

# **e-Commerce Adoption Campaign (ECAC)**

## **Project Report**

Information & e-Publishing



**January 2004**

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## **I. Introduction**

This report documents the second phase of the e-Commerce Adoption Campaign (ECAC), organised by the General Chamber of Commerce (HKGCC) in cooperation with the following organisations (in alphabetical order):

- Hong Kong Computer Society
- Hong Kong Information Technology Federation
- Hong Kong Internet Service Providers Association
- Hong Kong Productivity Council
- Hong Kong Society of Accountants
- Hong Kong Trade Development Council
- Hong Kong Wireless Technology Industry Association Limited
- Internet Professionals Association
- The American Chamber of Commerce in Hong Kong

The main objectives of the ECAC campaign were to:

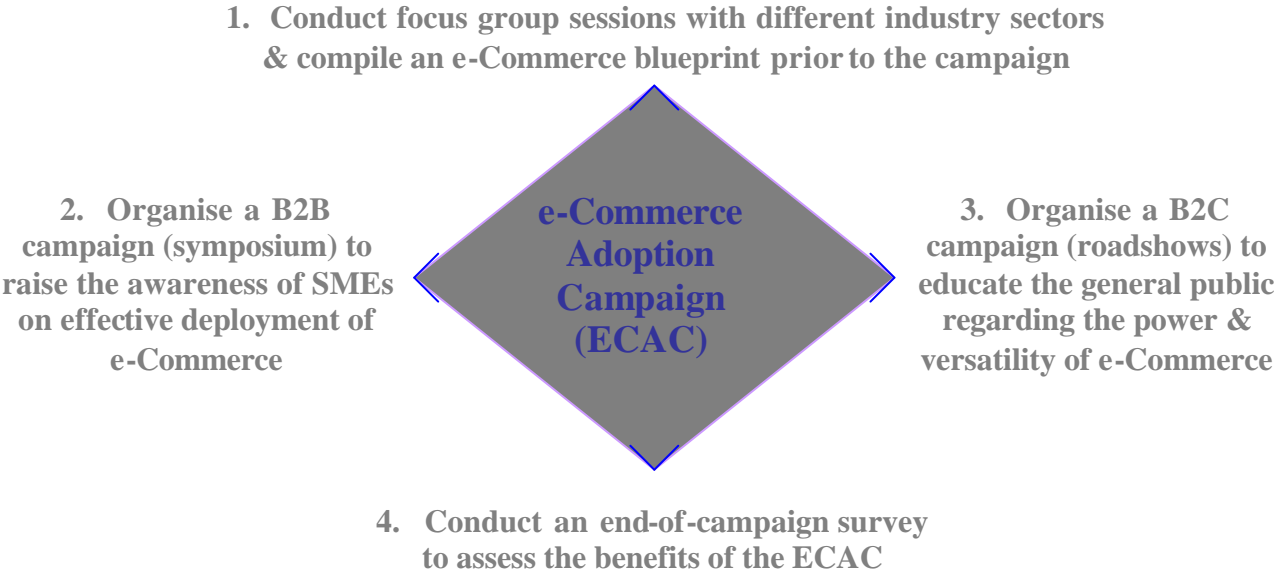
- raise the awareness of Hong Kong business users, particularly the SMEs, on effective deployment of e-Commerce and information technology (IT) to enhance their overall competitiveness in the global market, and
- encourage the effective adoption of e-Commerce among the general public to create a critical mass of consumers and businesses for e-Commerce.

## II. Project Details

### 1. Implementation Plan and Campaign Programme

Using a four-pronged approach to achieve the objectives, the project work was undertaken over a period of 15 months between November 2002 and January 2004.

**Figure 1: Four-Pronged Approach to ECAC Campaign**



The ECAC project work programme, timetable and outcome/deliverables are summarised in the table below:

<b>Approach</b>	<b>Schedule</b>	<b>Outcome/Deliverables</b>
1. Focus Group Sessions	December 2002– February 2003	7 focus group sessions with around 80 attendees in total were conducted to examine the current situation, real problems, concerns, requirements, etc. of SMEs in adopting e-Commerce. Each session focused on one of the following sectors: <ol style="list-style-type: none"> <li>1. Manufacturing;</li> <li>2. Trading and wholesale;</li> <li>3. Travel and tourism;</li> <li>4. Professional services;</li> <li>5. Transport and logistics;</li> <li>6. Financial services; and</li> <li>7. e-Commerce/IT vendors</li> </ol>
2. e-Commerce Blueprint	April 2003	A report (“e-Commerce Blueprint”) documenting the findings from focus group sessions was produced.
3. Symposium	23 September 2003	Over 300 participants (with 90% SMEs) attended the half-day symposium on “Enhancing SME’s Competitiveness Through e-Commerce Adoption”. 117 questionnaires were received.
4. Roadshows	11-12 October 2003 at New Town Plaza  18-19 October 2003 at Telford Plaza  1-2 November 2003 at Olympian City	Three “e-Commerce in Real Life” roadshows attracted a total of some 4,000 visitors. 1,779 questionnaires were received.
5. Campaign Assessment	September to December 2003	Based on the questionnaires collected at the end of the symposium and roadshows, an end-of-campaign survey report was subsequently produced in December 2003.
6. Project Report	February 2004	Report on the whole ECAC project to be published.

## **2. Project Outcomes and Deliverables**

### **2.1 Focus Group Sessions and e-Commerce Blueprint Report**

#### **Objectives**

The ECAC campaign started with seven focus group sessions to examine the level of e-Commerce adoption of Hong Kong SMEs, and their difficulties and concerns on adopting e-Commerce. Altogether, six focus groups with business/e-Commerce user sectors and one focus group with e-Commerce/IT vendor were organized during December 2002 to February 2003. Each session focused on one specific sector: 1) Manufacturing; 2) Trading and wholesale; 3) Travel and tourism; 4) Professional services; 5) Transport and logistics; 6) Financial services; and 7) e-Commerce/IT vendors. The information collected was then compiled into a report “e-Commerce Blueprint” which formed the blue print for the remaining part of the project.

#### **Methodology**

In order to identify the problems and concerns of SMEs with different stages of e-Commerce adoption, the mix of participating companies was chosen from a combination of high, medium and low e-Commerce adopters. A number of focal points such as usage of e-commerce, major concerns, problems and difficulties faced, government support and role, the adequacy of infrastructure and the potential of moving into higher e-commerce adoption were discussed amongst the SMEs in the first six focus groups. The perspectives and views of SMEs were then summarised and presented to the e-Commerce/IT vendors in the seventh focus groups to discuss the problems and concerns facing SMEs and to brainstorm desirable e-commerce solutions and formulate appropriate themes and strategies for the upcoming promotion campaign.

#### **Highlights of Focus Group Findings**

##### **Major Concerns of Hong Kong SMEs in Adopting e-Commerce**

It is the general opinion that the culture of e-Commerce has not been fully developed in Hong Kong. The pervasiveness of online transaction among local consumers and business enterprises is not very high. While most SMEs believe that e-Commerce could enhance work efficiency, lower costs and enhance customer services, the main issues holding them back are security and high initial investment cost. Though startup cost (email and web site) is low, the cost for installing more advance e-Commerce tools and security system are not affordable by most SMEs.

### **Major Problems and Threats Encountered**

The stumbling block is to get the participation of customers and business partners in using e-Commerce. The lack of technical expertise also posed major problem. Some companies considered the performance of local IT suppliers not up to their expectations in terms of technical requirements and their understanding of specific businesses.

### **Desirable e-Commerce Features and Services**

Most companies agreed that a common, shared platform and industry-specific solution is desirable for SMEs to lower the initial investment cost of e-Commerce. An integrated, low-cost solution package incorporating email, database, online security, web site, online transaction and payment would be most welcomed. The solution should be user-friendly and easy-to-learn. In addition, adequate training and reliable after-sales support are essential for SMEs to move up the ladder.

### **Suggestions for Raising e-Commerce Awareness in Hong Kong**

Most participants in the focus groups demanded more efforts from the government and supporting organisations on the following to promote e-commerce:

- Foster an e-Commerce culture by launching more educational and promotional campaigns like symposiums, seminars, roadshows, experience-sharing sessions, etc. The government should inject more resources and take a lead in organising and supporting such events. Different government bureaus and supporting organisations should cooperate and assist the government in e-Commerce development.
- Take the lead in setting up a good Internet security infrastructure. Since security is a major issue, the government should boost consumers' confidence by setting up a good Internet security infrastructure. Specifically, the government and the Hong Kong Monetary Authority (HKMA) should call for banks to be more e-Commerce friendly, making it easier for SMEs to open up merchant accounts for accepting credit cards. In addition, the government and HKMA should offer more guidelines and resources to banks and service providers on providing online payment.
- Provide financial assistance like direct subsidies on e-Commerce initiatives, setting up a SME e-Commerce Development Fund and granting subsidies/tax incentives for purchasing hardware and IT/e-Commerce solutions.

- Provide technical and solutions support. These include facilitating the development of common platforms and standards for different industries; setting up of an ‘e-Commerce Development Centre’ to assist SMEs in selecting suitable solutions; linking up with relevant trade associations and IT vendors to set up a mentoring programme for SMEs and; setting a good example by using more local developed/open source software.

Besides the government, supporting organisations also have an important role to play in assisting the industry to move up the ladder by using more e-Commerce. Suggestions for supporting organisations include:

- Regularly collect and reflect views and needs of the industry to the government.
- Act as a bridge between SMEs and solution providers to clarify industry needs and requirements, and assist SMEs in selecting suitable solutions.
- Set up a benchmarking scheme to endorse IT/e-Commerce solutions and successful implementation cases.
- Assist in establishing a common platform for the industry.

## 2.2 Symposium and Roadshow

Based on the findings from the seven focus group sessions, a territory-wide e-Commerce campaign including a half-day symposium for SMEs and three roadshows for the general public were organised between September and November 2003.

### **“Enhancing SME’s Competitiveness Through e-Commerce Adoption” Symposium**

The symposium was held on 23 September 2003 at Sheraton Hotel Hong Kong. It aimed to educate Hong Kong SMEs on how to plan, build and deploy an effective B2B capability. It also addressed the issues highlighted in the seven focus group sessions. SMEs that have successfully ridden on technology and have implemented e-Commerce solutions in their companies were invited to share their experience at the symposium. Over 300 participants attended the half-day event, among them 90% were SMEs. A total number of 117 questionnaires were received at the end of the symposium.

Programme and speakers of the symposium are as follows:

<b>Programme</b>	<b>Speakers</b>
Keynote address	<b>Mr. Alan Wong</b> Director, Information Technology Services Department
Introduction of ECAC campaign & report on focus group findings	<b>Mrs. Cindy Cheng</b> Chairman, ECAC Organizing Committee, HKGCC
<b>Panel Session</b>	
Case study presentations 1. Move with the Times, Turn Adversities into Opportunities 2. A New Electronic Era for the Manufacturing Industry 3. Borderless E-commerce and Communication 4. Building a Global Network for 69 million Buyers	1. <b>Roy Mark (Asia) Ltd</b> – Manufacturing 2. <b>Mutual Fit Co Ltd</b> - Manufacturing 3. <b>Tiglion Travel Services Co Ltd</b> - Tourism & Insurance: 4. <b>ToyEast.com</b> - Online Trading:
Panel discussion and Q& A session	<b>Panel Chairman:</b> <b>Mr. Anthony Au</b> SME Committee Member, HKGCC  <b>Panelists:</b> <b>Ms. Anna Lin</b> , Chief Executive, Hong Kong Article Numbering Association <b>Mr. Charles Mok</b> , President, Hong Kong Information Technology Federation <b>Mr. Philip Lam</b> , Vice-President (Information Technology), Hong Kong Logistics Association <b>Ms. Clare Wong</b> , Senior E-Commerce Manager, Hong Kong Trade Development Council <b>Mr. Joseph Tung</b> , Executive Director, Travel Industry Council of Hong Kong

### **“e-Commerce in Real Life” Roadshow**

Through showcasing what Hong Kong businesses have to offer, three roadshows were organized in October and November 2003 to raise the awareness of SMEs and consumers regarding the power and versatility of e-Commerce so as to attract a critical mass of consumers for e-Commerce.

The roadshows were held in New Town Plaza (October 11-12), Telford Plaza (October 18-19) and Olympian City (November 1-2), from 11:00 till 20:00 respectively. The opening ceremony was held on October 11, 2003 at the New Town Plaza with officiating guests including:

- **Mr. Eugene Fung**, Assistant Director-General (Industrial Support), Trade and Industry Department
- **Mr. George Leung**, Acting Chief Systems Manager of Community, Education and Industry Liaison Division, Information Technology Services Department
- **Dr. Y.S. Cheung**, Senior Director, Operations, Hong Kong General Chamber of Commerce
- **Mr. Charles Mok**, e-Commerce Adoption Campaign Committee Member

And special guests including:

- Miss Hong Kong 2003 winner **Mandy Cho**, and runners up **Rebee’a Yeung** and **Priscilla Chi**.

Eight exhibiting companies including Blue Cross, Chow Sang Sang, eBay, Hongkong Post, Hong Kong Ticketing, Priceline, Pricerite and YesAsia - showcased their e-Commerce capabilities and provided consumers with opportunities to experience online transactions. Some 4,000 visitors were recorded throughout the period and a total of 1,779 questionnaires were received.

### **Marketing Activities and Outcome**

Marketing for the symposium and roadshow included direct mailing, fax and email broadcasts to corporate and individual members of HKGCC and ECAC supporting organizations, advertisements in HKGCC’s Bulletins and the Economic Times, articles in Economic Digest Weekly and Hi-Tech Weekly, as well as press invitations to the symposium and roadshows. See *Appendix 1* for the marketing and publicity schedule.

## **2.3 End-of-Campaign Survey**

### **Objective**

The main purpose of the end-of-campaign survey was to measure the awareness and effectiveness of the e-Commerce adoption campaign, in particular, the symposium and roadshow.

### **Methodology**

A participant/visitor questionnaire was designed for the symposium and roadshow to determine if the campaign has raised participants' /visitors' awareness of e-Commerce and changed their attitude towards e-Commerce; and how the campaign could be improved if it were to be conducted again in future. As an incentive, a souvenir was given to each participant/visitor upon completion and return of a questionnaire. At the end of the campaign, 117 questionnaires were collected from the symposium and 1,779 questionnaires were collected from the three roadshows. The questionnaires were then sent to Hong Kong Productivity Council for tabulation and analysis. Survey results were analysed by respondent's age, gender, educational level and e-Commerce adoption level.

### **Ratings and Comments of Symposium Participants**

On the whole, the average rating of the symposium is 3.84 (based on a 5-point scale). Regarding the symposium arrangement, the highest rating is venue (4.23), followed by logistics and facilities (3.98) and contents (3.79). For the contents, successful stories of SMEs were rated relatively higher (88%), indicating that SMEs were interested in sharing their experience with those who have implemented e-Commerce successfully. In addition to the topics discussed, participants commented that they would also be interested in other topics such as Internet marketing, e-Commerce and Virtual Private Network. An overwhelming proportion (98%) of the 117 respondents agreed that the Government should organize more promotional and education campaigns to raise the e-Commerce awareness in Hong Kong. To further enhance the effectiveness of the symposium, they suggested that the symposium should include more in-depth case studies regarding difficulties faced by users, problem solving tools, e-Security and online fraud. In addition, different symposiums should be organised for different levels of e-Commerce users. The government should consider arranging more workshops, experience-sharing sessions, free consulting services and publishing e-Commerce guidebooks for SMEs. Besides the symposium, participants commented that an "e-Commerce information library" and "industry-specific e-Commerce demonstration and showcase" should be organized so that they could to get e-Commerce information.

### **Ratings and Comments of Roadshow Visitors**

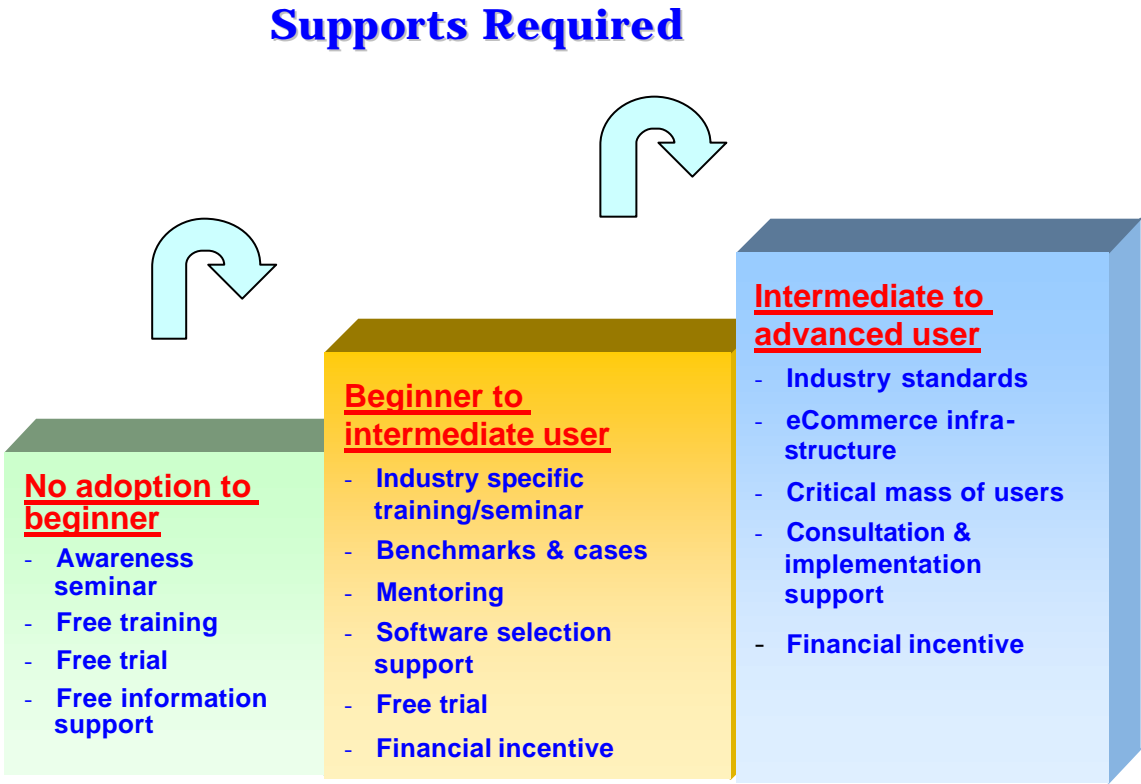
Altogether, the three roadshows scored an average rating of 3.59. Among the various exhibits, HKPost eCert was the most popular followed by Pricerite and eBay. HKPost was also considered the most useful by roadshow visitors. Besides the roadshow exhibits, visitors indicated that they are also interested in topics such as e-Security, online game, online photo finishing, online shopping, e-Investment/Financing/e-Stocking, e-Shop, e-News, e-Learning and e-Government.

A significant high proportion (97%) of the 1,779 respondents agreed that the Government should do more to raise the e-Commerce awareness in Hong Kong. Among them, 27% agreed that Hong Kong strongly required promotional and educational campaigns to raise e-Commerce awareness. To enhance the usefulness of the roadshow, visitors suggested the duration of the roadshow should be extended (or held similar roadshow regularly at major shopping malls) and to include more exhibits and interactive games. The event should also be actively promoted, for example, via different channels such as the media, the web, schools and distribute posters and leaflets on e-Commerce to attract a broader audience. In addition to the roadshow, regular free seminars and updates on e-Commerce for the public are also considered useful.

