支持或反對某家餐廳（或一組餐廳）是基於我朋友的推薦。	7 S15 Participating in political consumption activities is one of my ways of expressing dissatisfaction with the government. 參與政治消費活動是我對政府表達不滿的方式之一。	7 S22 I have made a special effort to try to participate in political consumerism activities because it is conducive to social advancement. 我特別努力嘗試參與政治消費主義活動，因為它有利於社會進步。
8 S27 To support or oppose political consumerism activities is as important as political voting. 支持或反對政治消費主義活動與政治投票一樣重要。	8 S16 Being able to Participate in political consumerism activities is part of my happy life. 參與政治消費主義活動是我幸福生活的一部分。	8 S23 When I participate in political consumerism activities, I am influencing the company to perform more responsibly. 當我參與政治消費主義活動時，我正在影響公司以更負責任的方式行事。
9 S28 Political consumers' decisions to eat at or not to eat at a restaurant can affect its political stance. 政治消費者是否在某家餐廳吃飯的決定可能會影響該餐廳的政治立場。	9 S20 Participating in political consumerism activities is my social responsibility. 參與政治消費主義活動是我的社會責任。	9 S29 Participating in boycott is an unconventional way of political participation. 參與抵制是一種非常規的政治參與方式。
10 S34 Participating in political consumerism activities is to express my freedom. 參與政治消費主義活動是為了表達我的自由。	10 S21 When I participate in political consumption activities, on top of the cost of the meal, I give additional tips to express my support to the restaurant with the same political stance. 在參與政治消費活動時，除了餐費外，我還會額外給予小費，以表達對同一政治立場的餐廳的支持。	10 S30 Boycotting is as important as buycotting. 抵制與刻意購買同樣重要。
11 S35 I feel bad about dining at a restaurant with different political ideas. 在一家有著不同政治理念的餐廳吃飯，我覺得很不好受。	11 S24 I like to share political consumerism information on social media. 我喜歡在社群媒體上分享政治消費主義訊息。	11 S31 Before I made my choice of restaurants, I always used social media to check their political background. 在選擇餐廳之前，我總是使用社群媒體來查看他們的政治背景。
	12 S32 I boycott or buycott a restaurant because celebrities with different political opinions promote or degrade this restaurant in the media. 我抵制或刻意幫襯一家餐	12 S33 I feel safe when I participate in political consumerism activities. 當我參與政治消費主義活動時，我感到安全。

Success

First sorting is complete, click Continue when you are ready.

OK

Continue

15

# Screenshot of a final sorting in the Q-Software survey

QsortWare

application.qsortware.net/user/Checheongpoon/

A Q-Sort survey of the perception types / Step 1 of 1...

Now do a more refined sort by clicking and dragging each of these initial sorted sentences to the correct box. It is easiest if you sort the More disagree sentences first, then the MORE agree, then the somewhat uncertain sentences. Since I want to see your ranking of the 49 sentences in a normal distribution form, you are kindly required to put the number of sentences in each box as indicated in parentheses.

Drag the items to the boxes below:

Disagree	Neutral	Agree

Strongly Disagree (2)	Disagree (4)	Moderately Disagree (6)	Mildly Disagree (8)	Neither Agree nor Disagree (9)	Mildly Agree (8)	Moderately Agree (6)	Agree (4)	Strongly Agree (2)
<p>1 S48 I share my political consumerism experience on social media. 我在社群媒體上分享我的政治消費主義經驗。</p> <p>2 S40 It is important to get information about the restaurant's political background from social media. 從社群媒體獲取有關餐廳政治背景的資訊非常重要。</p> <p>OK!</p>	<p>restaurant in the media. 我抵制或刻意幫襯一家餐廳，因為持有不同政治觀點的名人在媒體上宣傳或貶低了這家餐廳。</p> <p>2 S31 Before I made my choice of restaurants, I always used social media to check their political background. 在選擇餐廳之前，我總是使用社群媒體來查看他們的政治背景。</p> <p>3 New Card S37 I always follow IG or Facebook with a similar political background</p> <p>OK!</p>	<p>1 S46 I boycott a restaurant because the celebrities with political stance different from mine have dined there before. 我會抵制這家餐廳，因為以前有與我政治立場不同的名人在那裡用餐過。</p> <p>2 S35 I feel bad about dining at a restaurant with different political ideas. 在一家有著不同政治理念的餐廳吃飯，我覺得很不好受。</p> <p>3 S22 I have made a special effort to try to participate in political</p> <p>OK!</p>	<p>1 S28 Political consumers' decisions to eat at or not to eat at a restaurant can affect its political stance. 政治消費者是否在某家餐廳吃飯的決定可能會影響該餐廳的政治立場。</p> <p>2 S25 Participating in political consumerism activities can bring me a sense of atonement. 參與政治消費主義活動能帶給我一種贖罪感。</p> <p>3 S24 I like to share political</p> <p>OK!</p>	<p>institutionalized processes of political conflict. 當我參與政治消費主義活動時，我可以在製度化的政治衝突過程之外幫助其他人。</p> <p>2 S21 When I participate in political consumption activities, on top of the cost of the meal, I give additional tips to express my support to the restaurant with the same political stance. 在參與政治消費活動時，除了餐費外，我還會額外給</p> <p>OK!</p>	<p>limited resources, I can only exercise my purchasing power to support people with a similar political ideology. 由於我的資源有限，我只能運用我的購買力來支持具有相近政治意識形態的人。</p> <p>3 S12 Participating in political consumerism activities can express our concern about the current social situation. 參與政治消費主義活動可以表達我們對社會現狀的關注。</p> <p>OK!</p>	<p>1 S3 I am more likely to eat at a restaurant with strong political affiliations even if I disagree with their politics because of their food tastes. 我更有可能在具有強烈政治傾向的餐廳吃飯，即使我因為他們的食物口味而不同意他們的政治觀點。</p> <p>2 S14 Political consumerism, which could be considered as a form of political abduction, signals a tear in Hong Kong's social fabric. 政治消費主義可以被視為一</p> <p>OK!</p>	<p>1 S10 Restaurant service is also an important consideration in political consumerism. 餐廳服務也是政治消費主義的重要考量。</p> <p>2 S44 Restaurant location is an important consideration in political consumerism activities. 餐廳位置是政治消費主義活動中的重要考量。</p> <p>3 S4 Restaurant location is an important consideration in political consumerism activities. 餐廳位置是政治消費主義活動中的重要考量。</p> <p>OK!</p>	<p>1 S5 When I participated in political consumerism activities, the menu pricing of a restaurant is important to me. 當我參與政治消費主義活動時，餐廳的菜單定價對我來說很重要。</p> <p>2 S8 A variety of food selection is also an important consideration in</p> <p>OK!</p>

Continue

## A Q-sample completed by respondent 7 (R7)

Q-sample (Statement code)	9				HS49					
	8			HS45	PES47	IS43				
	7			PIS42	PIS39	PIS30				
	6		IS46	NPFS41	IS34	PIS29	PIS38			
	5		HS35	PES28	HS33	PIS27	PES36			
	4	DMUS37	DMUS26	HS25	HS21	PES23	NPFS18	NPFS44		
	3	DMUS32	IS22	DMUS24	IS20	PES12	NPFS14	NPFS10		
	2	DMUS40	DMUS31	HS17	IS13	PES19	IS7	PIS4	IS6	NPFS5
	1	DMUS48	DMUS9	PES15	PES11	HS16	IS1	NPFS3	PIS2	NPFS8
Score	-4	-3	-2	-1	0	1	2	3	4	
Rating scale	Strongly Disagree	Disagree	Moderately Disagree	Mildly Disagree	Neither Agree nor Disagree	Mildly Agree	Moderately Agree	Agree	Strongly Agree	

The respondent claimed that her perception type was “Non-political factors”. However, the average score for this perception type is  $(4+4+3+3+2+2+2-1) \div 8 = 2.375$ ; and the average score for “Digital Media Use”, which she was disagree and even strongly disagree with, is  $(-4-4-3-3-3-3-2-1) \div 8 = -2.875$ . And thus, the respondent’s Q-sample shows a fusion of the six perception types. I would call her perception type as “Politically Taciturn and Economically Rational”.