### III. Suggestions and Recommendations for Future Actions

There sees a trend among companies using e-Commerce as a way to reduce costs by increasing efficiency while boosting customer service. The inevitable problems for most SMEs to face in e-Commerce ventures are security and high initial investment cost. There are rooms for SMEs to make use of e-solutions in management to further integrate their work process, streamline workflow and forge links with their business partners. They have to make alignments with multiple parties. By doing so, new values can be created.

Summing up, SMEs at different stages of e-Commerce adoption require different assistance schemes for them to move up the e-Commerce ladder.



### **No Adoption to Beginner**

According to the latest e-Business Adoption Rate Survey conducted by HKPC in June 2003, around 46.8% of establishments in Hong Kong are still not on the Internet. For this group of “non-Internet users”, they do not realise the business needs and benefits of e-Commerce. To enhance the e-Commerce awareness and to help changing the attitude of this group of companies, awareness programmes such as roadshows, symposiums and seminars that showcase the actual benefits and successful experience realised by adopters will be essential. In addition, experimental learning and training opportunities should be provided.

### **Beginner to Intermediate Users**

For companies at the beginner level (with email or web-site, accounting for 49% of establishments in Hong Kong), they are still facing the difficulties of Internet security, lack of technical expertise and lack of financial resources. An integrated solution package with online security will help them gain confidence in using the Internet. Other supports listed in the above figure are useful for them to better utilizing basic e-Commerce tools as well as adopting more advanced solutions.

### **Intermediate to Advanced Users**

Establishments at intermediate level (with online ordering and basic IT integration) account for only 4% of all establishments in Hong Kong. With e-Commerce market maturity and return on investment being the primary concerns, development of a community-wide e-Commerce culture, creating a critical mass of users and reinforcing industry standard, etc. will be of vital importance.

A successful e-Commerce needs a critical mass of consumers to drive e-Commerce traffic and adoption. An ongoing territory-wide education and promotion campaign is therefore indispensable to educate and encourage the public to use more electronic means in their daily life and boost their confidence in using secure online payment.

**e-Commerce Adoption Campaign (ECAC)****Marketing & Publicity Schedule****Marketing Activities Conducted**

<b>Date</b>	<b>Descriptions</b>
10–25 Nov 02	Direct mailing, fax and email broadcasts to 20,000 companies and individuals from the database of HKGCC and ECAC supporting organisations, and conducted tele-marketing to selected 2000 contacts inviting participants to attend the focus group sessions.
25 Nov 02	Press release to announce the launch of the ECAC campaign.
27 Nov 02 – Feb 03	Conducted seven Focus Groups totalling 80 attendees.
Jan 03	E-mail broadcasts to launch ECAC Campaign website to HKGCC and supporting organisation's members with information on the Campaign background, organisers and supporting organisations, and focus group sessions.
Mar 03	Email broadcast announcing to HKGCC and supporting organisations' members the website updates with findings from the Focus Group Sessions, i.e. e-Commerce Blueprint.
Aug 03	Direct mailing, fax and email broadcasts to 20,000 companies and individuals from the database of HKGCC and ECAC supporting organisations to promote the Symposium.
Aug 03	Full page coloured ad in the HKGCC's Bulletin August Issue to promote the "Enhancing SME's Competitiveness Through E-Commerce Adoption" Symposium.
Sep 03	Direct mailing, fax and email broadcasts to 20,000 companies and individuals from the database of HKGCC and ECAC supporting organisations to promote the Symposium.
Sep 03	Full page coloured ad of the Symposium in the HKGCC's Bulletin September issue.
16 Sep 03	1/4 page B/W ad of the Symposium in Economic Times
20 Sep 03	Article on the Focus Group Sessions and the Symposium in Economic Digest Weekly
18 Sep 03	1 <sup>st</sup> Press invitation for the Symposium
22 Sep 03	2 <sup>nd</sup> Press invitation for the Symposium
23 Sep 03	Press release for the Symposium
23 Sep 03	300+ (90% SMEs) attended the "Enhancing SME's Competitiveness Through E-Commerce Adoption Symposium and 120 questionnaires on the Symposium collected.
23 Sep 03	Article on the Symposium in Hi-Tech Weekly
30 Sep 03	Article on the Symposium in Hi-Tech Weekly
Oct 03	Email broadcast to HKGCC and supporting organisations' members announcing website updated information on the Symposium of the Campaign.
8 Oct 03	Email broadcasts to 20,00 companies and individuals from the database of HKGCC and ECAC supporting organisations to promote the three "e-Commerce in Real Life" Roadshows.
10 Oct 03	Press invitation for "e-Commerce in Real Life" Roadshow Opening Ceremony held on 11 October.

<b>Date</b>	<b>Descriptions</b>
11 Oct 03	Press release for the Roadshow Opening Ceremony.
14 Oct 03	Article on the “e-Commerce in Real Life” Roadshow in Hi-Tech Weekly.
15 Oct 03	Email broadcast to 20,000 companies and individuals from the database of HKGCC and ECAC supporting organisations to promote the Roadshows held on 18/19 October and 1/2 November.
28 Oct 03	Article on the e-Commerce in Real Life Roadshow in Hi-Tech Weekly.
Nov 03	Article in HKGCC’s Bulletin on the “e-Commerce in Real Life” Roadshow.
Nov – Dec 03	Three Roadshows with almost 4,000 visitors and 1,770 questionnaires collected.
Dec 03	E-mail broadcast to HKGCC and supporting organisations’ members announcing website updates with Roadshow information.
Dec 03	Article in HKGCC’s Bulletin on the ECAC Campaign Project.

**Tentative Marketing Activities in 2004**

<b>Date</b>	<b>Descriptions</b>
Mar 04	Press release to announce the survey results.
Mar 04	E-mail broadcast to HKGCC and supporting organisations’ members the ECAC website updates with Survey Results and the Project Report.
Mar 04	Survey Results and Report posted on HKGCC home page.
On-going	ECAC Campaign project information posted on the its own website.

# **Consultancy Services for the e-Commerce Adoption Campaign (ECAC): Phase 1 e-Commerce Blueprint**

**Revised Report**

**Information & e-Publishing**



**April 2003**

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**Appendix 1: Focus Group Participant Screening Form**

**Appendix 2: Workbook for Focus Group Discussion**

# Part 1

## Introduction

### BACKGROUND AND OBJECTIVES

In view of the slow adoption of e-Commerce among local small and medium enterprises (SMEs), the e-Commerce Adoption Campaign (ECAC) Organising Committee of the Hong Kong General Chamber of Commerce (HKGCC) is embarking on an e-Commerce Adoption Campaign to raise the awareness of Hong Kong business users, particularly the SMEs, on effective deployment of e-Commerce and information technology (IT) to enhance their overall competitiveness in the global market.

Before the launch of the campaign, the HKGCC would like to conduct focus group sessions with SMEs to identify their real problems and concerns of adopting e-Commerce. The information collected would be of immense value for the compilation of an e-Commerce blue print and to identify appropriate themes for the upcoming promotion campaign to be launched in mid 2003. The Hong Kong Productivity Council (HKPC) was selected by the HKGCC to undertake consultancy service for the e-Commerce Adoption Campaign.

The consultancy service consists of three phases:

- Phase 1: to conduct focus group sessions and compile an e-Commerce Blue-print prior to the campaign;
- Phase 2: to design and conduct an end-of-campaign survey to measure the awareness and effectiveness of the ECAC project; and
- Phase 3: to prepare a final project report.

This report presents the analysis and findings of the Phase 1 focus group study.

## **OVERVIEW OF PHASE 1 METHODOLOGY**

### **Definition of e-Commerce for a Business Entity**

For some time now, companies in Hong Kong have been using some form of e-Commerce to conduct their business. In this survey, e-Commerce for a business entity is defined as any business entity in possession of an Internet connection device, whether it is a computer, personal digital assistant (PDA) or mobile phone, and have Internet connection (i.e., leased line, dial up, broadband or wireless) for the use in any or all of the following business purposes: information search, internal and external communications and business transactions.

### **Business Sectors Covered**

The consultancy brief stipulated a total of seven focus group sessions to be organized with suitable companies in Phase 1 to examine the level of e-Commerce adoption of SMEs, and the difficulties, concerns, barriers, requirements on e-Commerce solution, implementation support, etc. Altogether, six focus groups with business/e-Commerce user sectors and one focus group with e-Commerce/IT vendor were organized during December 2002 to February 2003. Each session focused on one specific sector:

1. Manufacturing;
2. Trading and wholesale;
3. Travel and tourism;
4. Professional services;
5. Transport and logistics;
6. Financial services; and
7. e-Commerce/IT vendors

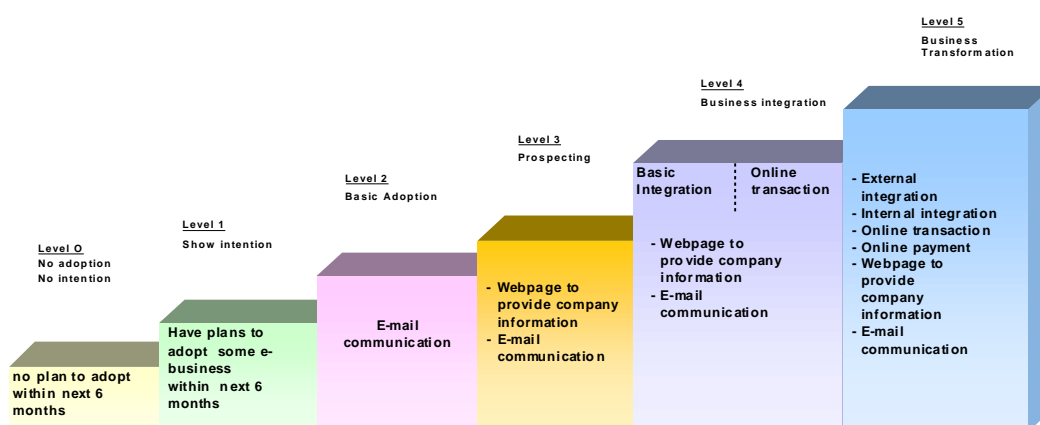
The mix of participating companies for the first six groups was selected from a combination of high, medium and low e-Commerce adopters to address the problems and concerns of SMEs with different stages of e-Commerce adoption. Besides SMEs, IT service providers and consultants, as well as representatives from the ECAC Committee were also invited to participate as observers and share their knowledge in the discussion sessions.

Based on the comments and suggestions collected in the six focus groups, a preliminary set of findings was summarized and presented in the 7<sup>th</sup> focus group for IT vendors to brainstorm desirable e-Commerce solutions.

## Criteria for Participant Selection for the Focus Groups

Based on HKPC experience in monitoring the evolution and development of e-Commerce in Hong Kong, the deployment of e-Commerce can be classified into six ascending levels - “No Intention”, “Show Intention”, “Basic Adoption”, “Prospecting”, “Business Integration” and “Business Transformation”.

**Exhibit 1-1: HKPC e-Commerce Adoption Model**



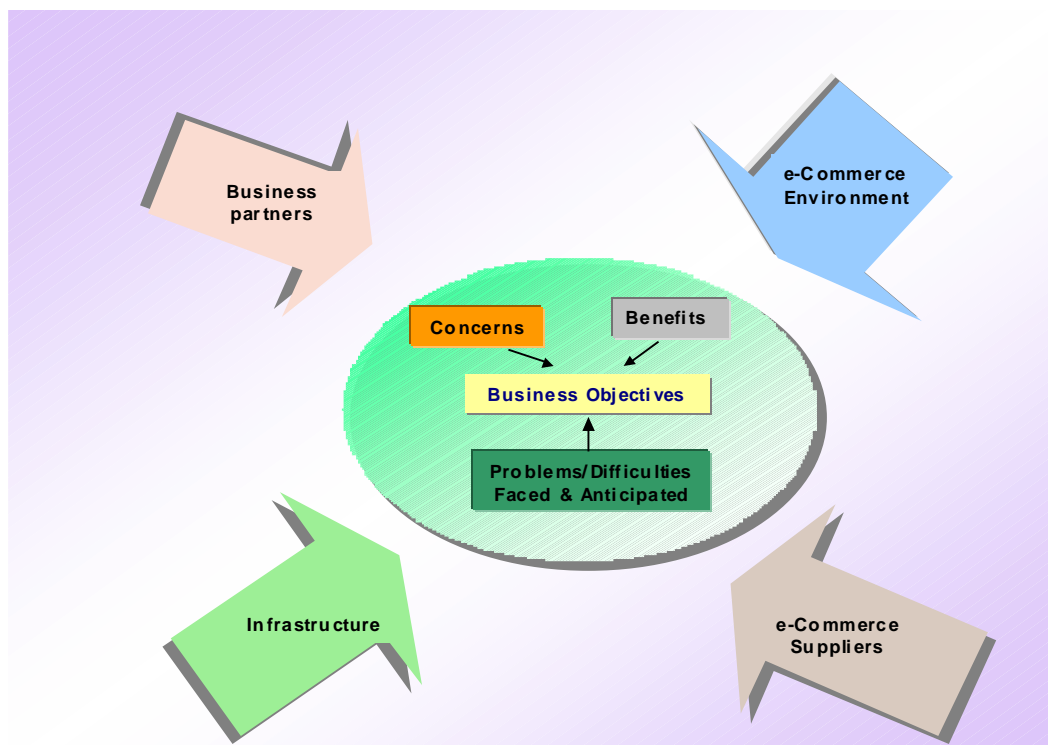
Companies with no e-Commerce adoption were excluded from the focus group as they would not have the relevant experience and insights on the topic. However, they would still be benefited from this project through participation in the upcoming promotion campaign. A participant screening form (appendix 1) was designed to recruit participants. Invitation of participants was carried out by HKGCC. The discussion sessions were conducted in Cantonese and facilitated by HKPC consultant experienced in planning and conducting focus groups and in analyzing and summarizing the findings.

## FRAMEWORK FOR ASSESSING THE REAL PROBLEMS AND CONCERNS OF SMEs IN ADOPTING E-COMMERCE

As each of the focus group explicitly sought the opinions of SMEs with varying levels of e-Commerce development and capability, we employ the following framework to examine the benefits, concerns and barriers, etc., of SMEs, and to better draw insights from the remarks made by participants.

The process starts with examining the **e-Commerce drivers** of SMEs. These include the **business objectives** of SMEs in adopting e-Commerce, such as lower operation cost, build up image and open up the global market, and the **importance of business partners** including business customers, major consumers, major suppliers and competitors.

**Exhibit 1-2: Framework for Assessing SMEs in Adopting e-Commerce**



Based on the e-Commerce drivers, SMEs adopted some form of e-Commerce. We will go on to look at their experiences on using e-Commerce such as **concerns** in e-Commerce adoption, **problems/difficulties** faced and anticipated during implementation, **essential e-Commerce tools, desirable e-Commerce features and services, actual benefits realized and factors leading to successful implementation**. These will be summarized in Chapter 2 of the report.

The experiences gained from implementing and using e-Commerce influenced what measures they believe should be taken by the government and related parties such as supporting organizations, trade and industrial associations and e-Commerce/IT vendors to facilitate the e-Commerce development in Hong Kong. The perspectives and views of SMEs, together with **e-Commerce/IT vendors** on the overall **infrastructure** and **e-Commerce environment** needed to enhance the effective adoption of e-Commerce are presented in Chapter 3. In Chapter 4, we will discuss the suggestions for an e-Commerce publicity programme to raise the business and consumer awareness.

## **PROFILE OF FOCUS GROUP PARTICIPANTS**

**Business/e-Commerce User Sector** Six focus group discussion sessions were held during the period December 2002 to January 2003, with a total of 63 participants from the following business/e-Commerce user sectors: manufacturing, trading & wholesale, travel & tourism, professional services, transport & logistics and financial services (Table 1-3).

Around one-third of the participating companies are small-sized companies that engaged with less than 10 persons. Another 29% employ 10-49 persons, and the remaining 38% employ 50 or more persons.

About 44% of the participants adopted basic e-Commerce tools (Internet access, email or web site). The remaining 56% are intermediate to advanced e-Commerce users (with online transaction, basic integration, or more advanced e-Commerce facilities such as online payment and IT system integration).

**e-Commerce/IT Vendors** One focus group session was held in February 2003 with e-Commerce/IT vendors. There were 17 participants.

**Table 1-3: Profile of Focus Group Participants**

Business/ e-Commerce User Sector	Business Nature	No. of participants	Employment Size			EC Level		% of Overseas Sales	
			1-9	10-49	50 & over	Basic	Medium/ Advanced	<=25%	>25%
1. Manufacturing	Garment, printing, metals & plastics parts	10	2	5	1	3	5	3	5
2. Trading/ Wholesale	Food, electronic parts, textiles, chemicals, musical instruments & household products,	11	4	3	2	5	4	5	3
3. Travel/ Tourism	Travel agencies	9	3	0	3	2	4	3	1
4. Professional services	Accountants, lawyers, architects, doctors, business & management consultants	12	4	3	2	6	3	8	1
5. Transport/ Logistics	Shipping, freight forwarding, logistics consultants, logistics system developers	13	3	1	8	2	10	8	4
6. Financial services	Brokers, financial consultants, MPF consultants	8	0	2	2	3	1	4	0
7. e-Commerce/ IT vendor	e-Commerce and IT solution providers	17	N. A.	N. A.	N. A.	N. A.	N. A.	N. A.	N. A.
<b>Total</b>		<b>80*</b>	<b>16</b>	<b>14</b>	<b>18</b>	<b>21</b>	<b>27</b>	<b>31</b>	<b>14</b>

**Note: \*Some participants did not provide background information.**

## Part 2

# Main Findings

### PRIMARY OBJECTIVES OF ADOPTING E-COMMERCE

Amid poor economic environment, enhancing work efficiency and lowering operation cost are imperative for any business entity. As shown in Table 2-1, the primary objectives of adopting e-Commerce for most participants are to enhance work efficiency, to lower operation cost, to enhance customer service & relationship and to expand sales/marketing channel. The two basic e-Commerce tools - web site and email - are considered useful for achieving these objectives.

**Table 2-1: Primary Objectives of Adopting e-Commerce**

Objective		No. of Participants						Total
		Manufacturing	Trading	Travel	Professional	Logistics	Finance	
1.	Enhance work efficiency	4	5	5	7	11	3	35
2.	Lower operation cost	3	5	3	3	10	7	31
3.	Enhance customer service & relationship	4	6	4	8	5	4	31
4.	Expand sales / marketing channel	6	3	8	2	1	4	24
5.	Enhance internal communication (incl. branch offices / overseas operations)	4	4		4	2	1	15
6.	Facilitate knowledge / information management & sharing		5	1	3	4	2	15
7.	Open up the global market	3	3	3	1	2	1	13
8.	Enhance external communication with business partners	3	1	2	2	4	1	13
9.	Build up image	3	1	1	3		1	9
Total		10	11	9	12	13	8	63

Despite the general view that business-to-consumer (B2C) and business-to-business (B2B) models are still not successful in Hong Kong and e-Commerce adopters do not see online business as a revenue-generating source, e-Commerce is mainly used as a tool to facilitate information transfer, enhance work efficiency and foster customer relationship. Under intense competition, using e-Commerce to increase the company's exposure and to serve as an additional channel to enhance existing sales and customer service and relationship is the key to success.

As for each specific industry sector, the top objectives of using e-Commerce are:

### **Manufacturing**

Manufacturers in the focus group mainly use e-Commerce to expand their sales channel and enhance communication. Since most of them have operations in mainland China and other countries, email and web site are commonly used to enhance communication, reduce operation cost and save time in conducting business. Design documents, especially product and graphic design (e.g. CAD/CAM and pdf format), can be efficiently transferred to business partners for verification and approval via the Internet.

### **Trading and Wholesale**

For most traders and wholesalers, their top objective of adopting e-Commerce is to enhance customer service and relationship, followed by enhance work efficiency and lower operation cost.

As trading companies carry a wide range of products, putting product information on the web can save processing and communication time. This has facilitated information exchange and timeliness of information to customers. email and web site help to connect traders and wholesalers to their customers. With a closer connection, traders and wholesalers can reduce advertising and promotional expenditure while at the same time reach a larger group of potential customers in the global market. In addition, e-Commerce can reduce the cost of sending samples to customers, facilitate the sourcing and selection of vendor and serve as a channel to sell over-stocked items.

### **Travel and Tourism**

For travel and tourism, the Internet serves as a channel for information only. It is said that the local market, the supply side (enterprises) and demand side (consumers) is not yet ready for e-Commerce. As each business deal in this sector involves numerous conversations and explanations with customers as well as frequent information update, e.g., hotel and travel package rates, it is very costly for companies to conduct frequent web maintenance and information update. Consumers, on the other hand, are not used to shop online due to geographical and cultural factors. Companies in the sector mainly use e-Commerce to expand their sales and marketing channel and to enhance work efficiency. The industry focus will be the global market, e.g. online reservation and booking and multi-media email/communication method to lower operation cost.

### **Professional Services**

For professionals, their primary objectives of using e-Commerce are to enhance customer service and relationship and work efficiency. email is considered to be more efficient than traditional means as it strengthens communication both internally and externally. For example, large amount of attachments and documents involved in daily communication with customers can be sent efficiently through electronic means; presentations can be posted on the web and video conferencing can facilitate work efficiency and customer relationship.

### **Transport & Logistics**

As customers in the transport and logistics industry occasionally request for update and real-time information, transport and logistics companies agreed that email, web site and electronic data interchange (EDI) can enhance work efficiency and lower operation cost. The process of receiving information and communication among partners (forwarders, manufacturers, etc.) can be much faster using email.

It is said that the launch of the U.S. Customs's Container Security Initiatives (CSI) to enhance the secure of sea cargo will further push the adoption of e-Commerce among transport and logistics companies. In order to comply and work with U.S. Customs, transport and logistics companies have started to adopt more IT/e-Commerce solutions.

### **Financial Services**

For financial service providers, their key objective of using e-Commerce is to lower operation cost. As there are not too many online investors in Hong Kong, most of the financial service providers target the mainland China market. email and web site are used mainly to enhance customer service and to reach new customers.

MPF providers in the focus group indicated that sending newsletters and information (e.g., MPF statements and promotion of new products/services) to a large number of customers (e.g., over 200,000 customer records) through electronic means (email or web site) could have huge savings as compared to traditional means.

## IMPORTANCE OF BUSINESS PARTNERS IN INFLUENCING E-COMMERCE ADOPTION PLAN

The importance of business partners in influencing e-Commerce adoption plan is presented in Table 2-2. Currently, there is no urgent request from various business partners on e-Commerce adoption due to both the local B2B and B2C models are not mature, and the whole industry is slow in e-Commerce uptake.

**Table 2-2: Importance of Business Partners in Influencing e-Commerce Adoption Plan**

Business Partner		No. of Participants						Total
		Manufacturing	Trading	Travel	Professional	Logistics	Finance	
1.	Major business customers (B2B)	9	8	4	9	12	1	43
2.	Major consumers (B2C)	2	5	1	2	5	1	16
3.	Major suppliers	1	8	2	0	5		16
4.	Major competitors		2	2	2	3	1	10
<b>Total</b>		10	11	9	12	13	8	63

Comments from specific industry sector are summarized in below:

### **Manufacturing**

Manufacturers mainly use e-Commerce to better serve business customers. They normally will not install supply chain software for different business partners since it will be very costly. Email is acceptable by suppliers for placing POs and orders. For successful implementation of B2B, it is said that connection and cooperation with other sectors such as logistics and banking are essential.

For the export-oriented manufacturers (especially those that target for the U.S. market), e-Commerce adoption is mandatory as they are required by their overseas buyers to adopt a common platform to conduct business.

### **Trading & Wholesale**

Business customers and suppliers equally play an important role in influencing traders and wholesalers in e-Commerce uptake. It is said that e-Commerce can facilitate direct marketing and quicker response to customer feedback.

Some traders and wholesalers in the focus group have already installed systems that link up with overseas buyers, partners, re-sellers and chain stores. They agreed that closer connection with various partners (overseas business partners, suppliers and chain stores) is essential for obtaining the latest product information, placing PO and monitoring of sales data.

### **Travel and Tourism**

Business customers and partners largely influence the travel and tourism's e-Commerce plan. It is said that large amount of information exchange and frequent change of information contents such as hotel rates and freight information have enhanced the industry use of IT, i.e. automation of the information flow process.

In recent years, competitors' use of IT/e-Commerce has also become increasingly important. Some companies have already integrated their internal system with their business partners, e.g., the hotel system.

### **Professional Services**

While business customers have great influence on professional service in their e-Commerce adoption plan, most of the participants mentioned that electronic tools could enhance communication and information sharing, but not generate new business. Customers' selection criteria are reputation and service quality, and they will not rely solely on the web site to select service providers.

Industry-specific document management system (DMS) is important for professionals for serving both corporate and individual customers, as well as enhancing internal communication. Other e-Commerce tools installed by competitors such as Extranet and Intranet can also enhance service quality and information and knowledge sharing.

### **Transport and Logistics**

For transport and logistics, customers' request on updated and real-time information imposes pressure on companies to implement e-Commerce. Although EDI is the basic requirement of the industry, it is not very widely used by most companies in Hong Kong. Readiness and willingness of customers and business partners to adopt e-Commerce are therefore equally important.

Competitors' move towards e-Commerce in recent years has also created pressure on those lagging behind. As a result, some e-Commerce practices have gradually become industry standards, e.g., order tracking system.

## **Financial Services**

As financial companies need to communicate effectively with a large number of customers, individual consumers as well as corporate users are important in influencing the industry's e-Commerce adoption plan. However, as consumers in Hong Kong are not mature enough in using the Internet, other information dissemination channels such as short message service (SMS), general packet radio service (GPRS), email and Palm will need to be explored.

For the insurance sector, business partners and competitors are not important in influencing the industry's e-Commerce plan. The industry is facing difficulties in setting up online payment system. Currently, banks in Hong Kong are very conservative and they lag behind the U.S. in providing comprehensive e-commerce banking services. They impose strict rules, i.e. need to set up a corporate account with huge amount of deposits and high transaction charge.

## MAJOR CONCERNS IN ADOPTING E-COMMERCE

Security issue is found to be a major concern for all sectors (Table 2-3). Different sectors have their own security concerns, e.g., hacker and virus attacks, secure online payment, confidentiality of information, etc. Despite that there is the e-Cert offered by the government, most participants commented it is not popular and not well recognized by their overseas business partners.

For most SMEs, the initial investment and operation cost of e-Commerce are high when compared to the rate of return or benefits gained. Though start up cost (email and web site) is low, the cost for installing more advanced e-Commerce tools and security system are not affordable by most companies.

It is the general view that the culture of e-Commerce has not yet fully developed in Hong Kong. Hence, getting the participation of customers is very difficult as they lack the confidence and knowledge in conducting e-Commerce.

**Table 2-3: Major Concerns in Adopting e-Commerce**

Concern		No. of Participants						Total
		Manufacturing	Trading	Travel	Professional	Logistics	Finance	
1.	Security issues	9	9	3	10	5	5	41
2.	High initial investment cost	4	5	2	7	11	4	33
3.	Readiness and willingness of customers to participate	3	4	6	3	6	4	26
4.	High operating and maintenance cost	3	4	5	5	4	1	22
5.	Legal issues	4	3	2	6		4	19
6.	Readiness and willingness of business partners to participate	4	3	3		6	2	18
7.	Compatibility with the existing IT system	1	3	2	1	5	2	14
8.	Uncertainty of return on investment	1	1	4		1	1	8
9.	Lack of industry standard	1	1		1	1	1	5
<b>Total</b>		10	11	9	12	13	8	63

Major concerns facing specific industry sectors are:

### **Manufacturing**

Manufactures are particularly concern about virus attack, bad practice and poor understanding of staff on security issues. However, installing firewall and security software is generally very expensive. The cost of advancing e-Commerce application from web site to online transaction or business integration is always out-of-budget.

For the publishing industry, intellectual property protection is a major issue.

### **Trading and Wholesale**

The key areas of concern for traders and wholesalers are security and online payment. As the payment gateway is still not secured, customers in general lack the confidence to make payment online.

In order to encourage e-adoption among customers, it is suggested that the e-Commerce system should be secure, easy-to-use, compatible with different operating systems and provide flexible services such as converting e-document to fax for suppliers/customers in less developed countries.

### **Travel and Tourism**

For travel and tourism, the industry faces great security problem about online payment. As the value of transaction is comparatively larger in size, customers are more reluctant to make online payment for their travel service than with other shopping service.

A related legal issue is that participants concern that companies without a legal license can operate online. In the case that consumers place their order via the web with these companies, they may not be protected by government legislation.

### **Professional Services**

For professional services, client/patient data are highly confidential and therefore security issue is the major concern. Information transferred also need to be very exact and accurate, particularly for lawyers. Though the electronic channel is very convenient, it is more frequent to make careless mistakes as compared to traditional means. The cost of maintaining accurate and updated information is also high.

### **Transport and Logistics**

Most participants from the transport and logistics sector agreed that SMEs' main concern is the initial investment cost. With the immature e-Commerce market, it is difficult to see an instant pay-back. Compared with other business sectors, logistics firms are more concern about the compatibility of e-Commerce system with the existing IT system.

### **Financial Services**

Generally speaking, security concern ranked top in the financial sector. Customers are unwilling to transmit highly confidential information, e.g. personal information and salary data, through the Internet even though the security is ensured by e-Cert. The lack of consumer culture in online payment will see a rather slow pace of e-Commerce adoption in Hong Kong. The culture has to be changed gradually through education and promotion.

## PROBLEMS/DIFFICULTIES FACED AND ANTICIPATED

Getting customers' and business partners' participation to adopt e-Commerce has been very difficult in Hong Kong. This is the most cited problem among the participants. They are simply not mature enough to accept e-Commerce because the market is not ready in Hong Kong.

### **Difficulty in getting customers'/business partners' participation**

This problem has been ranked top by the logistics and financial sectors. For transport and logistics, there are many EDI standards and systems for different business partners and customers. For the financial sector, there are large volumes of documents and information to be transferred to a number of recipients. Getting customers' participation has been very difficult. Due to online security concern, customers are very reluctant to send personal or financial information through the Internet.

**Table 2-4: Problems Encountered**

Problem		No. of Participants						Total
		Manufacturing	Trading	Travel	Professional	Logistics	Finance	
1.	Difficulty in getting customers'/business partners' participation	4	4	4	1	10	6	29
2.	Lack of technical expertise	6	4	4	6	3		23
3.	Difficulty in changing the existing work procedure and practices	2	4	1	2	7	3	19
4.	Insufficient financial resources	3	1	2	6	4		16
5.	Services provided by e-Commerce vendors is inadequate	3	4	5	3	1		16
6.	Difficulty in implementing e-payment	3	1	5		1	4	14
7.	Lack of appropriate e-Commerce solutions for SMEs	3	1		3	4	2	13
8.	Problem in solving security issues	4	2	1	3		2	12
9.	Insufficient human resources	2	2	3	2	2		11
10.	Too many choices and thus difficult to select				1	4	2	7
<b>Total</b>		10	11	9	12	13	8	63

### **Lack of technical expertise**

This is the key problem faced by the manufacturing and professional sectors, as the IT level for SMEs in the two sectors are relatively lower than the other sectors.

Most SMEs agreed that IT professionals in Hong Kong possess the required technical knowledge. However, their actual concerns are that IT professionals may not be familiar with the requirements and workflow of the specific industry, and may disclose confidential company information to outsiders. Hence, management or owners of the SMEs should have the basic technical knowledge before adopting e-Commerce.

### **Difficulty in changing the existing work procedures and practices**

While the culture still prefers to use physical signature instead of digital signature, there are many factors that could have contributed to staff's reluctant to change, such as re-training and job security, as simplified workflow may lead to a reduction of workload and requirement of a new set of competencies.

Development of a centralized system, e.g. database, workflow and knowledge sharing systems, may not be easy as different staff have their own database and practices. For the work procedures that involve external business partners, it can be very difficult and costly to get cooperation from various parties.

For business with complicated workflow such as travel and tourism, it can involve tremendous workload and labour cost for changing the work procedures.

### **Insufficient financial resources**

For SMEs, the return on investment is a great concern. In general, the initial investment, maintenance and upgrade costs of using e-Commerce are very high. Since e-Commerce is not still not ripe in Hong Kong, there is no guaranteed return.

Some participants pointed out that the cost of software had reduced significantly in recent years and there should be less resistance to adoption now.

### **Services provided by e-Commerce vendors is inadequate**

It is said that most of the service providers are not familiar with the specific industry business process and workflow, and thus unable to meet the SMEs' requirements.

### **Difficulty in implementing online payment**

It is very difficult to set up payment gateway with a local bank, or the cost of implementation (deposit and transaction charge) is very high. Travel/tourism and the insurance sectors are particularly concern about this problem

.

### **Lack of appropriate e-Commerce solutions for SMEs and too many choices**

Despite that there are many solutions in the market, most of them are not tailored for the needs of SMEs. Most participants suggested an integrated and one-stop solution package, and a neutral body to provide information and make recommendations on the suitability of the solutions are necessary.

### **Other problems**

Other problems include:

- Security issues (they have been discussed in the preceding section on “Major concerns in Adopting e-Commerce”).
- Legal issues: Most companies lack the knowledge on whether the information put on the web has breached the IP right or other laws. It is also noted that cross-country emails are not protected by the laws of Hong Kong.
- For professional and financial sectors, regulations and requirements of industry societies and related government departments also imposed difficulties. For example, digital signature and documents are not accepted by the Law Association and Courts, electronic advertising for doctors is not allowed by the Hospital Authority, and MPF regulation required all documents should be delivered using direct mailing.
- For the logistics sector, mobile global positioning system (GPS) cannot be successfully implemented in Hong Kong because there are too many high-rise buildings in the city.

## ESSENTIAL E-COMMERCE TOOLS

It is evident that the use of email is essential for all the business sectors as it help to provide fast, convenient and low cost way for business communication.

However, security issue is still a major problem faced by most SMEs. For the protection of company properties, an online security tool is cited as an essential component for every e-Commerce system.

As most SMEs aim to use e-Commerce to expand their sales and marketing channel, web site and e-catalogue are considered cost effective and indispensable.

**Table 2-5: Essential e-Commerce Tools**

e-Commerce Tool		No. of Participants						
		Manufacturing	Trading	Travel	Professional	Logistics	Finance	Total
1.	e-Mail	10	11	7	9	7	3	47
2.	Online security	8	9	4	8	6	3	38
3.	Web-site/e-catalogue	8	9	5	6	5	1	34
4.	Online ordering/booking/reservation	3	1	5	1	3		13
5.	e-CRM	3	1	3	1	3	2	13
6.	Mobile business system	3	1	2	2	4		12
7.	e-Logistics	4	2			5		11
8.	e-ERP	3	2		1	3		9
9.	e-SCM	3	3	1		2		9
10.	e-Procurement	3	2			4		9
11.	Online payment	2	1	3			1	7
<b>Total</b>		10	11	9	12	13	8	63

### Comments from specific industry sector are:

- Though online ordering/booking/reservation is relatively mature in the travel and tourism sector, consumers' usage rate is still low.
- For the financial and travel and tourism sectors, while e-CRM is vital for enhancing customer services and relationship, especially for those dealing with large volume of customer data and frequent conversation with customers, lack of technology and relatively high investment cost are the major barriers of SMEs.

- Mobile business system is not popular in Hong Kong due to its relative high cost and slow speed. It is expected that its usage in checking and sending email will become more common. Except for the logistics sector, adoption of mobile applications is quite limited for other business sectors.
- e-Logistics is considered important by 40% of participants from the logistics and manufacturing sectors as it ensures on-time shipment and smooth workflow. Some manufacturers mentioned that the existing system provided by some logistics company is convenient for them to place order and check shipment status.
- Though it is agreed that e-ERP, e-SCM and e-Procurement are useful e-Commerce tools, high initial investment cost, lack of technology and reluctant to share information with external parties are the major reasons for low adoption of the tools.
- While online payment is an essential component for online transaction, it ranked the lowest among the list of e-Commerce tools. SMEs are frustrated by: the lack of support from banking sector, high set up cost and transaction charge, low business volume for B2B & B2C, and lack of confidence on payment security.

## DESIRABLE E-COMMERCE FEATURES AND SERVICES

It is generally agreed that a common, shared platform and industry-specific solution is desirable for SMEs to lower the initial investment cost of using e-Commerce. Customization of industry-specific solution to suit the needs of companies with different size and different requirements is necessary. For most companies, a general solution will be useless.

IT solution providers should have an in-depth understanding of the unique characteristics and requirements of individual industries. As most SMEs do not have the expertise to choose and integrate different solutions, an integrated low-cost solution package, say from email, database, online security, web site to online transaction and payment, will be welcomed. The solution should also be extremely user-friendly and easy-to-learn. Adequate training and reliable after-sales support are essential for SMEs to move up the ladder.

For specific industry sector, the desirable e-Commerce features and services include:

- An electronic interface between Hong Kong and the mainland/regional operations for the manufacturing sector is essential. Manufacturers commented that many local service providers could not provide the proper assistance to their mainland offices. As a result, they have to seek assistance from service providers in the mainland.
- For the trading sector, a solution that integrates sales data of re-sellers and chain stores is required.
- For travel & tourism, a common platform for the industry with payment and multi-media communication facilities is desirable.
- For professional service providers, a document management system (DMS) will be useful for them to share information with their clients. Again, the solution must be industry specific, e.g., tailor-made for law firms.
- For the transport and logistics sector, participants required a mobile data capture system, a common EDI platform for their customers to follow, a common platform for communications between freight forwarders and their clients, online payment and secure digital signature, etc.

- For the financial sector, secure digital signature and online payment will encourage more investors to use the online investment system. An efficient document/newsletter transfer channel can help them ease the burden of transmitting a large amount of documents to employers and individual consumers. A common B2B environment for the 20 MPF service providers (for document transfer and MPF payment handling, etc.) will also relieve the workload of both employers and MPF service providers.