# The original Q-Sort dataset 2025 (Variables: Statements; Cases: Respondents)

Obs	IS1	PIS2	APPS1	PIS4	APPS2	IS6	IS7	APPS3	MUS1	PFS1	PES1	PES1	IS13	PFS1	PES1	HS16	HS17	PFS1	PES1	IS20	HS21	IS22	PES2	MUS2	HS25	MUS2	PIS27	PES2	PIS29	PIS30	MUS3	MUS3	HS33	IS34	HS35	PES3	MUS3	PIS38	PIS39	MUS4	PFS4	PIS42	IS43	PFS4	HS45	IS46	PES4	MUS4	HS49	
R1	2	4	3	1	3	2	2	3	-4	3	-2	2	-1	0	2	-2	1	0	1	-1	0	1	1	-4	-3	-2	0	-1	0	0	-3	-3	-2	-2	4	1	-3	0	0	-2	-1	1	0	2	-1	-1	1	-1	-1	
R2	1	4	-3	-2	0	2	-1	3	-4	3	0	2	1	0	1	-1	1	-1	0	-2	-2	-1	-1	-3	-1	2	1	-1	4	3	-3	0	-3	3	1	-2	-2	2	0	-2	0	1	2	2	0	1	0	-4	-1	
R3	0	4	-1	-3	-1	2	-4	3	3	2	4	1	-2	2	0	1	-3	1	0	-1	0	1	2	1	-2	1	-4	-1	-2	-3	-2	0	0	-2	0	-2	-1	-1	3	0	-1	1	2	0	3	-1	-3	2	0	1
R4	2	1	0	-1	2	0	3	1	-4	1	-2	0	-1	-1	0	4	4	1	0	1	2	1	-1	-3	2	-3	-1	-1	0	0	-3	-3	3	2	2	0	-2	-1	-2	0	1	-2	0	1	3	-2	-1	-4	3	
R5	4	3	-3	0	2	2	3	3	0	3	-1	1	1	2	0	-1	2	1	-1	-4	-2	-2	-3	0	0	-2	-1	1	2	-3	-4	-1	0	2	4	-1	1	0	0	-2	-1	1	1	-1	1	-3	-2	-2	0	
R6	1	0	0	4	-3	4	3	-1	-3	-3	-1	3	3	2	-2	-1	-1	1	1	1	1	-1	-2	1	-1	-2	2	1	1	0	2	2	2	2	-2	-1	-4	3	0	-2	-2	-1	-4	-3	0	0	0	0		
R7	1	3	2	2	4	3	1	4	-3	3	-1	1	-1	2	-2	0	-2	2	0	0	0	-2	1	-1	-1	-2	1	-1	1	1	-3	-3	0	0	-2	2	-3	2	0	-4	-1	-1	1	3	-1	-2	0	-4	0	
R8	4	1	2	0	2	3	4	0	-3	1	-4	1	2	-4	2	-1	1	-1	-1	3	-1	3	0	-3	-1	-2	1	1	2	1	-3	-3	-1	3	-2	0	-2	2	0	-2	0	0	0	1	-1	-2	0	-2	-1	
R9	1	3	-1	1	3	4	4	3	-3	3	-1	2	2	-4	0	-1	2	-1	-1	1	-2	1	0	-3	-2	-2	2	0	0	2	-2	-3	0	0	1	-1	-2	1	2	-3	1	1	-4	0	0	-1	-1	-2	0	
R10	1	2	0	-2	2	4	1	1	-1	1	-2	0	-1	0	1	-1	1	3	0	-1	0	0	2	-2	-2	-3	3	3	0	-2	-1	4	0	-3	-1	2	-1	3	-3	2	-2	0	-1	2	-4	1	1	-3	-4	
R11	4	3	0	1	4	1	1	3	-3	3	0	2	1	-4	2	0	1	2	0	0	-2	0	1	-3	-2	-2	2	0	0	1	-2	-1	-1	-1	-2	-1	3	-4	2	-1	3	-4	2	-1	-1	0	-3	-1		
R12	0	1	0	-4	2	2	1	1	-4	1	-3	4	-3	0	0	-1	4	2	1	-1	-2	-3	2	-1	-1	-2	-1	1	-1	2	0	-3	0	3	3	1	-2	1	0	2	-1	-2	3	0	3	-1	-2	0		
R13	1	4	-2	-3	3	-1	1	3	-4	1	0	2	0	0	1	0	3	2	3	-1	-3	-2	-2	-3	-1	0	0	0	1	2	-3	-1	1	1	2	0	-2	4	0	1	-2	2	-1	-1	2	-1	-2	-4	-1	
R14	-1	2	-4	-2	0	3	-3	1	-2	1	4	-3	-4	-1	-1	3	-2	2	0	1	3	-1	1	-3	-2	-1	-1	2	0	0	0	-1	0	3	-3	1	1	-2	-1	4	0	2	0	1	-2	0	2	1	2	
R15	2	2	3	-1	-1	4	-2	2	-4	3	1	3	-1	0	2	-1	0	3	1	-2	0	-2	0	-1	0	1	0	1	2	1	-2	0	0	0	-1	1	-2	-3	1	-3	2	4	-3	-3	-1	1	-2	-4	-1	
R16	1	2	-2	-1	2	4	3	3	-3	3	3	4	1	0	2	0	2	-1	0	1	2	0	0	-3	-2	-2	2	0	0	-2	-1	-1	0	1	1	-2	-1	-4	1	-1	1	-3	-1	1	0	-1	-4	-3	-2	
R17	1	1	2	-4	-1	4	4	-2	-2	0	-2	3	3	-1	3	3	2	1	1	2	-2	0	-1	-2	1	-1	0	-3	1	1	-3	0	0	-1	0	0	1	0	-1	-1	2	-3	-3	-1	2	0	-4	-2	2	