## **ACTUAL BENEFITS OF ADOPTING E-COMMERCE**

While the volume of e-Commerce is still small, many participants felt that e-Commerce has enormous potential to increase productivity and efficiency, reduce cost, facilitate communication and increase company exposure. Across industry sectors, companies have so far achieved a number of benefits:

- Convenient, particularly for enhancing internal and external communication and the transfer of information.
- Lower cost and save resources.
- Enhance efficiency in work process and communication.
- Improve customer relationship as the net serves as an additional channel to enhance sales and marketing services.
- No time and location limitation in communicating with overseas suppliers and customers.
- Free information channel for new markets and suppliers.
- Enhance company image.
- Some real business realized by the manufacturing and trading sectors.
- For the professional service sector, the quality of presentation can be improved.
- For the transport and logistics sector, e-Commerce can enhance logistics flow and smoothed shipment process.
- For the financial sector, data mining and analysis can be done efficiently by capturing a large amount of customer behavior data from the web. There is also substantial cost savings in sending newsletter and information to subscribers via electronic means.

## FACTORS LEADING TO SUCCESSFUL IMPLEMENTATION OF E-COMMERCE

Facing the challenges from competitors and higher expectations of customers, companies are encouraged to adopt e-Commerce to enhance competitiveness. For successful implementation of the new technology:

- Top management's commitment and support are very important. The company's vision and business strategies have to be communicated effectively at all levels.
- An IT/e-Commerce strategy that is well planned and allows adequate time for implementation and staff training is necessary.
- Good solution providers and partners that are capable of understanding the company's business environment and processes and deliver unique solutions to suit company's needs.
- The adoption of e-solutions implies a long skill transformation is taking place inside most business. Companies should therefore provide the necessary training and education to staff on the usage and benefits of e-Commerce applications. These help to remove staff's fears on the new workflow and practices and to increase their knowledge on the new applications and procedures.
- Outside the company, acceptance and popularity of IT among the industry will further drive the use of e-Commerce.

## Part 3

# Suggestions for Raising the e-Commerce Adoption in Hong Kong

### USERS-IT SECTOR COLLABORATION

To make an e-Commerce successful, especially for SMEs, collaboration with e-Commerce/IT vendors is very important. However, the study identifies gaps existed between SMEs and service providers.

#### **Mismatch of Expectations Between SMEs and e-Commerce Service Providers**

Many SMEs have high expectations on e-Commerce as a revenue-generating source and problem solving solution. Very often, they want to see an instant pay-back. IT vendors, on the other hand, may not fully understand the SME's industry environment and business processes. Other factors that may also contribute to the gap include rapid changes of business models and lack of communication between the SMEs and vendors. In some occasions, the SMEs are disappointed because the vendors have been too aggressive in over-selling their solutions.

To ensure the quality of deliverables, vendors should first obtain the SME's budget and then tailor-made a proposal to recommend the best possible solution within budget.

To bridge the gap, it is necessary to:

- Provide experience-sharing sessions to educate SMEs on the concept (value for money) and specific applications and benefits of e-Commerce.
- Promotion/selling of e-Commerce solutions and software by vendors should spell out clearly what could actually be delivered and achieved.
- As findings from user sectors reveal that the basic needs of most SMEs on e-Commerce solutions are email, web site and online security, the IT sector may start serving SMEs with an integrated solution consisting of the 3 basic e-Commerce components (i.e., email, web site and online security). Higher level applications can be implemented after the SMEs realized the actual benefits and gained confidence in using the basic e-Commerce tools.
- SMEs in the same industry are also encouraged to develop common industry requirements and standards so that IT vendors can cater to those needs based on an economy of scale.

- For IT vendors that offer standard software, they may consider to offer SMEs free trial of standard software so that SMEs can spend a minimal money on professional services such as training and consultation at the initial stage and reimburse the vendor on software license fee upon successful implementation.
- Client participation is very important for a successful e-Commerce. After implementing the e-Commerce solution, the SME need to actively participate and communicate regularly with the vendor. At the same time, the vendor should provide the necessary training to the SME to ensure a smooth transformation of business processes.
- To enhance SMEs' confidence, data security should be guaranteed. Vendor (such as ASP or application service provider) should consider providing SMEs with confidence on data security and assist them in solving security problems.
- IT vendors should be more active in working with relevant parties (government, trade associations) to set up a mentoring programme to help SMEs in adopting e-Commerce.

## INFRASTRUCTURE AND E-COMMERCE ENVIRONMENT

It is the general opinion of the participants that the culture of e-Commerce has not yet fully developed in Hong Kong. While the government has been active in raising the awareness of the general public in adopting e-Commerce, participants in the focus groups still call for the government to take the lead in fostering a territory-wide e-Commerce culture, especially in educating and promoting e-Commerce in the areas of security, real benefits and experience realized.

### SUGGESTIONS FOR THE GOVERNMENT

#### **Foster a Territory-wide e-Commerce Culture by Launching More Promotional and Educational Campaigns**

The government's role may include taking a lead in organizing and supporting promotion campaigns, symposiums, seminars, roadshows and experience-sharing sessions, providing more opportunities for the general public to use IT, additions of online applications of government services on the web, etc. Different government bureaus should also cooperate and coordinate the promotion and uptake of e-Commerce. In addition, supporting organizations should assist the government in e-Commerce development.

#### **Take the Lead in Setting up a Good Internet Security Infrastructure**

Security issue is paramount for long-term success. The government should enhance customers' confidence in using e-Commerce by setting up a good Internet security infrastructure. Currently, the Public Key Infrastructure (PKI) and e-Cert are not fully penetrated. The recent legislative proposal to allow the use of PINs as an alternative for PKI is a good move in the right direction.

A related issue is the legal framework. The lack of a maximum liability for unauthorized credit card transactions in Hong Kong inhibited the development of local B2C businesses. Elsewhere in the U.S. and other western countries, consumer protection against credit card fraud or misuse is more consumer-friendly. The government and the Hong Kong Monetary Authority (HKMA) should call for banks in Hong Kong to be more e-Commerce friendly, including making it easier for SMEs to open up merchant accounts for accepting credit cards. The government and HKMA should also offer guidelines and resources to banks and service providers on providing online payment.

### **Financial Support and Resources to SMEs**

Financial support may include subsidizing SMEs' e-Commerce initiatives directly, setting up a SME e-Commerce Development Fund and providing subsidies/tax incentives for purchasing hardware and IT/e-Commerce solutions.

### **Technical and Solutions Support**

These include the call for the government to:

- Facilitate the development of common platforms and standards for different industries.
- Set up of an "e-Commerce Development Centre". The center will assist SMEs to select suitable solutions, provide free consultation services, and work with IT vendors to provide free solutions/software trial services.
- Link up with relevant trade associations and IT vendors to set up a mentoring programme to help SMEs in adopting e-Commerce.
- Set an example of using more local developed / open source software as the price of some commonly used software is much higher in Hong Kong than in the neighboring countries.

### **FOR SPECIFIC INDUSTRY, THE GOVERNMENT SHOULD:**

- Facilitate the opening of the market of Tradelink-related services, and to make sure that Tradelink could be able to interlink its services with the new provider wherever necessary and not hold on as a monopoly.
- Set up an IT department within the Travel Industry Council of Hong Kong (TIC) to help SMEs in the travel and tourism sector on e-Commerce uptake.
- For professional services, relevant government departments should take the lead in adopting e-Commerce. For example, electronic financial records of registered companies in Hong Kong should be accepted so that rental and handling costs (for storing the physical records for seven years) could be greatly reduced. The Court should also consider accepting electronic documents.
- For transport and logistics, the government should facilitate the development of a common EDI platform and industry standard.

- For financial services, the government should review the existing laws in order to facilitate the use of e-Commerce. For example, allowing stock exchange process to be performed fully on the Internet, setting up a central clearing for MPF and allowing online media the same legal status as newspaper in printing listed company announcements. Also, the government and the Securities and Futures Commission (HKSF) should facilitate the development of a common platform for ease of communicating financial data among users, for example, to follow up on the study on the adoption of XBRL (eXtensible Business Reporting Language, [www.xbrl.org](http://www.xbrl.org)), a project which aims to facilitate business reporting.

## **SUGGESTIONS FOR SUPPORTING ORGANIZATIONS**

Besides the government, supporting organizations also have an important role to play in assisting the industry to move up the ladder by using more e-Commerce. Suggestions identified in the focus groups to be taken by supporting organizations include:

- Regularly collect and reflect views and needs of the industry to the Government.
- Act as a bridge between SMEs and solution providers to clarify industry needs and requirements, as well as to assist SMEs in selecting suitable solutions.
- Set up a benchmarking scheme to endorse IT/e-Commerce solutions and successful implementation cases.
- Assist in establishing a common platform for the industry.

**The more specific suggestions for supporting organizations to assist industry sectors are:**

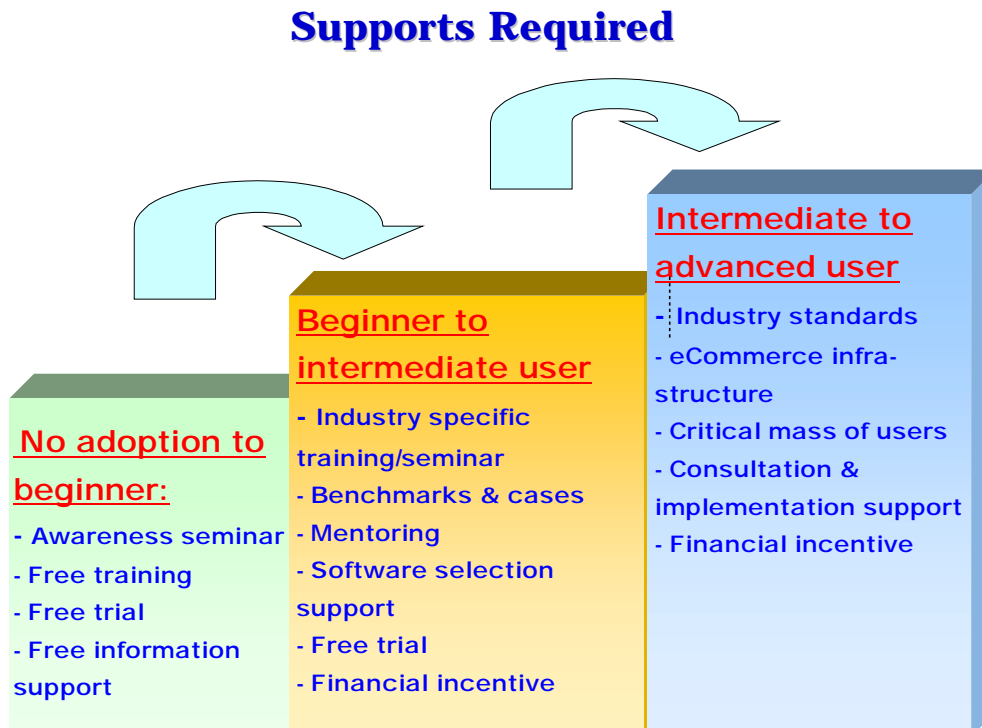
- For manufacturing and trading, participants are concerned about the services and charges of “Tradelink”. Supporting organizations should therefore collect and reflect the views and opinions of the industry to “Tradelink”.
- For professional services, the Law Society should consider accepting electronic documents and digital signature so as to reduce storage and handling costs of physical records.
- For the transport & logistics, related trade associations should assist in the development of a common EDI platform and common interface between freight forwarders and their clients.

**OTHER SUGGESTIONS**

As security is the top concern for SMEs, most SMEs will consult with their advisors such as lawyers, accountants and consultants first before they approach the relevant IT/e-Commerce vendors. It is suggested that the professionals (lawyers, accountants, consultants, etc.) should acquire and transfer the necessary knowledge on security issues to their SME clients.

## SUPPORTS REQUIRED BY SMEs TO MOVE UP THE E-COMMERCE LADDER

As a concluding remark, SMEs at different stages of e-Commerce adoption require different assistance schemes for them to move up the e-Commerce ladder.



### No Adoption to Beginner

According to the latest e-Business Adoption Rate Survey conducted by HKPC in December 2002, some 50% of establishments are still not on the Internet. As the major reason being that SMEs do not realize the business needs and benefits of adoption, awareness programme (such as roadshow, symposium and seminars) that showcase the actual benefits and successful experience realized by the adopters will help to change the attitude of this group of “non-Internet users”. In addition, experimental learning and training opportunities should be provided.

### **Beginner to Intermediate Users**

For those at the beginner level (with email or web-site, accounting for 45% of establishments in Hong Kong), they are still facing the difficulties of Internet security, lack of technical expertise and lack of financial resources. An integrated solution package with online security will help them to gain confidence in using the Internet. Other supports listed in the above figure are useful for them to better utilizing basic e-Commerce tools as well as adopting more advanced solutions.

### **Intermediate to Advanced Users**

Establishments at intermediate level (with online ordering and basic IT integration) account for only 4.8% of all establishments in Hong Kong. With e-Commerce market maturity and return on investment being the primary concerns, development of a community-wide e-Commerce culture, creating a critical mass of users and reinforcing industry standard, etc. will be of vital importance.

## Part 4

# Suggestions for e-Commerce Publicity Programme

For e-Commerce to be successful in Hong Kong, a territory-wide publicity programme is indispensable. Based on the expectations of participants in the focus groups and meetings with HKGCC, we suggest the following programme:

<b>Roadshow</b>	
Rationale	- According to the participants, the culture of e-Commerce has not been fully developed in Hong Kong. Most SMEs are slow or have hesitation to invest in e-Commerce. This is compounded by the security and cost of online payment. Another stumbling block is the consumer market lack the culture in doing e-Commerce. The immature consumer market does not encourage a fast pace of e-Commerce adoption.
Objective	- To educate the general public so as to raise their e-adoption awareness. - To enhance consumers' confidence by educating them the actual benefits of using e-Commerce and secure online payment - To encourage the public to use electronic means in their daily life. - To share the successful experience and cases among SMEs
Audience	- The general public and SMEs
Theme	- Realizing the real benefits and secure use of e-Commerce.
Programme	- Use of daily life examples is the best way to attract consumers' awareness and interest. Travel and tourism and Financial Services are the two sectors that have the most consumer appeal.  - Provide experimental learning so that consumers can learn about the benefits of online applications/solutions and secure online transaction. SMEs will also showcase their success stories.  - We suggest the following 6 plus 6 programme: Showcase of 6 common online applications to reinforce consumers/SMEs on the overall infrastructure and security issues: 1) e-Government 2) e-Payment 3) e-Security 4) e-Banking & Broking 5) Travel arrangement 6) MPF  And showcase of 6 successful e-Commerce stories from SMEs. Each SME will be selected from one specific industry: 1) Manufacturing 2) Trading/Wholesale 3) Logistics 4) Travel/Tourism 5) Professional 6) Finance
Incentives	- A gift will be given to participants that have completed a simple questionnaire. This information will serve as the base for sample selection for the "end-of-campaign survey".

## Roadshow (Con'd)

Timeline, & frequency	- 3 roadshows, to be commenced in early September 2003. Each roadshow will last for 3 days (i.e., Friday till Sunday)
Venues	- Hong Kong Island (Times Square, Causeway Bay) - Kowloon (Telford Centre, Telford) - New Territories (New Town Plaza, Shatin)

## Symposium

Rationale	- As the e-Commerce market is not yet ready, the symposium will aim to address the concerns and barriers of SMEs and to provide experience-sharing sessions to reinforce them the benefits of using e-Commerce.
Objective	- To raise the awareness of SMEs on e-Commerce. - To boost up SMEs' confidence and to encourage effective adoption in using e-Commerce by presenting successful cases and actual benefits realized. - To help SME move up the e-Commerce ladder by providing industry-specific knowledge and solutions, implementation guidelines and hints on using e-Commerce.
Audience	- SMEs
Theme	- Real experience and guidelines for moving up the e-Commerce ladder
Programme	- Present successful cases and experience, demonstrations on tools and solutions, new knowledge and e-Commerce market status. General information will not be useful. - Exhibitors: SMEs (success cases) and e-Commerce vendors (services & solutions).
Rundown	Half day, in the afternoon - Keynote address - Plenary Session ┌ Introduction of e-Commerce Adoption Campaign ┌ Report on the Focus Group Findings ┌ Q&A - Tea break - Panel Session ┌ 1 moderator ┌ 1 panel chairman & 4 panelists ┌ Case study 1: SME to talk about the experience on moving up the e-Commerce ladder from beginner to intermediate level. ┌ Case study 2: SME to talk about the experience on moving up the e-Commerce ladder from intermediate to advanced level. ┌ Panel discussion ┌ Q & A
Timeline, & frequency	- 1 symposium to be conducted in June 2003. After the symposium, separate industry specific sessions can be organized at the Chamber to discuss and address specific issues. - Results from focus groups show that manufacturing & trading/wholesale, transport & logistics and professional services have their own requirements. Hence there may be 3 separate sessions. The other 2 industries - travel/tourism and finance will be covered in the roadshow.
Venues	- Hotel (symposium) & HKGCC (Industry-specific sessions)

## ACRONYMS/TECHNICAL TERMS

**ASP** An application service provider (ASP) is a company that offers individuals or enterprises access over the Internet to applications and related services that would otherwise have to be located in their own personal or enterprise computers. ASP services are expected to become an important alternative, not only for smaller companies with low budgets for information technology, but also for larger companies as a form of outsourcing and for many services for individuals as well.

**CAD** An abbreviation for computer-aided design. It is the use of computers to create the geometric detail and labeling involved in product and architectural design and drafting.

**CAM** An abbreviation for computer-aided manufacturing. It is a general term for computer support for the manufacturing process.

**CSI** The United States Customs Service launched the Container Security Initiatives (CSI) in January 2002 to enhance secure of sea cargo. The CSI consists of four elements: (1) use of automated information to identify and target high-risk containers; (2) pre-screen containers identified as high-risk before they arrive at US ports; (3) use of detection technology to pre-screen high risk containers; and (4) use of smarter, tamper proof containers. Details of CSI can be found in  
<http://usinfo.state.gov/topical/pol/terror/02022505/htm>.

**Digital signature** A digital signature proves authorship of a particular message. Technically, a digital signature is derived from the content of the sender's message in combination with his private key, and can be verified by the recipient using the sender's public key. Explanations of digital signature can be found in  
[http://www.info.gov.hk/digital21/eng/ecommerce/pki/nf/ta3\\_e.html](http://www.info.gov.hk/digital21/eng/ecommerce/pki/nf/ta3_e.html).

**DMS** An abbreviation for document management system. A DMS allows an enterprise and its users to create a document or capture a hard copy in electronic form, store, edit, print, process, and otherwise manage documents in image, video, and audio, as well as in text form. DMS may be needed in enterprises that capture and store a large number of documents such as invoices, sales orders, photographs, phone interviews, or video news clips. Capture may include document imaging and optical character recognition.

**Data mining** It is the process of analyzing data to determine data relationships undiscovered by previous analyses.

**e-Cert** An abbreviation for e-Certificate, also known as digital certificate, is an electronic file issued and digitally signed by a Certification Authority (i.e. Hongkong Post), vouching for the identity of the certificate holder.

Hongkong Post e-Cert may be used for public and commercial purposes, such as secure email services, online government services, online entertainment service, online stock trading, online banking services. It is also applicable to other services such as entertainment, educational and healthcare services.

The content of e-Cert can be found in

<http://www.hongkongpost.gov.hk/product/ecert/index.html>.

**e-Commerce** e-Commerce for a business entity is defined as any business entity in possession of an Internet connection device, whether it is a computer, personal digital assistant (PDA) or mobile phone, and have Internet connection (i.e., leased line, dial up, broadband or wireless) for the use in any or all of the following business purposes: information search, internal and external communications and business transactions. Subdivided into two categories are: business to business or B2B and business to consumer or B2C.

**eMail** An abbreviation for electronic mail. It is a facility which allows network users locally and world-wide to exchange messages, including text and attachments.

**Electronic data interchange (EDI)** It is the electronic exchange of documents, such as purchase orders, quotations and invoices between companies' computer applications in a standardized form. EDI systems are primarily used by companies wanting to communicate with their suppliers.

**Electronic Transactions Ordinance** It is an Ordinance in Hong Kong to facilitate the use of electronic transactions for commercial and other purposes, to provide for matters arising from and related to such use, to enable the Postmaster General to provide the services of a certification authority and to provide for connected purposes. The content of Electronic Transactions Ordinance can be found in [www.info.gov.hk/itbb/english/it/eto.htm](http://www.info.gov.hk/itbb/english/it/eto.htm).

**Extranet** An Intranet that has been extended to include access to or from selected external organizations such as customers or suppliers, but not the general public.

**Firewall** A system designed to defend against unauthorized access to or from a private network. Firewalls can be implemented in both hardware and software, or a combination of both. Firewall cannot provide privacy or authentication, nor can they protect a network against virus.

**GPRS** The General Packet Radio Service (GPRS) is a new non-voice value added service that allows information to be sent and received across a mobile telephone network. It supplements today's Circuit Switched Data and Short Message Service. GPRS is NOT related to GPS (the Global Positioning System), a similar acronym that is often used in mobile contexts.

**GPS** Abbreviation for global positioning system. It is a satellite-based global navigation system that transmits signals for extremely accurate three-dimensional (latitude, longitude, and elevation) global navigation (position determination), and for the dissemination of precise time.

**Internet** Internet is the worldwide public computer network, which provides access to a wide range of services including the World Wide Web, email, newsgroup and file transfer.

**Intranet** An internal transmission control protocol (TCP)/Internet Protocol (IP) network used for sharing information within the corporation.

**Online payment** Online payment allows consumers to a) shop and select products/services from a web site, order and pay for products via electronic means. b) pay bills from a personal computer. Consumers view their billing information by logging onto their bank's Internet website, decide what bills to pay, and authorize payment electronically.

**Payment gateway** Software and hardware interfacing merchants and credit-card authorization networks.

**PDA** Personal digital assistant refers to a handheld computer small enough to fit inside a jacket pocket, providing computing and information storage and retrieval capabilities for personal and business use. Besides, it may function as a mobile phone, fax sender, and personal organiser. However, digital diary and electronic dictionary alone are not regarded as PDA.

**PIN** Abbreviation for personal identification number. A code or password, unique to or associated with, a specific user, and entered into a data-processing device for purposes of verifying the identity of a person requesting, e.g., a transaction or access.

**PKI** Public Key Infrastructure, or PKI, refers to the technical mechanisms, procedures and policies that collectively provide a framework for users to participate in a variety of secure Internet applications such as confidential e-mail exchange, government electronic services delivery, and legally binding business transactions. The two core elements of PKI comprise public key cryptography and certification authority. Explanations on how PKI at work can be found in

[http://www.info.gov.hk/digital21/eng/ecommerce/pki/nf/ta1\\_e.html](http://www.info.gov.hk/digital21/eng/ecommerce/pki/nf/ta1_e.html).

**SMS** SMS (Short Message Service) is a service for sending messages of up to 160 characters (224 characters if using a 5-bit mode) to mobile phones that use Global System for Mobile (GSM) communication. SMS is similar to paging. However, SMS messages do not require the mobile phone to be active and within range and will be held for a number of days until the phone is active and within range. SMS messages are transmitted within the same cell or to anyone with roaming service capability. They can also be sent to digital phones from a Web site equipped with PC Link or from one digital phone to another.

**TIC** Travel Industry Council of Hong Kong ([www. tichk.org](http://www.tichk.org)) is vested with the responsibility of monitoring outbound and inbound travel agents and protecting the interests of travellers and traders. The TIC is composed of eight Association Members, over 1,300 member agents, a Board of Directors, an Appeal Board, a number of committees and an Executive Office.

**Web page** Web page is an electronic document accessible in the Internet, which provides information in a textual, graphical or multimedia format.

**Web server** Web server is the computer program (resided in a designated computer) that provides and transmits Web pages to users in the Internet upon request. The designed computer housing the computer program is commonly called the Web server.

**Web site** Web site is a related collection of Web pages that includes a beginning page called a home page. A Web site has an address (often unique) to facilitate the users to get their intended home page.

# **e-Commerce Adoption Campaign (ECAC):**

## **Phase II: End-of-Campaign Survey Report**

Information & e-Publishing



**December 2003**

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Appendix: Tables for Symposium and Roadshow

## List of Tables for Symposium and Roadshow

### Symposium

Table No.	Question No.	Table Title
<b>Profile</b>		
S1		Frequency table of Business Nature of the Company
S2		Frequency table of Size of Company
S3		Frequency table of Type of e-Commerce User
<b>Table by Business Nature</b>		
S4	Q4	Adoption of e-Commerce Tools & Applications by Business Nature
S5	Q5	Three Most Important Elements that Encourage You to Use e-Commerce by Business Nature
S6	Q6	Expected Benefits from Using e-Commerce by Business Nature
S7	Q6	Actual Benefits Realized from Using e-Commerce by Business Nature
S8	Q7	Interested Topics in the Symposium by Business Nature
S9	Q9	Average score on the Effectiveness of the Symposium by Business Nature
S10	Q10	Response on ‘Government should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK’ by Business Nature
S11	Q11	Response on ‘Related Associations should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK’ by Business Nature
S12	Q13	Suggested Activities to Organize by Business Nature
S13	Q14	Average Score on the Arrangement of the Symposium by Business Nature
<b>Table by Size of Company</b>		
S14	Q4	Adoption of e-Commerce Tools & Applications by Size of Company
S15	Q5	Three Most Important Elements that Encourage You to Use e-Commerce by Size of Company
S16	Q6	Expected Benefits from Using e-Commerce by Size of Company
S17	Q6	Actual Benefits Realized from Using e-Commerce by Size of Company
S18	Q7	Interested Topics in the Symposium by Size of Company
S19	Q9	Average score on the Effectiveness of the Symposium by Size of Company
S20	Q10	Response on ‘Government should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK’ by Size of Company
S21	Q11	Response on ‘Related Associations should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK’ by Size of Company

Table No.	Question No.	Table Title
S22	Q13	Suggested Activities to Organize by Size of Company
S23	Q14	Average Score on the Arrangement of the Symposium by Size of Company
<b>Table by Type of User</b>		
S24	Q4	Adoption of e-Commerce Tools & Applications by Type of User
S25	Q5	Three Most Important Elements that Encourage You to Use e-Commerce by Type of User
S26	Q6	Expected Benefits from Using e-Commerce by Type of User
S27	Q6	Actual Benefits Realized from Using e-Commerce by Type of User
S28	Q7	Interested Topics in the Symposium by Type of User
S29	Q9	Average score on the Effectiveness of the Symposium by Type of User
S30	Q10	Response on 'Government should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK' by Type of User
S31	Q11	Response on 'Related Associations should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK' by Type of User
S32	Q13	Suggested Activities to Organize by Business Nature
S33	Q14	Average Score on the Arrangement of the Symposium by Business Nature

## Roadshow

Table No.	Question No.	Table Title
<b>Profile</b>		
R1		Frequency table of Age of Respondents
R2		Frequency table of Gender of Respondents
R3		Frequency table of Educational Level of Respondents
R4		Frequency table of Type of e-Commerce User
<b>Table by Age</b>		
R5	Q1	Internet & e-Commerce used at Home by Age
R6	Q2	Internet & e-Commerce used at Work by Age
R7	Q3	Exhibits that are Interested by Age
R8	Q4	Exhibits that are Considered Useful by Age
R9	Q6	Average Score on the Effectiveness of the Roadshow by Age
R10	Q7	Response on 'Government should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK' by Age
R11	Q8	Average Score on the Arrangement of the Roadshow by Age
<b>Table by Gender</b>		
R12	Q1	Internet & e-Commerce used at Home by Gender
R13	Q2	Internet & e-Commerce used at Work by Gender
R14	Q3	Exhibits that are Interested by Gender
R15	Q4	Exhibits that are Considered Useful by Gender
R16	Q6	Average level Score on the Effectiveness of the Roadshow by Gender
R17	Q7	Response on 'Government should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK' by Gender
R18	Q8	Average level Score on the Arrangement of the Roadshow by Gender

**Table by Educational Level**

R19	Q1	Internet & e-Commerce used at Home by Educational level
R20	Q2	Internet & e-Commerce used at Work by Educational level
R21	Q3	Exhibits that are Interested by Educational level
R22	Q4	Exhibits that are Considered Useful by Educational level
R23	Q6	Average level Score on the Effectiveness of the Roadshow by Educational level
R24	Q7	Response on ‘Government should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK’ by Educational level
R25	Q8	Average level Score on the Arrangement of the Roadshow by Educational level

**Table by Type of User**

R26	Q1	Internet & e-Commerce used at Home by Type of User
R27	Q2	Internet & e-Commerce used at Work by Type of User
R28	Q3	Exhibits that are Interested by Type of User
R29	Q4	Exhibits that are Considered Useful by Type of User
R30	Q6	Average level Score on the Effectiveness of the Roadshow by Type of User
R31	Q7	Response on ‘Government should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK’ by Type of User
R32	Q8	Average level Score on the Arrangement of the Roadshow by Type of User

## **EXECUTIVE SUMMARY**

### **Background and Objective**

Subsequent to Phase I of the e-Commerce Adoption Campaign (ECAC) that consists of organizing seven focus groups and compiling an e-Commerce Blueprint, the (ECAC) Organising Committee organized from September till November 2003 a territory-wide e-Commerce campaign including a Symposium for SMEs and three roadshows for the general public. The purpose of the symposium and roadshow is to raise the awareness of e-commerce and to encourage effective adoption of e-Commerce in Hong Kong.

### **Methodology**

In order to measure the awareness and effectiveness of the e-Commerce campaign, a participant feedback form was designed for the symposium and roadshow so as to determine whether the campaign has raised the participants' awareness of the issues, changed their attitude towards e-Commerce; and if the campaign were to be repeated, how it could be improved. As an incentive for participants to complete the feedback form, a souvenir was given upon completion and return of the form. At the end of the campaign, 117 feedback forms were collected from the symposium and 1,779 feedback forms were collected from the three roadshows. The forms were then sent to the Hong Kong Productivity Council for tabulation and analysis. Survey results were analysed by respondent's age, gender, educational level and e-Commerce adoption level.

### **Symposium**

#### ***Adoption of e-Commerce***

A half-day symposium for SMEs was held on 23 September at the Sheraton Hong Kong. Among the 117 persons that completed the feedback form, the majority of them are engaged in e-Commerce/IT (22%) and manufacturing (21%) activities. While most of them are from small-sized companies that employ less than ten persons (38%), an overwhelming proportion (97%) have adopted e-Commerce. Internet access (92%) and email (92%) are found to be the most common e-Commerce tools adopted.

The three most important elements that encourage participating SMEs to use e-commerce are: 'favourable e-Commerce culture', 'driven by business customers' and 'driven by major competitors'. Manufacturers are found to be somewhat different from other business sectors in that a higher percentage (61%) are 'driven by major competitors'.

Concerning the benefits realized from using e-Commerce, a higher proportion of participating companies said e-Commerce is able to help them 'build up image'. However, the largest gap is found in 'opening up the global market', with SMEs having higher expectations in this area than large companies.

### ***Ratings and Comments***

Among the topics discussed, SME e-Commerce successful stories are highly rated by participants (88%), followed by panel discussion (16%) and focus group findings (15%). Besides these topics, participants commented that they are also interested in Internet marketing, m-Commerce and Virtual Private Network. Regarding the effectiveness and usefulness of the symposium, participants rated higher in 'changed my attitude towards e-Commerce to more positive' (3.64, based on a 5-point scale) and 'enhanced my knowledge in e-Commerce' (3.53). On the whole, the average rating of the symposium is 3.84. For the symposium arrangement, the highest rating is venue (4.23), followed by logistics and facilities (3.98) and contents (3.79).

Participants were asked to give their comments and suggestions regarding the symposium. An overwhelming (98%) agreed that the Government should organize more promotional and education campaigns to raise the e-Commerce awareness in Hong Kong. To further enhance the effectiveness of the symposium, they suggested that the symposium should include more in-depth case studies to discuss the difficulties faced, problem solving tools, eSecurity and online fraud issues. In addition, there should be different symposiums for different levels of e-Commerce users. The government should also consider web broadcasting of the symposium so that more people can learn about e-Commerce, arrange more workshops, experience sharing sessions and free consulting services for SMEs and publish booklets on e-Commerce. Beside the symposium, participants commented that an 'e-Commerce information library' and 'industry-specific e-Commerce demonstration and showcase' should be organized.

### **Roadshows**

#### ***Adoption of e-Commerce***

During October and November 2003, three roadshows were held at New Town Plaza (October 11-12), Telford Plaza (October 18-19) and Olympian City (November 1-2) respectively. Exhibiting companies include Blue Cross, Chow Sang Sang, eBay, Hongkong Post, Hong Kong Ticketing, Priceline, Pricerite and YesAsia. A total of 1,779 feedback forms were collected from the roadshows. Majority of these roadshow participants are: aged between 30-39 (24%); female (51%); acquired secondary school

education (44%); and have Internet access and email usage (68%).

### ***Ratings and Comments***

Overall speaking, participants gave the roadshow an average rating of 3.59 (based on a 5-point scale). Other ratings on venue and logistics/facilities are 4.23 and 3.98 respectively. In addition, 'the roadshow is effective in raising e-Commerce awareness in Hong Kong' scored 3.64 and 'better understood the features of various e-Commerce services' scored 3.52. Among the various exhibits, HKPost eCert is the most popular followed by Pricrite and eBay. HKPost is also considered the most useful by roadshow participants. Besides the roadshow exhibits, participants indicated that they are interested in topics such as e-Security, online game, online photo finishing, online shopping, e-Investment/Financing/e-Stocking, e-Shop, e-News, e-Learning and e-Government.

A significant high proportion (97%) of the participants agreed that the Government should do more to raise the e-Commerce awareness in Hong Kong. Among them, 27% agreed that Hong Kong strongly required promotional and educational campaigns to raise e-Commerce awareness. To enhance the usefulness of the roadshow, participants suggested that:

- More exhibits should be displayed
- Make the roadshow more interactive, for example, providing interactive games
- Held more roadshows in other major shopping malls and in different locations so as to attract more people
- Extend the roadshow duration, or held similar roadshow regularly
- More promotion of the event, for example, via different channels such as the media, the web, schools and distribute posters and leaflets on e-Commerce
- Regularly provide free seminars on e-Commerce for the public
- Educate and update the public on security
- Give out more lucky draws and gifts in the roadshow so as to attract more people

## **INTRODUCTION**

This report contains the findings of the Phase II End-of-Campaign Survey of the e-Commerce Adoption Campaign (ECAC).

Phase I of the ECAC project commenced in December 2002. The purpose of the first phase is to examine the level of e-Commerce adoption of SMEs, and the difficulties, concerns, barriers, requirements on e-Commerce solution, implementation support, etc. Altogether, seven focus groups were organized and an e-Commerce Blueprint was compiled. Following phase I, the (ECAC) Organising Committee organized from September till November 2003 a territory-wide e-Commerce campaign including a Symposium for SMEs and three roadshows for the general public. The purpose of the symposium and roadshow is to raise the awareness of e-commerce and to encourage effective adoption of e-Commerce in Hong Kong

## **PHASE II: END-OF-CAMPAIGN SURVEY**

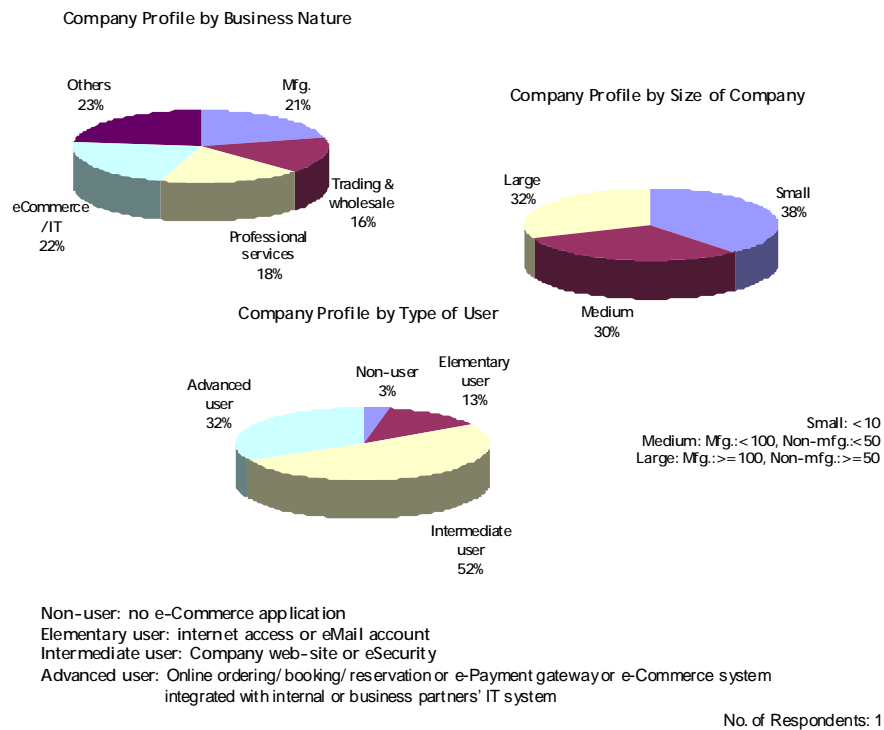
In order to measure the awareness and effectiveness of the e-Commerce campaign, a participant feedback form was designed for the symposium and roadshow so as to determine whether the campaign has raised the participants' awareness of the issues, changed their attitude towards e-Commerce; and if the campaign were to be repeated, how it could be improved. As an incentive for participants to complete the feedback form, a souvenir was given upon completion and return of the form.

Survey results were analysed by respondent's age, gender, educational level and e-Commerce adoption level. The main findings are presented in the following sections.