R18	1	-3	1	-4	1	1	4	4	-1	3	3	3	3	-2	-1	-1	2	-2	2	-2	-1	-2	1	-3	-4	-1	0	2	0	0	-3	0	0	2	0	-2	2	0	-1	-3	1	-1	-1	0	1	2	-2	1		
R19	3	-1	-2	-2	-1	4	3	-1	-4	-1	-3	1	2	2	-1	3	4	-1	2	1	-2	2	3	-4	-1	-2	1	2	1	0	0	-1	0	0	2	-2	0	1	1	0	1	-2	-3	0	-3	0	-3	0		
R20	2	0	1	-4	0	4	3	0	-4	0	2	1	1	0	0	0	1	1	2	-3	2	2	3	-3	-3	1	2	0	-2	-2	-1	-1	1	1	4	-1	3	3	-2	3	-1	-1	-1	-1	-1	-2	-2	-2		
R21	3	3	3	2	1	2	1	2	-1	1	0	2	2	1	-4	-3	2	0	0	0	-4	0	0	-3	-3	-1	1	1	3	0	-1	-1	-2	-2	-3	-2	-1	4	1	1	-1	-2	4	0	-2	-1	0	-1	-2	
R22	4	3	-3	1	-3	-4	1	3	-4	3	-2	3	1	0	4	0	0	0	0	0	1	-1	2	-3	-3	0	2	2	2	-2	-2	-2	1	-2	2	-2	1	-1	0	1	1	-1	-1	-1	0	-1	-1	-1		
R23	2	4	4	2	3	2	1	3	-2	3	-1	1	-1	2	1	0	-1	2	-2	0	-4	0	0	-3	-1	-3	1	-1	1	1	-3	-2	0	1	-4	2	-3	-1	0	-2	1	-1	0	3	0	-2	-1	-2	0	
R24	1	4	4	2	3	2	1	3	-3	3	-1	-1	-1	2	-1	-1	0	2	-1	0	-2	0	1	-3	-1	-4	0	0	2	1	-3	-3	0	1	-2	2	-2	1	0	-4	-2	-1	1	3	0	-2	1	-2	0	
R25	3	2	2	4	3	4	-2	3	-3	3	-4	1	-2	2	1	0	-2	2	-2	1	-4	1	1	-3	-1	-2	0	1	1	0	-3	-2	0	0	-1	1	-3	-1	0	-1	-1	-1	2	2	0	-1	0	-1	0	
R26	4	4	3	2	3	1	1	3	-3	3	-1	1	-1	2	1	0	-1	2	0	1	-2	1	0	-3	-1	-3	1	1	0	0	-3	-2	0	2	-2	-2	0	0	-2	-4	-4	0	2	-1	-2	-1	-1	-1		
R27	3	2	0	2	1	3	4	1	-2	1	-1	1	3	-1	-1	0	-4	2	-2	4	-1	3	-1	-2	-1	-2	0	-1	0	2	-3	-3	0	2	-4	1	-3	1	1	-3	-2	1	2	0	0	-2	1	0	0	
R28	3	2	1	2	1	0	2	2	-3	1	-1	1	-1	-2	1	3	2	0	-1	1	4	1	1	-3	-1	-4	0	-4	0	0	-3	-2	3	0	2	0	-3	0	0	-2	-1	-2	-2	-2	3	-1	-1	-1	4	
R29	3	3	1	1	2	1	1	2	-2	1	-2	1	-1	-2	-1	4	2	0	-2	0	2	1	0	-2	0	-2	0	0	-1	-1	-4	-3	3	-1	2	1	-4	-1	0	-3	-1	-1	0	2	3	-3	0	-3	4	
R30	2	4	2	2	4	1	2	3	-4	3	-2	1	2	3	-1	1	1	1	-2	1	0	-1	0	-4	0	-2	1	0	0	1	-3	-3	0	0	-2	0	-3	0	-1	-3	-1	-1	3	2	-1	-2	-1	-2	-1	
R31	3	4	3	2	4	1	1	3	-3	3	-2	2	-1	-1	-1	0	-1	2	-1	2	2	0	0	-3	-2	-3	-1	-1	1	0	-3	-2	0	1	-2	1	-4	0	0	-2	1	-1	0	2	1	-2	0	-4	1	
R32	4	4	2	1	3	1	1	3	-3	3	0	0	0	-4	0	1	0	2	-1	1	1	2	2	-3	-2	-3	2	-1	1	1	-4	-3	2	0	-1	0	-2	-1	-1	-2	0	-2	-1	3	0	-2	-1	-2	-1	
R33	3	0	-2	0	-2	4	4	0	-4	0	2	2	2	1	-1	1	1	1	2	-2	-1	1	1	-4	3	0	-2	-1	2	0	1	-2	-3	-1	3	-1	0	-3	-1	1	2	-1	-1	0	0	3	-3	-2		
R34	4	4	2	1	3	1	1	3	-4	3	0	2	-1	-4	-1	3	1	1	-1	1	0	0	-3	-2	-3	0	-1	0	0	-2	-3	2	0	1	0	-3	-1	0	-2	-1	-2	2	2	-2	-1	-2	2	2		
R35	3	4	2	1	3	2	1	3	-4	3	0	1	-1	4	0	1	-1	2	-1	1	0	1	1	-4	-2	-3	0	0	1	0	-2	-2	0	0	-1	0	-3	-1	-1	-3	2	-1	2	2	-1	-3	-2	-2	-2	
R36	3	4	2	2	3	1	1	3	-4	3	0	0	-2	4	1	1	0	2	-1	1	2	1	0	-4	-2	-3	0	0	0	0	-2	-2	1	-1	-2	0	-3	-1	-1	-3	2	-1	1	2	-1	-2	-1	-3	-1	