## ANALYSIS ON PARTICIPANTS FEEDBACK – SYMPOSIUM

### Profile of Participants

- At the end of the half-day symposium held on September 23 at Sheraton Hong Kong, some 117 persons completed and returned the participant feedback form.
- A close look at the company profile of participants indicated that a higher percentage are:

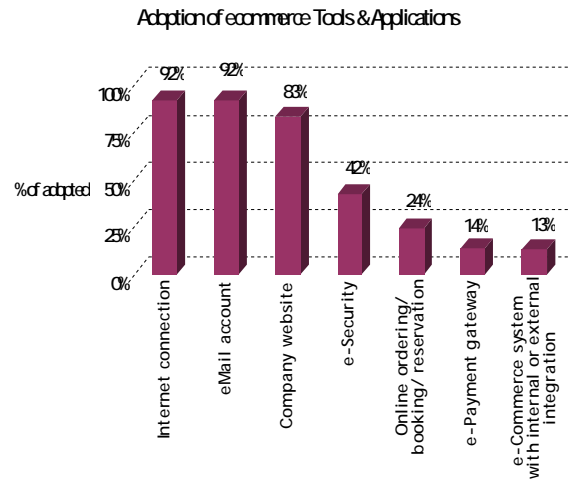
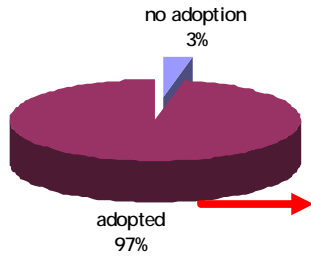


- n Small companies that employ less than ten persons (38%) (Table S2)
- n Engaged in e-Commerce/IT (22%) and manufacturing (21%) activities (Table S1)
- n Intermediate users, i.e., Internet access and email usage of e-Commerce (Table S3)

## Adoption of e-Commerce Tools and Applications

- When asked participants whether their companies have adopted any e-Commerce tools and applications, 97% are found to have adopted some e-Commerce tools. Among them, Internet access and email usage are the most common types of applications. (Table S4)

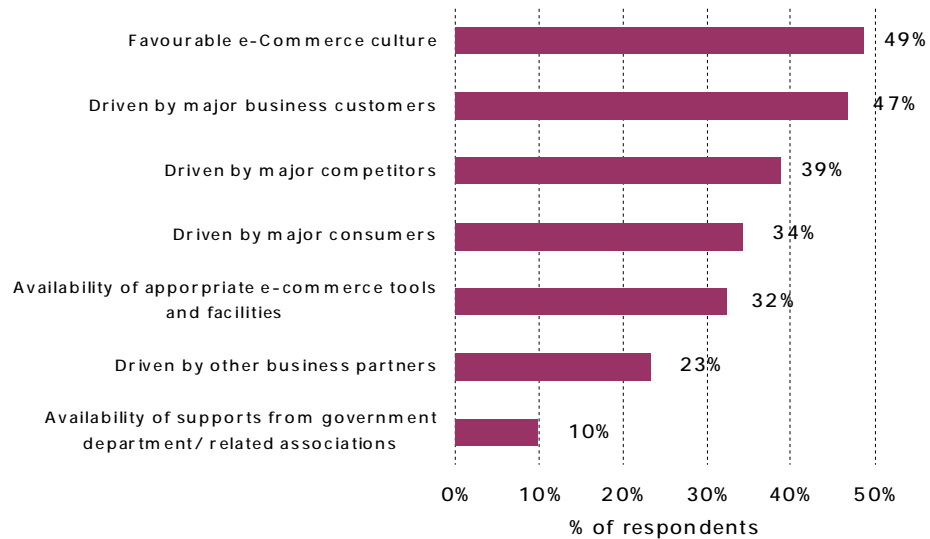
Adoption of ecommerce Tools & Applications



- Across the business sectors, e-Commerce/IT has a high e-Commerce adoption rate. The adoption rate is particularly significant in high level e-Commerce applications such as online ordering/booking/reservation (40%), e-payment gateway (24%) and e-Commerce system integrated with internal or business partner IT system (24%).

### Three Most Important Elements that Encourage Your Company to Use e-Commerce

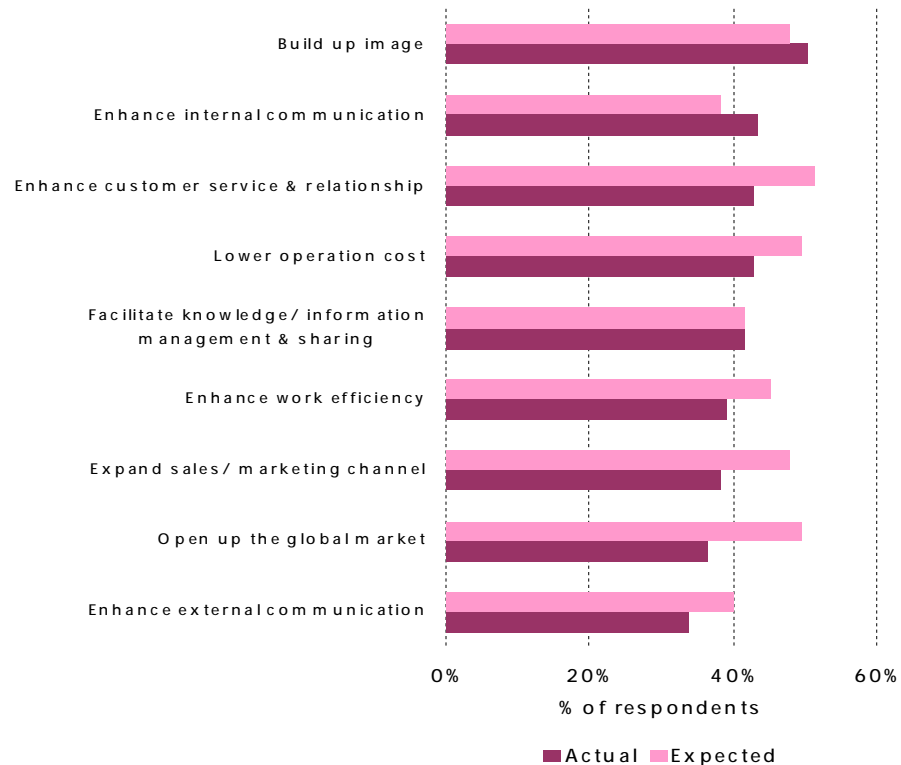
- When asked participants the three most important elements that encourage their company to use e-Commerce, majority said a 'favourable e-Commerce culture' is definitely important, followed by 'driven by major business customers' and 'driven by major competitors' (Table S5).



- Different from other sectors, a higher percentage (61%) of the responding manufacturers are 'driven by major competitors'.

## Benefits Expected and Realized from Using e-Commerce in Your Company

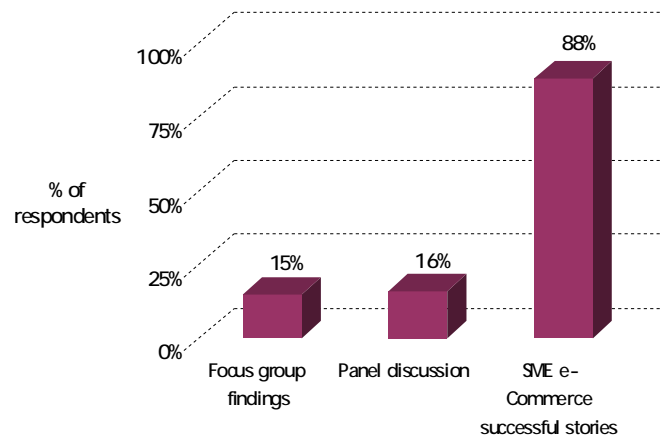
- Regarding the expected and actual benefits from using e-Commerce (Tables S6 & 7), a higher proportion of companies realized that e-commerce has enhanced their company image. However, the largest gap is found in opening up the global market.



- Across all sectors, trading and wholesale has a higher expectation on the benefits of e-Commerce. Their actual benefits realized is slightly higher than the overall average.
- Small (57%)-and medium-sized (64%) companies are found to have higher expectations in 'open up the global market' than large companies (34%) (Table S16).
- Elementary users have the highest proportion to expect all the benefits of e-commerce but the lowest proportion to realize the actual benefits (Tables S26 & 27). At the other end, advanced users have a higher percentage in realizing all the benefits of e-Commerce.

### Topics that Symposium Participants are Interested In

- When asked which topics discussed during the symposium that participants are interested in, majority (88%) are interested in SME e-Commerce successful stories (Table S8). For panel discussion and focus group findings, only 16% and some 15% of the participants are interested in these topics.

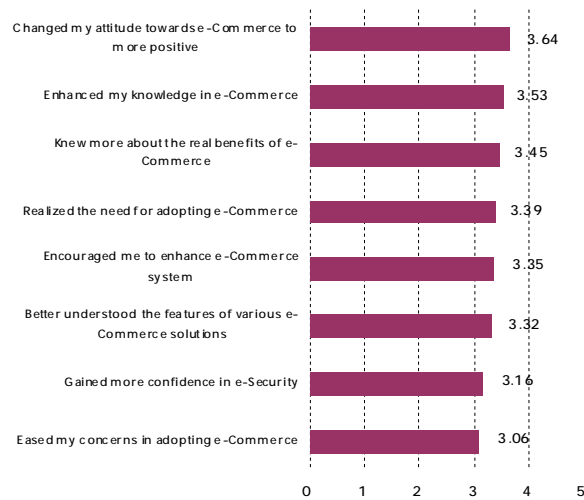


### Other Topics Not Included in the Symposium that Participants Are Interested In

- Participants were also asked what other topics they would be interested in. Their comments are: Internet marketing, m-Commerce and virtual private network (VPN).

## Comments on the Effectiveness of the Symposium

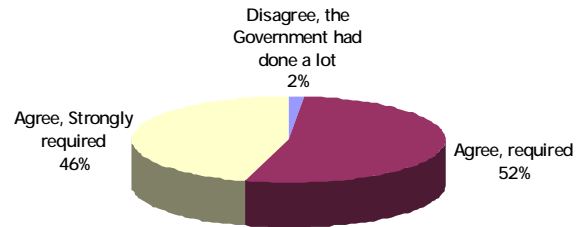
- Participants were asked to rate the effectiveness and usefulness of the symposium on a 5-point scale (Table S9). The results are:



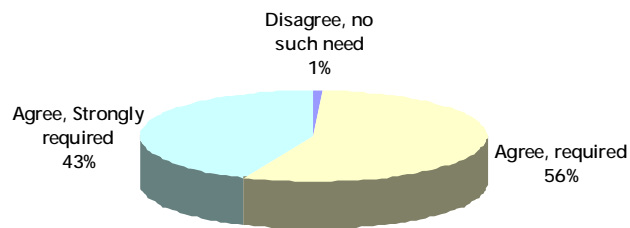
- n Changed my attitude towards e-Commerce to more positive 3.64
- n Enhanced my knowledge in e-Commerce 3.53
- n Knew more about the real benefits of e-Commerce 3.45
- n Realized the need for adopting e-Commerce 3.39
- n Encouraged me to enhance e-Commerce system 3.35
- n Better understood the features of various e-Commerce solutions 3.32
- n Gained more confidence in e-Security 3.16
- n Eased my concerns in adopting e-Commerce 3.06

## Comments on the Government and Related Associations

- Around 98% of the symposium participants agreed that the Government should organize more promotional and education campaigns to raise the e-Commerce awareness in Hong Kong (Table S10). Among them, a higher percentage of advanced users think that it should be strongly required by the Government to organize much e-Commerce campaigns.



- Regarding related associations, 99% of the participants agreed that related associations should organize more promotional and educational campaigns to raise the e-Commerce awareness in Hong Kong (Table S11).

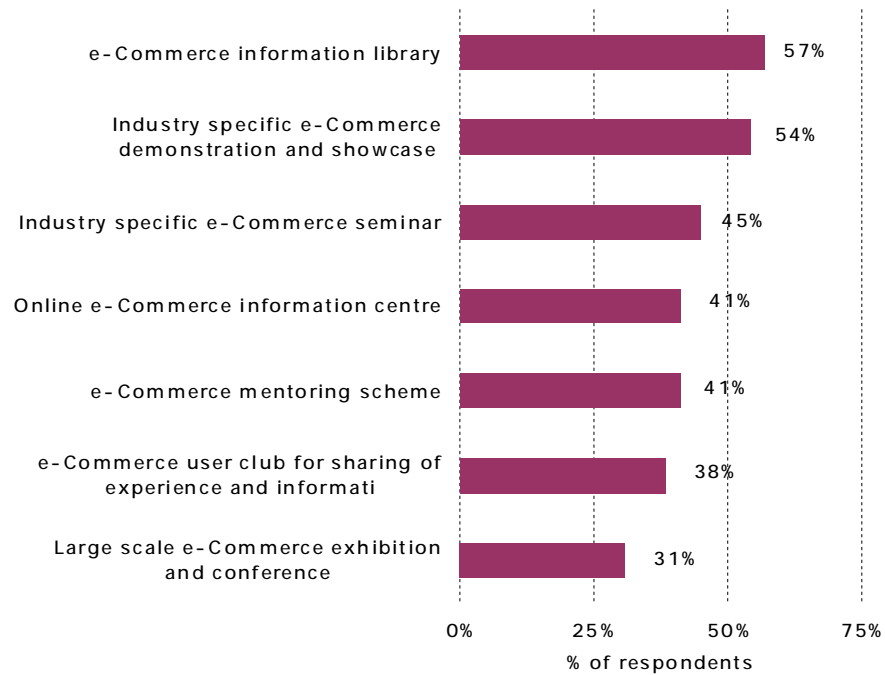


## **Suggestions to Enhance the Usefulness and Effectiveness of the Symposium**

- The suggestions from participants are summarized below:
  - n More in-depth case studies to discuss the difficulties faced, problem solving tools, developmental expenses and technical support
  - n More interactive such that participants can reflect more of the views
  - n Discussions on eSecurity and online fraud with solutions
  - n Different symposium for different levels of e-Commerce users
  - n Web broadcasting of the symposium so that more people can learn about e-Commerce
  - n Arrange more workshops, experience sharing sessions and free consulting services for SMEs
  - n Publish booklets on e-Commerce

### Comments on Other Form of Activities that Should be Organised

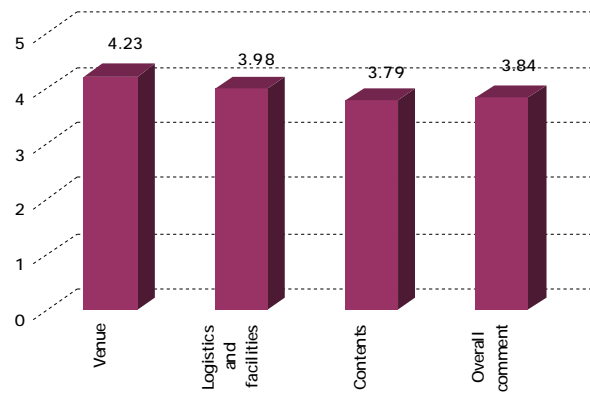
- Beside the symposium, participants were asked what other forms of activities should be organized for them to get e-Commerce information. An “e-Commerce information library” ranked the top, followed by “industry-specific e-Commerce demonstration and showcase”. (Table S12)



- For those that chose an e-Commerce information library:
  - n the majority (73%) are manufacturers
  - n a higher percentage are intermediate e-Commerce users (60%) (Table S32)

## Comments on the Arrangement of the Symposium

- At the end of the questionnaire, participants were asked to rate the arrangement of the symposium on a 5-point scale. Participants gave an overall average rating of 3.84 on the symposium (Table S13). Ratings on other areas are:



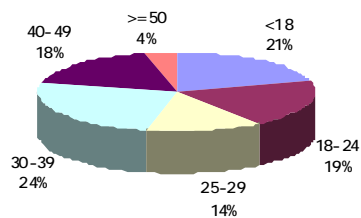
- n Venue 4.23
- n Logistics and facilities 3.98
- n Contents 3.79

## ANALYSIS ON PARTICIPANTS FEEDBACK - ROADSHOW

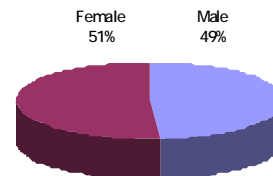
### Profile of Participants

- Three roadshows were held during October and November 2003 for the general public. The dates and venue are: October 11-12 in New Town Plaza, October 18-19 in Telford Plaza and November 1-2 in Olympian City. Exhibiting companies include Blue Cross, Chow Sang Sang, eBay, Hongkong Post, Hong Kong Ticketing, Priceline, Pricerite and YesAsia. Altogether, 1,779 feedback forms were collected in the three roadshows.
- The majority of roadshow participants are:
  - n aged between 30-39 (24%) (Table R1)
  - n female (51%) (Table R2)

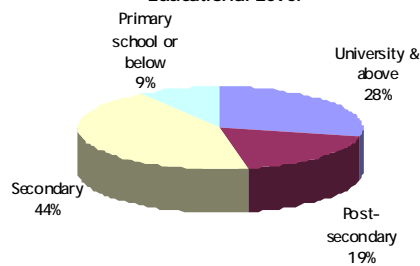
Profile of Respondent by Age



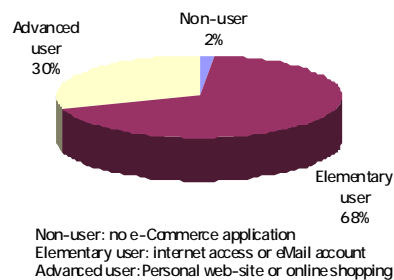
Profile of Respondent by Gender



Profile of Respondent by Educational Level



Profile of Respondent by Type of User

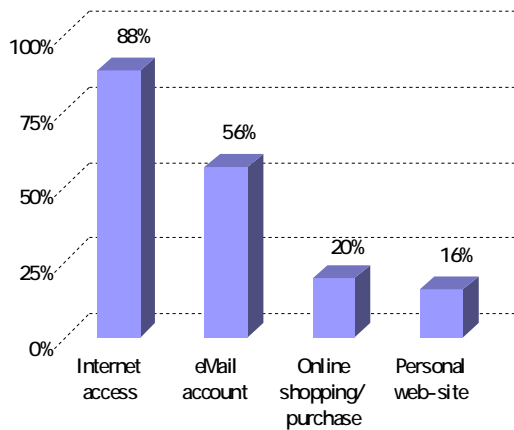


No. of Respondents: 1,779

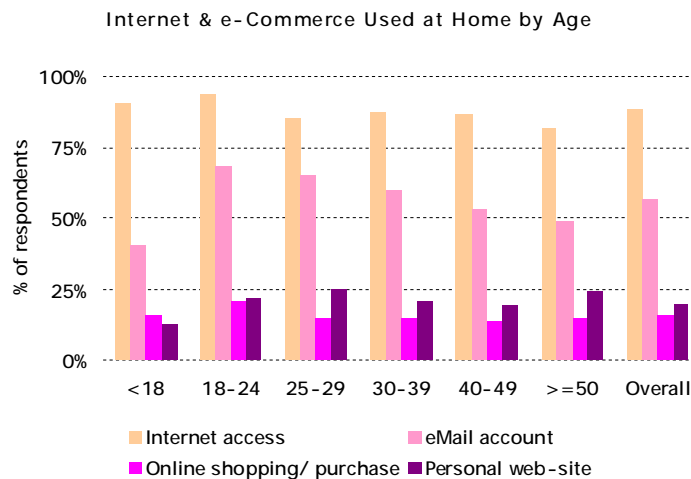
- n acquired secondary school education (44%) (Table R3)
- n elementary user (have Internet access or email account) of e-commerce (68%) (Table R4)

## Internet and e-Commerce Used at Home

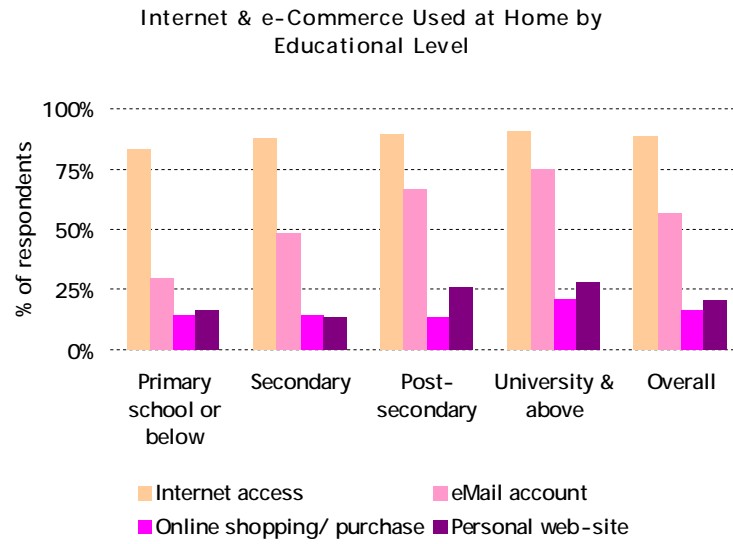
- Regarding Internet and e-Commerce used at home, an overwhelming proportion (88%) of the participants have Internet access, followed by email account (56%), online shopping/purchase (20%) and personal website (16%). (Table R5)



- Analysed by age group shows that participants aged between 18-24 have the highest usage in Internet access, email and online shopping whereas those aged between 25-29 have the highest usage in personal website. (Table R5)

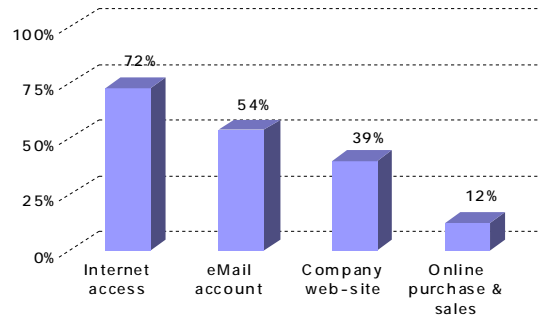


- Analysed by education level reveals that e-commerce usage increases with educational level attained. University graduates seem to have the highest e-commerce usage. (Table R19)

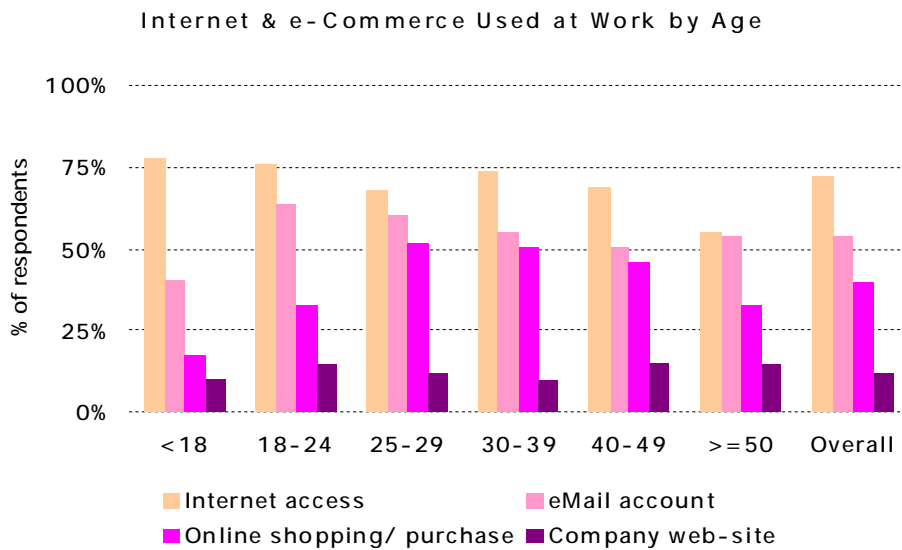


## Internet and e-Commerce Used at Work

- When asked whether participants have Internet access and e-Commerce used at work, a higher percentage (72%) have Internet access, 54% have email account, 39% have company website and 12% have online purchase and sales. (Table R6)

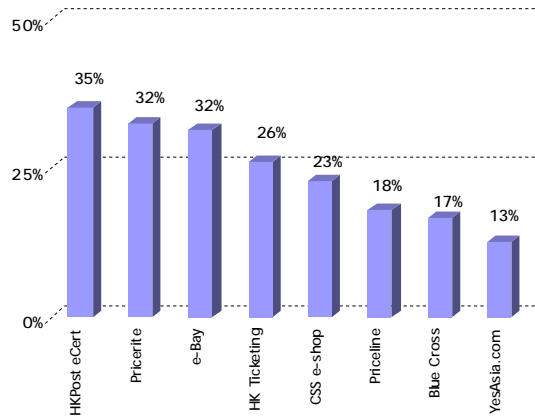


- For those at work, a higher percentage is found in the age groups of: 18-24 for email account, 25-29 for online shopping and 40-49 for company website. (Table R6)

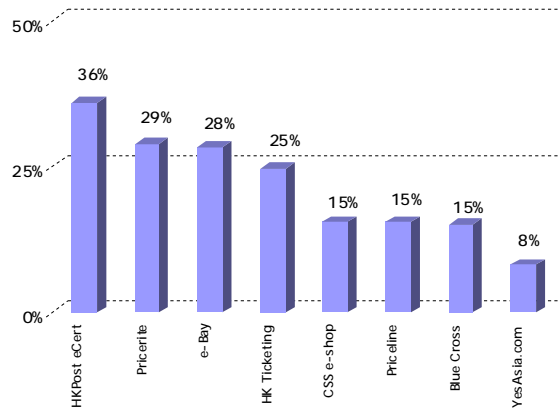


### Comments on Roadshow Exhibits

- Among the various exhibits, HKPost eCert is the most popular (35%) followed by Pricerite (32%) and eBay (32%), and HK Ticketing (26%). (Table R7)

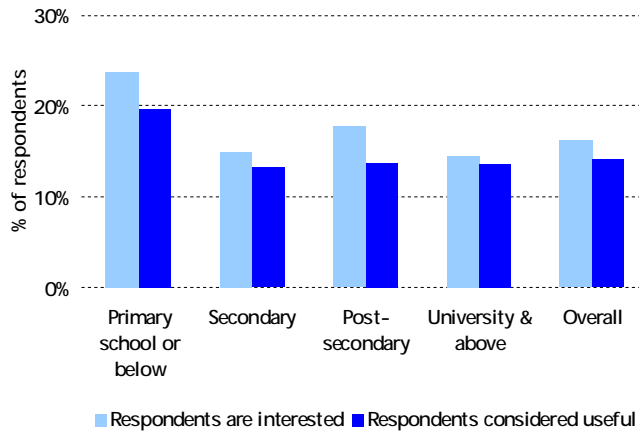


- HKPost eCert is also considered the most useful by roadshow participants. (Table R8)

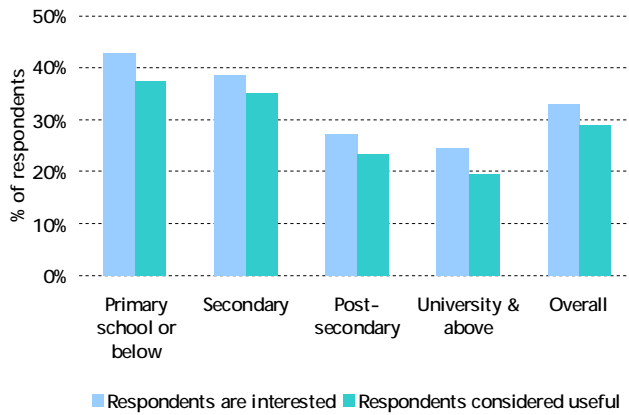


- Both Blue Cross and Pricerite have attracted more participants that have primary school education. (Tables R21& 22)

Exhibits- Blue Cross by Educational Level

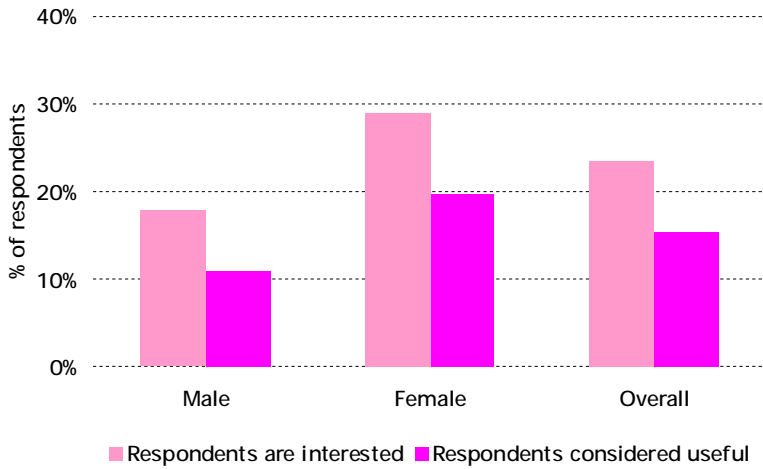


Exhibits- Pricerite by Educational Level



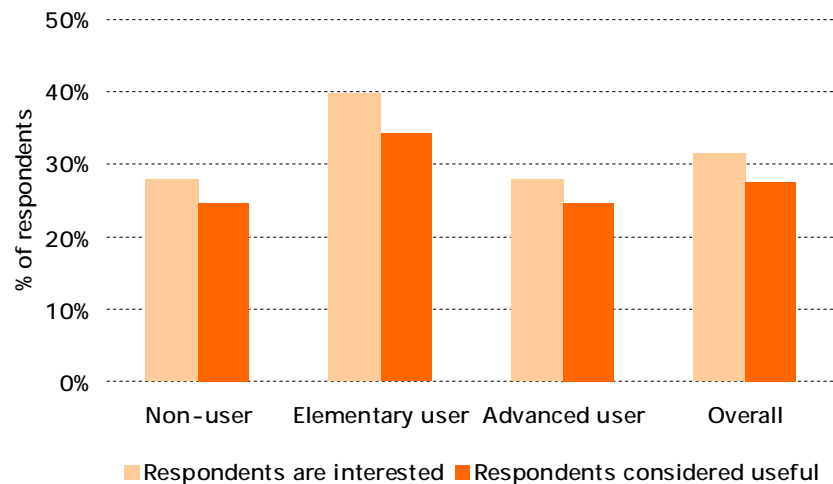
- For CSS e-Shop, it has attracted more female than male participants. (Tables R14&15)

Exhibits- CSS e-Shop by Gender



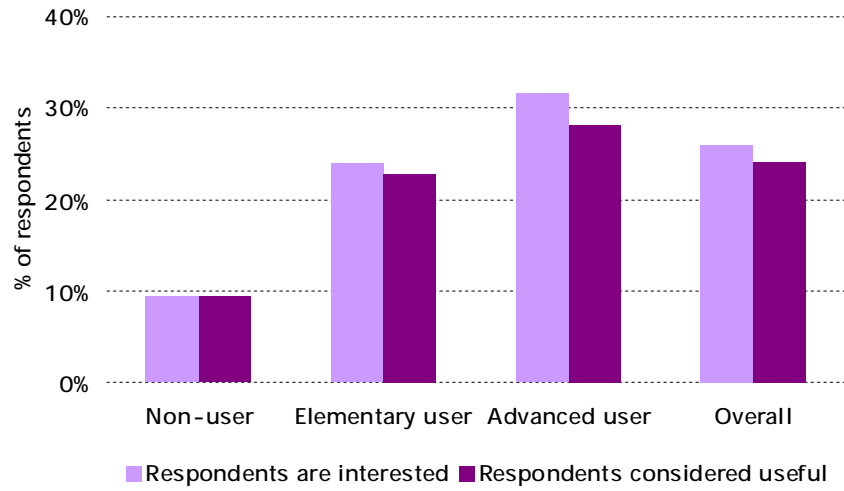
- Among those participants that are interested in eBay, majority are elementary e-commerce users, i.e., with Internet access and email experience. (Tables R28 & 29)

Exhibits- e-Bay by Type of User

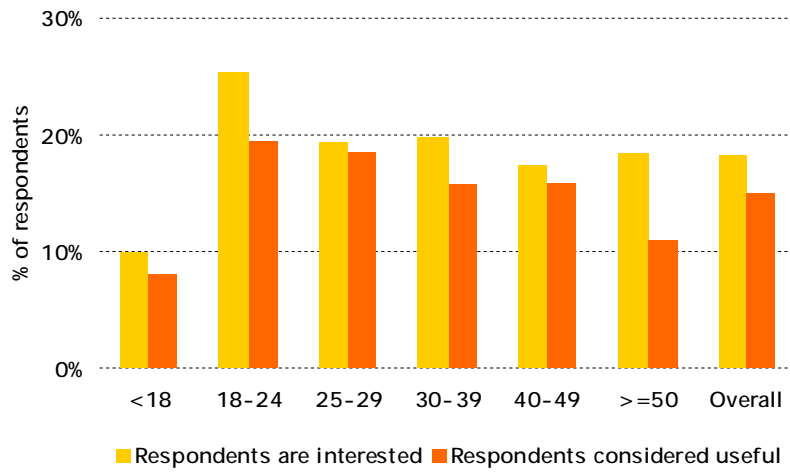


- While the interest in HK Ticketing increases with the e-Commerce user level (Tables R28 & 29), Priceline has attracted participants in nearly all age groups (Tables R7& 8).

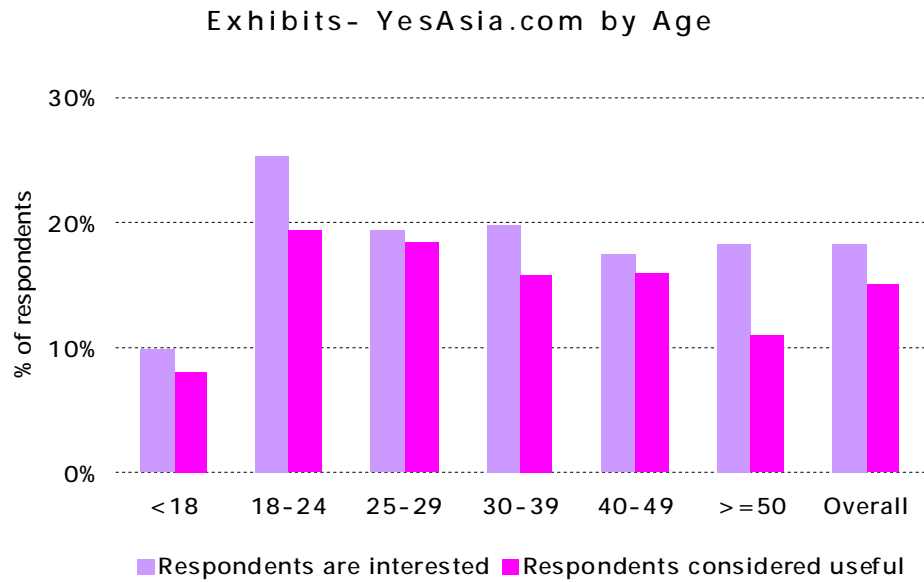
Exhibits- HK Ticketing by Type of User



Exhibits- Priceline by Age

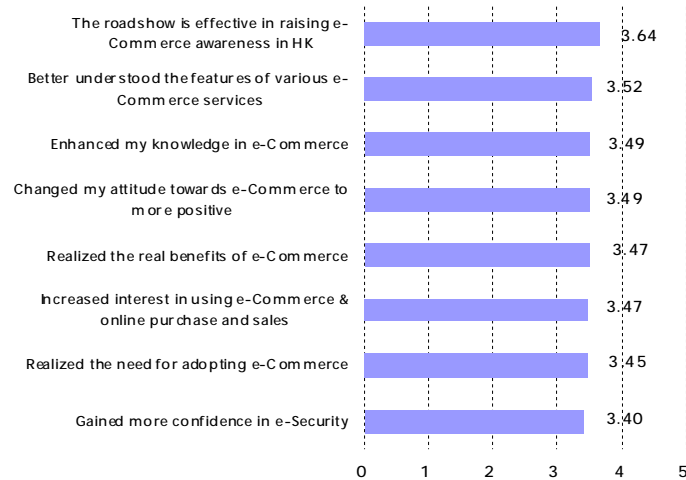


- Participants aged between 18-24 are more interested in YesAsia.com. (Tables R7& 8)



- In addition to the exhibits showed in the roadshow, participants indicated that they are interested in the following topics:
  - n e-Security and security on ePayment
  - n Online game
  - n Online photo finishing
  - n Online shopping
  - n e-Investment/Financing
  - n e-Shop
  - n e-Stocking
  - n e-News
  - n e-Learning
  - n e-Government

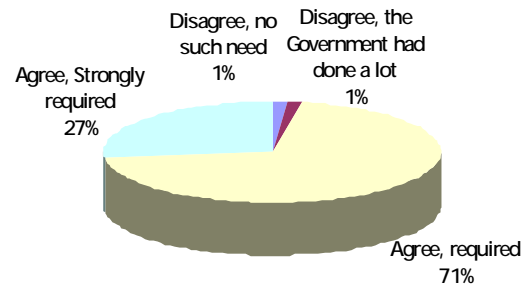
## Comments on Effectiveness of the Roadshow



- Participants were asked to rate the effectiveness of the roadshow on a 5-point scale. Their ratings, ranging from 3.40-3.64 for each of the question are as follows (Table R9):
  - n The roadshow is effective in raising e-Commerce awareness in HK (3.64)
  - n Better understood the feature of various e-Commerce service (3.52)
  - n Enhanced my knowledge in e-Commerce (3.49)
  - n Changes my attitude towards e-Commerce to more positive (3.49)
  - n Realized the real benefits of e-Commerce (3.47)
  - n Increased interest in using e-Commerce and online purchase and sales (3.47)
  - n Realized the need for adopting e-Commerce (3.45)
  - n Gained more confidence in e-Security (3.40)

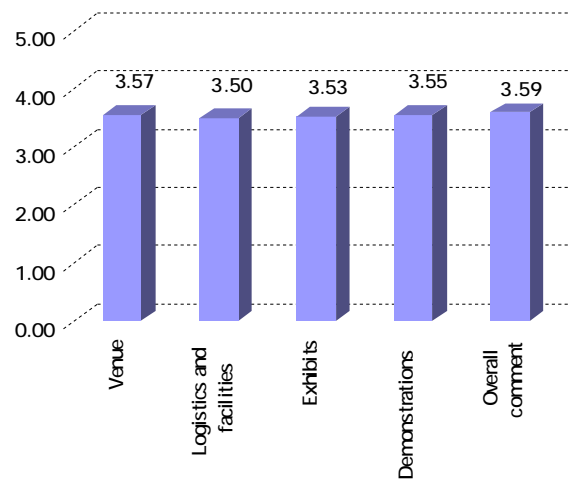
## Comments on Government and Related Associations

- A significant high proportion (97%) of the participants agreed that the Government should do more to raise the e-Commerce awareness in Hong Kong. Among them, 27% agreed that Hong Kong strongly required promotional and educational campaigns to raise e-Commerce awareness. (Table R10)



### Comments on Arrangement of the Roadshow

- Again, participants were asked to rate the overall arrangement of the roadshow on a 5-point scale. Overall speaking, the roadshow scored an average rating of 3.59.