# The Q-Sort dataset Transposed 2025

Variables: Respondents; Cases: perception types (The average of statement in each of the six perception types)

Obs	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R14	R15	R16	R17	R18
<b>DMU</b>	-2.75	-2.00	-0.13	-3.00	-1.25	-0.75	-2.88	-2.50	-2.50	-0.63	-2.38	-1.50	-2.00	-0.13	-1.88	-1.88	-1.25	-1.63
<b>H</b>	-0.50	-0.75	-0.75	2.88	0.50	-0.25	-0.75	-0.88	-0.25	-1.38	-1.00	0.38	0.38	-0.13	-0.50	0.13	1.00	-0.13
<b>I</b>	0.22	0.67	-0.78	0.67	0.44	1.00	0.11	2.22	0.89	0.11	0.11	0.00	-0.33	-0.22	-0.33	1.00	1.11	0.56
<b>NPF</b>	1.63	0.50	1.25	0.75	0.75	-1.13	2.38	0.13	0.50	0.88	1.13	1.00	0.50	0.00	1.13	0.88	0.00	0.13
<b>PE</b>	0.63	-0.13	0.88	-0.63	-0.75	-0.13	0.00	-0.13	-0.25	0.88	0.50	0.63	0.25	0.75	0.88	0.38	-0.38	1.50
<b>PI</b>	0.75	1.63	-0.38	-0.75	0.25	1.13	1.13	0.88	1.50	0.13	1.63	-0.50	1.25	-0.25	0.75	-0.63	-0.63	-0.50

Obs	R19	R20	R21	R22	R23	R24	R25	R26	R27	R28	R29	R30	R31	R32	R33	R34	R35	R36
<b>DMU</b>	-1.75	-2.25	-1.00	-1.75	-2.50	-3.00	-2.25	-2.38	-2.25	-2.63	-2.88	-3.00	-3.00	-2.75	-1.38	-2.75	-2.88	-3.00
<b>H</b>	0.38	-1.13	-2.13	-1.00	-1.25	-0.75	-1.00	-1.00	-1.25	2.50	2.50	-0.25	-0.13	0.00	0.25	1.25	-0.75	-0.25
<b>I</b>	1.11	1.44	1.00	0.11	0.33	0.33	0.67	0.78	2.44	0.33	0.11	0.89	0.56	0.67	1.44	0.22	0.67	0.33
<b>NPF</b>	-0.88	0.50	0.88	0.00	2.63	2.25	2.00	1.75	0.25	0.00	0.63	2.13	2.13	1.50	0.00	1.13	2.63	2.63
<b>PE</b>	0.63	1.25	-0.38	1.25	-0.13	0.00	-0.13	0.38	-0.38	-0.50	-0.38	-0.63	-0.25	-0.13	0.13	-0.25	-0.13	-0.13
<b>PI</b>	0.38	0.00	1.50	1.38	0.88	1.13	0.63	0.38	0.88	0.25	0.00	0.75	0.63	0.63	-0.63	0.38	0.38	0.38

# The Q-Sort dataset Transposed 2020

Variables: Respondents; Cases: perception types (The average of statement in each of the six perception types)

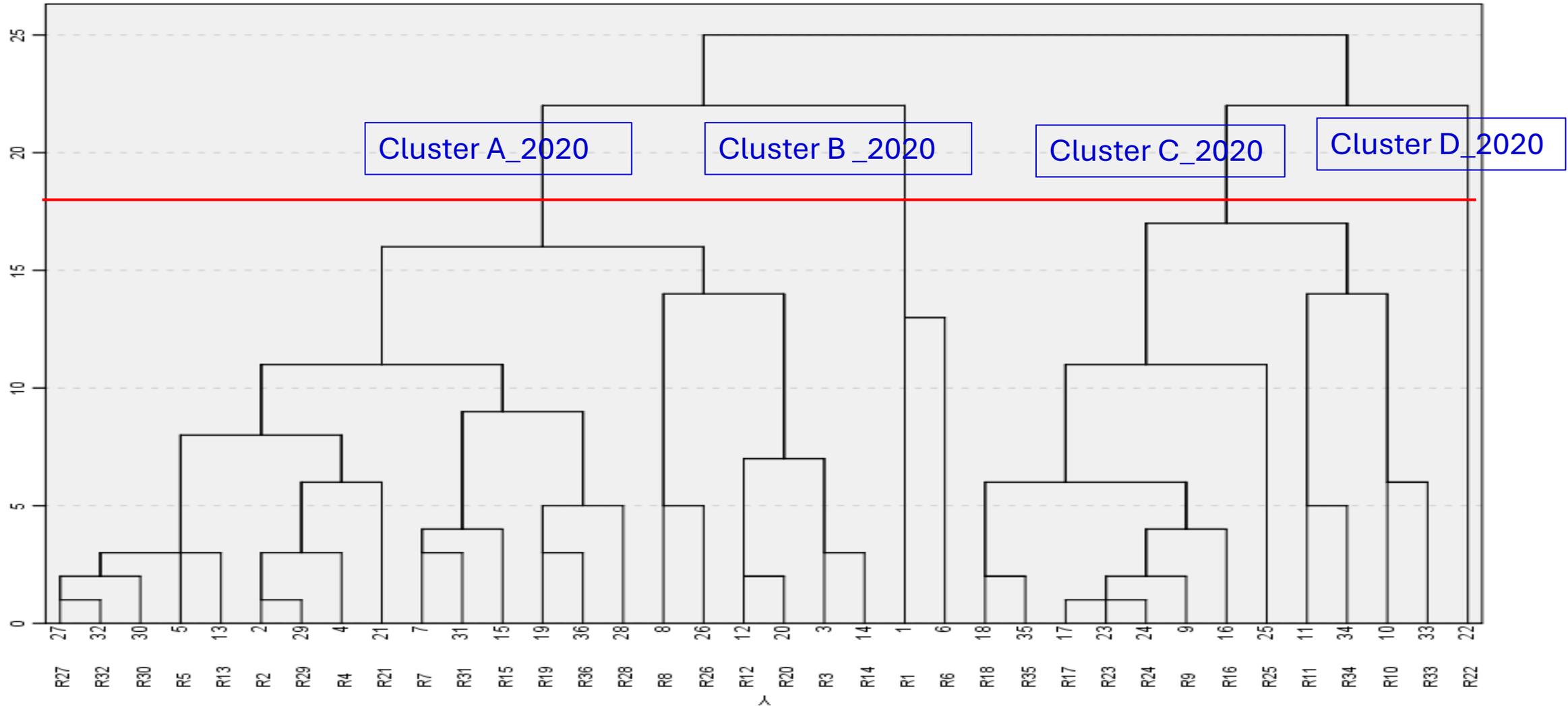
Obs	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R14	R15	R16	R17	R18
<b>DMU</b>	-0.25	0.75	-0.50	0.38	0.50	-0.38	1.00	-0.63	-1.50	0.00	1.25	-1.13	0.25	-0.88	0.13	-0.50	-0.75	-0.38
<b>H</b>	1.63	-0.25	0.13	-0.13	-1.00	0.63	-0.50	-0.13	-0.88	-0.88	-1.38	-0.25	-1.13	-0.63	-0.50	-1.25	-1.13	-1.00
<b>I</b>	0.33	0.67	0.56	0.56	1.00	0.11	0.22	0.78	-0.44	-0.22	-0.56	0.11	1.00	1.22	0.56	0.22	-0.33	-0.78
<b>NPF</b>	-1.00	-0.63	-0.50	-0.38	-0.50	-0.25	-1.88	-0.88	1.00	0.63	0.38	-1.00	-1.13	-1.25	-1.88	0.75	1.13	0.38
<b>PE</b>	0.00	-0.13	0.00	0.13	-0.50	-0.63	0.63	0.75	0.75	0.88	0.13	0.38	0.25	0.00	1.38	-0.38	0.13	0.25
<b>PI</b>	-0.75	-0.50	0.25	-0.63	0.38	0.50	0.50	0.00	1.13	-0.38	0.25	1.88	0.63	1.38	0.25	1.13	1.00	1.63

Obs	R19	R20	R21	R22	R23	R24	R25	R26	R27	R28	R29	R30	R31	R32	R33	R34	R35	R36
<b>DMU</b>	0.75	-0.38	0.25	-0.25	-0.75	-0.75	-1.50	-0.13	1.00	1.25	1.13	0.63	0.25	0.50	0.13	1.00	0.00	0.63
<b>H</b>	-0.88	0.00	0.25	-0.13	-0.88	-1.38	0.13	0.00	-1.00	-0.75	-0.50	-0.38	0.13	-0.75	-0.50	-0.63	-0.50	-0.13
<b>I</b>	0.33	-0.11	0.44	0.44	-0.11	-0.56	0.00	0.33	1.11	0.11	1.67	1.00	-0.11	0.89	0.11	-0.22	-0.33	0.11
<b>NPF</b>	-0.88	-1.13	-0.38	1.88	0.63	1.25	0.25	-0.25	-1.25	-0.38	-1.00	-0.88	-1.25	-0.88	0.00	-0.25	0.00	-0.75
<b>PE</b>	0.63	0.50	-0.38	-1.25	0.25	0.63	0.50	0.38	-0.13	0.63	-0.75	-0.50	0.38	0.00	0.25	-0.38	-0.25	0.38
<b>PI</b>	0.00	1.13	-0.25	-0.75	0.88	0.88	0.63	-0.38	0.13	-0.88	-0.75	0.00	0.63	0.13	0.00	0.50	1.13	-0.25

# Dendrogram of Hierarchical Cluster Analysis

# 2020 Perception Types (Z Scores)

Dendrogram Average Linkage (Between Groups): Rescaled Distance Cluster Combine

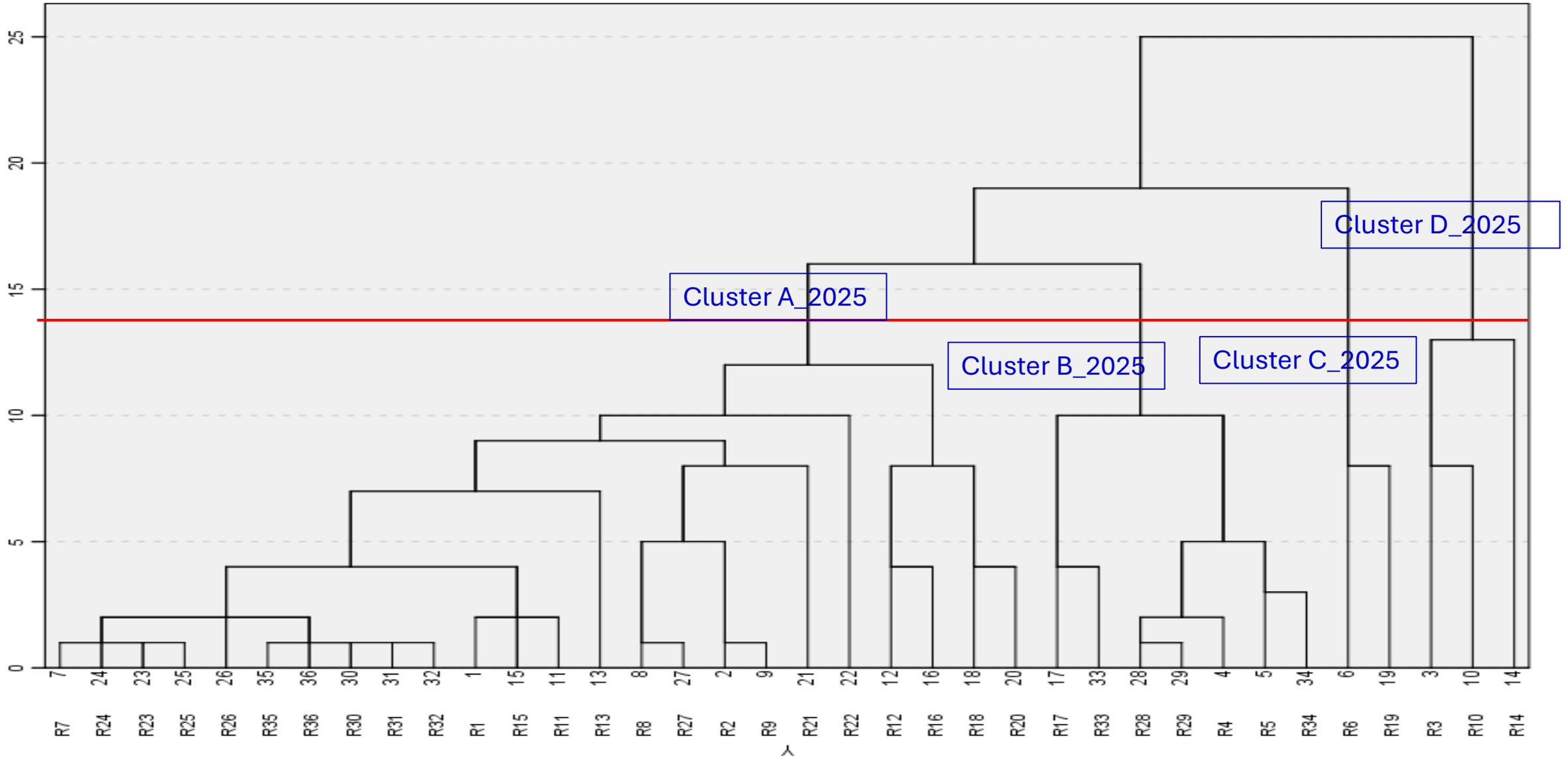


Average score for the six typical perception types by respondent clusters  
in 2022

	<b>Average score</b>			
	<b>Cluster A (21)</b>	<b>Cluster B (2)</b>	<b>Cluster C (12)</b>	<b>Cluster D (1)</b>
<b>DMU</b>	0.27	-0.31	-0.31	-0.25
<b>H</b>	-0.40	1.13	-0.85	-0.13
<b>I</b>	0.59	0.22	-0.27	0.44
<b>NPF</b>	-0.90	-0.63	0.51	1.88
<b>PE</b>	0.19	-0.31	0.23	-1.25
<b>PI</b>	0.17	-0.13	0.73	-0.75

# 2025 Perception Types (Z Scores)

Dendrogram Average Linkage (Between Groups): Rescaled Distance Cluster Combine



Average score for the six typical perception types by respondent clusters  
in 2025

	<b>Average score</b>			
	<b>Cluster A (24)</b>	<b>Cluster B (7)</b>	<b>Cluster C (2)</b>	<b>Cluster D (3)</b>
<b>DMU</b>	-2.33	-2.16	-1.25	-0.29
<b>H</b>	-0.61	1.55	0.06	-0.75
<b>I</b>	0.64	0.62	1.06	-0.30
<b>NPF</b>	1.30	0.46	-1.00	0.71
<b>PE</b>	0.20	-0.39	0.25	0.83
<b>PI</b>	0.72	-0.16	0.75	-0.17

Average score for the six typical perception types  
by the two largest respondent clusters in 2020 and 2025

	Average score			
	2020		2025	
	Cluster A (21)	Cluster C (12)	Cluster A (24)	Cluster B (7)
<b>DMU</b>	0.27	-0.31	-2.33	-2.16
<b>H</b>	-0.40	-0.85	-0.61	1.55
<b>I</b>	0.59	-0.27	0.64	0.62
<b>NPF</b>	-0.90	0.51	1.30	0.46
<b>PE</b>	0.19	0.23	0.20	-0.39
<b>PI</b>	0.17	0.73	0.72	-0.16
	Ideological Communitarianism	Bounded Rationality	Politically Taciturn and Economically Rational	Politically Taciturn and Hedonism

# Conclusion

1. Two major perception types of political consumerism in Hong Kong Catering Sector are “Ideological Communitarianism” and “Bounded Rationality” identified in the 2020 survey.
2. Two major perception types of political consumerism in Hong Kong Catering Sector are “Politically Taciturn and Economically Rational” and ‘Politically Taciturn and Hedonism”
3. A significant changes in the major perception types of political consumerism, especially in “Digital Media Use DMU”, such changes may be due mainly to the enactment of the National Security Law for Hong Kong on 30 June 2020.
4. Since most of the people participating in political consumerism activities were economic rational, the adverse business impacts on restaurants were limited.

Thanks  
for your attention

A 10-minute open floor discussion