The ratings of the arrangement are (Table R11):

- n Venue: 3.57
- n Demonstrations: 3.55
- n Exhibits 3.53
- n Logistics and facilities 3.50

### **Suggestions to Enhance the Usefulness and Effectiveness of the Roadshow**

- Towards the end of the feedback form, participants were asked to give suggestions to enhance the usefulness and effectiveness of the roadshow. They are summarized in the following:
  - n Display more exhibits
  - n Make the roadshow more interactive, for example, providing interactive games
  - n Held more roadshows in other major shopping malls and in different locations so as to attract more people
  - n Extend the roadshow duration, or held similar roadshow regularly
  - n More promotion of the event, for example, via different channels such as the media, the web, schools and distribute posters and leaflets on e-Commerce
  - n Regularly provide free seminars on e-Commerce for the public
  - n Educate and update the public on eSecurity
  - n Give out more lucky draws and gifts in the roadshow so as to attract more people

## **Appendix: Tables for Symposium and Roadshow**

## Tables for Symposium

Profile

Table S1:

### Business nature

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manufacturing	24	20.5	20.9	20.9
	Trading & wholesale	20	17.1	17.4	38.3
	Professional services	20	17.1	17.4	55.7
	eCommerce/IT	25	21.4	21.7	77.4
	Others	26	22.2	22.6	100.0
	Total	115	98.3	100.0	
Missing	0	2	1.7		
Total		117	100.0		

Table S2:

### SIZE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Small	44	37.6	39.3	39.3
	Medium	33	28.2	29.5	68.8
	Large	35	29.9	31.3	100.0
	Total	112	95.7	100.0	
Missing	.00	5	4.3		
Total		117	100.0		

Table S3:

Type of User

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary user	15	12.8	13.3	13.3
	Intermediate user	60	51.3	53.1	66.4
	Advanced user	38	32.5	33.6	100.0
	Total	113	96.6	100.0	
Missing	.00	4	3.4		
Total		117	100.0		

Table by Business Nature

Table S4

Adoption of e-commerce Tools & Applications by Business Nature

	Business nature										Total		
	Manufacturing		Trading & wholesale		Professional services		eCommerce/IT		Others		No.	%	
	No.	%	No.	%	No.	%	No.	%	No.	%			
No adoption	1	4%					1	4%			2	2%	
adopted	23	96%	20	100%	20	100%	24	96%	25	100%	112	98%	
Total	24	100%	20	100%	20	100%	25	100%	25	100%	114	100%	
Internet connection	No	1	4%	1	5%		4	16%	3	12%	9	8%	
	Yes	23	96%	19	95%	20	100%	21	84%	23	88%	106	92%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
eMail account	No	1	4%	2	10%	1	5%	3	12%	2	8%	9	8%
	Yes	23	96%	18	90%	19	95%	22	88%	24	92%	106	92%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Company website	No	3	13%	6	30%	5	25%	1	4%	4	15%	19	17%
	Yes	21	88%	14	70%	15	75%	24	96%	22	85%	96	83%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
e-Security	No	15	63%	16	80%	13	65%	13	52%	10	38%	67	58%
	Yes	9	38%	4	20%	7	35%	12	48%	16	62%	48	42%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Online ordering/ booking/ reservation	No	21	88%	15	75%	16	80%	15	60%	20	77%	87	76%
	Yes	3	13%	5	25%	4	20%	10	40%	6	23%	28	24%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
e-Payment gateway	No	20	83%	18	90%	19	95%	19	76%	23	88%	99	86%
	Yes	4	17%	2	10%	1	5%	6	24%	3	12%	16	14%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
e-commerce system integrated with internal or business partners' IT system	No	22	92%	20	100%	18	90%	19	76%	21	81%	100	87%
	Yes	2	8%			2	10%	6	24%	5	19%	15	13%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%

Table S5:

## Three Most Important Elements that Encourage You to Use e-Commerce by Business Nature

		Business nature										Total	
		Manufacturing		Trading & wholesale		Professional services		eCommerce/IT		Others		No.	%
		No.	%	No.	%	No.	%	No.	%	No.	%		
Favourable e-Commerce culture	No	16	70%	11	55%	6	30%	11	48%	13	52%	57	51%
	Yes	7	30%	9	45%	14	70%	12	52%	12	48%	54	49%
<b>Total</b>		<b>23</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>111</b>	<b>100%</b>
Driven by major business customers	No	12	52%	8	40%	13	65%	14	61%	12	48%	59	53%
	Yes	11	48%	12	60%	7	35%	9	39%	13	52%	52	47%
<b>Total</b>		<b>23</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>111</b>	<b>100%</b>
Driven by major consumers	No	17	74%	14	70%	13	65%	16	70%	13	52%	73	66%
	Yes	6	26%	6	30%	7	35%	7	30%	12	48%	38	34%
<b>Total</b>		<b>23</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>111</b>	<b>100%</b>
Driven by major competitors	No	9	39%	13	65%	17	85%	16	70%	13	52%	68	61%
	Yes	14	61%	7	35%	3	15%	7	30%	12	48%	43	39%
<b>Total</b>		<b>23</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>111</b>	<b>100%</b>
Driven by other business partners	No	16	70%	14	70%	16	80%	17	74%	22	88%	85	77%
	Yes	7	30%	6	30%	4	20%	6	26%	3	12%	26	23%
<b>Total</b>		<b>23</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>111</b>	<b>100%</b>
Availability of appropriate e-commerce tools and facilities	No	15	65%	13	65%	13	65%	15	65%	19	76%	75	68%
	Yes	8	35%	7	35%	7	35%	8	35%	6	24%	36	32%
<b>Total</b>		<b>23</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>111</b>	<b>100%</b>
Availability of supports from government department/ related associations	No	22	96%	19	95%	18	90%	18	78%	23	92%	100	90%
	Yes	1	4%	1	5%	2	10%	5	22%	2	8%	11	10%
<b>Total</b>		<b>23</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>20</b>	<b>100%</b>	<b>23</b>	<b>100%</b>	<b>25</b>	<b>100%</b>	<b>111</b>	<b>100%</b>

Table S6:

## Expected Benefits from Using e-Commerce by Business Nature

		Business nature										Total	
		Manufacturing		Trading & wholesale		Professional services		eCommerce/IT		Others		No.	%
		No.	%	No.	%	No.	%	No.	%	No.	%		
Lower operation cost	No	11	46%	9	45%	12	60%	12	48%	14	54%	58	50%
	Yes	13	54%	11	55%	8	40%	13	52%	12	46%	57	50%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Build up image	No	10	42%	11	55%	11	55%	13	52%	15	58%	60	52%
	Yes	14	58%	9	45%	9	45%	12	48%	11	42%	55	48%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Open up the global market	No	11	46%	4	20%	10	50%	16	64%	17	65%	58	50%
	Yes	13	54%	16	80%	10	50%	9	36%	9	35%	57	50%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Expand sales/ marketing channel	No	13	54%	5	25%	13	65%	11	44%	18	69%	60	52%
	Yes	11	46%	15	75%	7	35%	14	56%	8	31%	55	48%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Enhance customer service & relationship	No	11	46%	6	30%	12	60%	12	48%	15	58%	56	49%
	Yes	13	54%	14	70%	8	40%	13	52%	11	42%	59	51%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Enhance work efficiency	No	11	46%	10	50%	14	70%	13	52%	15	58%	63	55%
	Yes	13	54%	10	50%	6	30%	12	48%	11	42%	52	45%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Enhance internal communication	No	16	67%	7	35%	17	85%	13	52%	18	69%	71	62%
	Yes	8	33%	13	65%	3	15%	12	48%	8	31%	44	38%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Enhance external communication	No	16	67%	9	45%	13	65%	13	52%	18	69%	69	60%
	Yes	8	33%	11	55%	7	35%	12	48%	8	31%	46	40%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Facilitate knowledge/ information management & sharing	No	16	67%	8	40%	16	80%	11	44%	16	62%	67	58%
	Yes	8	33%	12	60%	4	20%	14	56%	10	38%	48	42%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%

Table S7:

## Actual Benefits Realized from Using e-Commerce by Business Nature

		Business nature										Total	
		Manufacturing		Trading & wholesale		Professional services		eCommerce/IT		Others		No.	%
		No.	%	No.	%	No.	%	No.	%	No.	%		
Lower operation cost	No	13	54%	11	55%	14	70%	10	40%	18	69%	66	57%
	Yes	11	46%	9	45%	6	30%	15	60%	8	31%	49	43%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Build up image	No	15	63%	8	40%	9	45%	11	44%	14	54%	57	50%
	Yes	9	38%	12	60%	11	55%	14	56%	12	46%	58	50%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Open up the global market	No	15	63%	12	60%	13	65%	15	60%	18	69%	73	63%
	Yes	9	38%	8	40%	7	35%	10	40%	8	31%	42	37%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Expand sales/ marketing channel	No	15	63%	11	55%	12	60%	15	60%	18	69%	71	62%
	Yes	9	38%	9	45%	8	40%	10	40%	8	31%	44	38%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Enhance customer service & relationship	No	15	63%	12	60%	8	40%	12	48%	19	73%	66	57%
	Yes	9	38%	8	40%	12	60%	13	52%	7	27%	49	43%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Enhance work efficiency	No	15	63%	11	55%	11	55%	17	68%	16	62%	70	61%
	Yes	9	38%	9	45%	9	45%	8	32%	10	38%	45	39%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Enhance internal communication	No	13	54%	13	65%	12	60%	15	60%	12	46%	65	57%
	Yes	11	46%	7	35%	8	40%	10	40%	14	54%	50	43%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Enhance external communication	No	13	54%	13	65%	15	75%	15	60%	20	77%	76	66%
	Yes	11	46%	7	35%	5	25%	10	40%	6	23%	39	34%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%
Facilitate knowledge/ information managemnet & sharing	No	12	50%	14	70%	9	45%	16	64%	16	62%	67	58%
	Yes	12	50%	6	30%	11	55%	9	36%	10	38%	48	42%
Total		24	100%	20	100%	20	100%	25	100%	26	100%	115	100%

Table S8:

Interested Topics in the Symposium by Business Nature

		Focus group findings		Panel discussion		SME e-Commerce successful stories		Total	
		No.	%	No.	%	No.	%	No.	%
Business nature	Manufacturing	4	17%	2	9%	19	83%	23	100%
	Trading & wholesale	2	10%	3	15%	18	90%	20	100%
	Professional services	1	6%	3	18%	16	94%	17	100%
	eCommerce/IT	4	17%	3	13%	20	83%	24	100%
	Others	5	22%	6	26%	21	91%	23	100%
Total		16	15%	17	16%	94	88%	107	100%

Table S9:

Average Score on the Effectiveness of the Symposium by Business Nature

Mean

Business nature	Enhanced my knowledge in e-Commerce	Changed my attitude towards e-Commerce to more positive	Gained more confidence in e-Security	Knew more about the real benefits of e-Commerce	Better understood the features of various e-Commerce solutions	Realized the need for adopting e-Commerce	Eased my concerns in adopting e-Commerce	Encouraged me to enhance e-Commerce system
Manufacturing	3.29	3.50	3.17	3.33	2.92	3.29	2.96	3.38
Trading & wholesale	3.65	3.75	3.10	3.40	3.55	3.55	3.20	3.75
Professional services	3.65	3.60	3.35	3.40	3.35	3.30	3.15	3.50
eCommerce/IT	3.48	3.72	3.16	3.52	3.52	3.48	3.12	3.24
Others	3.62	3.65	3.04	3.58	3.31	3.35	2.92	3.00
Total	3.53	3.64	3.16	3.45	3.32	3.39	3.06	3.35

Table S10:

Response on 'Government should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK by Business Nature'

		Response to 'Government should organize more promotional and educational campaigns to raise e-Commerce awareness in HK'						Total	
		Disagree, the Government had already done a lot		Agree, required		Agree, Strongly required		No.	%
		No.	%	No.	%	No.	%		
Business nature	Manufacturing			15	63%	9	38%	24	100%
	Trading & wholesale			8	44%	10	56%	18	100%
	Professional services			12	60%	8	40%	20	100%
	eCommerce/IT	2	8%	13	54%	9	38%	24	100%
	Others			11	42%	15	58%	26	100%
Total		2	2%	59	52%	51	46%	112	100%

Table S11:

Response on 'Related Associations should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK by Business Nature'

		Response to 'Related associations should organize more promotional and educational campaigns to raise e-Commerce awareness in HK'						Total	
		Disagree, no such need		Agree, required		Agree, Strongly required		No.	%
		No.	%	No.	%	No.	%		
Business nature	Manufacturing			15	63%	9	38%	24	100%
	Trading & wholesale			10	50%	10	50%	20	100%
	Professional services			13	65%	7	35%	20	100%
	eCommerce/IT			14	58%	10	42%	24	100%
	Others	1	4%	11	44%	13	52%	25	100%
Total		1	1%	63	56%	49	43%	113	100%

Table S12:

## Suggested Activities To Organise by Business Nature

	Business nature										Total	
	Manufacturing		Trading & wholesale		Professional services		eCommerce/IT		Others		No.	%
	No.	%	No.	%	No.	%	No.	%	No.	%		
Industry specific e-Commerce seminar	16	73%	5	26%	8	42%	7	29%	12	52%	48	45%
Industry specific e-Commerce demonstration and showcase	12	55%	9	47%	10	53%	10	42%	17	74%	58	54%
e-Commerce user club for sharing of experience and informati	6	27%	10	53%	6	32%	11	46%	8	35%	41	38%
Large scale e-Commerce exhibition and conference	7	32%	5	26%	7	37%	5	21%	9	39%	33	31%
e-Commerce mentoring scheme	10	45%	7	37%	6	32%	10	42%	11	48%	44	41%
e-Commerce information library	14	64%	13	68%	6	32%	14	58%	14	61%	61	57%
Online e-Commerce information centre	10	45%	10	53%	4	21%	10	42%	10	43%	44	41%
Total	22	100%	19	100%	19	100%	24	100%	23	100%	107	100%

Table S13:

## Average Score on the Arrangement of the Symposium by Business Nature

Mean

Business nature	Venue	Logistics and facilities	Contents	Overall comment
Manufacturing	4.38	3.96	3.75	3.88
Trading & wholesale	4.20	3.95	3.75	3.60
Professional services	4.05	3.90	3.60	3.75
eCommerce/IT	4.32	4.08	4.08	4.08
Others	4.19	4.00	3.73	3.85
Total	4.23	3.98	3.79	3.84

Table by Size of Company

Table S14:

Adoption of e-commerce Tools &amp; Applications by Size of Company

		Small		Medium		Large		Total	
		No.	%	No.	%	No.	%	No.	%
No adoption						2	6%	2	2%
adopted		44	100%	33	100%	32	94%	109	98%
Total		44	100%	33	100%	34	100%	111	100%
Internet connection	No	3	7%	1	3%	5	14%	9	8%
	Yes	41	93%	32	97%	30	86%	103	92%
Total		44	100%	33	100%	35	100%	112	100%
eMail account	No	4	9%	1	3%	4	11%	9	8%
	Yes	40	91%	32	97%	31	89%	103	92%
Total		44	100%	33	100%	35	100%	112	100%
Company website	No	12	27%	3	9%	4	11%	19	17%
	Yes	32	73%	30	91%	31	89%	93	83%
Total		44	100%	33	100%	35	100%	112	100%
e-Security	No	34	77%	21	64%	9	26%	64	57%
	Yes	10	23%	12	36%	26	74%	48	43%
Total		44	100%	33	100%	35	100%	112	100%
Online ordering/ booking/ reservation	No	34	77%	26	79%	24	69%	84	75%
	Yes	10	23%	7	21%	11	31%	28	25%
Total		44	100%	33	100%	35	100%	112	100%
e-Payment gateway	No	38	86%	31	94%	27	77%	96	86%
	Yes	6	14%	2	6%	8	23%	16	14%
Total		44	100%	33	100%	35	100%	112	100%
e-commerce system integrated with internal or business partners' IT system	No	40	91%	30	91%	27	77%	97	87%
	Yes	4	9%	3	9%	8	23%	15	13%
Total		44	100%	33	100%	35	100%	112	100%

Table S15:

## Three Most Important Elements that Encourage You to Use e-Commerce by Size of Company

		Small		Medium		Large		Total	
		No.	%	No.	%	No.	%	No.	%
Favourable e-Commerce culture	No	15	35%	21	64%	20	63%	56	52%
	Yes	28	65%	12	36%	12	38%	52	48%
Total		43	100%	33	100%	32	100%	108	100%
Driven by major business customers	No	24	56%	17	52%	18	56%	59	55%
	Yes	19	44%	16	48%	14	44%	49	45%
Total		43	100%	33	100%	32	100%	108	100%
Driven by major consumers	No	33	77%	21	64%	16	50%	70	65%
	Yes	10	23%	12	36%	16	50%	38	35%
Total		43	100%	33	100%	32	100%	108	100%
Driven by major competitors	No	30	70%	18	55%	19	59%	67	62%
	Yes	13	30%	15	45%	13	41%	41	38%
Total		43	100%	33	100%	32	100%	108	100%
Driven by other business partners	No	35	81%	23	70%	26	81%	84	78%
	Yes	8	19%	10	30%	6	19%	24	22%
Total		43	100%	33	100%	32	100%	108	100%
Availability of appropriate e-commerce tools and facilities	No	24	56%	21	64%	27	84%	72	67%
	Yes	19	44%	12	36%	5	16%	36	33%
Total		43	100%	33	100%	32	100%	108	100%
Availability of supports from government department/ related associations	No	40	93%	31	94%	27	84%	98	91%
	Yes	3	7%	2	6%	5	16%	10	9%
Total		43	100%	33	100%	32	100%	108	100%

Table S16:

## Expected Benefits from Using e-Commerce by Size of Company

		Small		Medium		Large		Total	
		No.	%	No.	%	No.	%	No.	%
Lower operation cost	No	24	55%	14	42%	17	49%	55	49%
	Yes	20	45%	19	58%	18	51%	57	51%
Total		44	100%	33	100%	35	100%	112	100%
Build up image	No	20	45%	17	52%	20	57%	57	51%
	Yes	24	55%	16	48%	15	43%	55	49%
Total		44	100%	33	100%	35	100%	112	100%
Open up the global market	No	19	43%	12	36%	23	66%	54	48%
	Yes	25	57%	21	64%	12	34%	58	52%
Total		44	100%	33	100%	35	100%	112	100%
Expand sales/ marketing channel	No	22	50%	15	45%	20	57%	57	51%
	Yes	22	50%	18	55%	15	43%	55	49%
Total		44	100%	33	100%	35	100%	112	100%
Enhance customer service & relationship	No	19	43%	19	58%	16	46%	54	48%
	Yes	25	57%	14	42%	19	54%	58	52%
Total		44	100%	33	100%	35	100%	112	100%
Enhance work efficiency	No	25	57%	17	52%	18	51%	60	54%
	Yes	19	43%	16	48%	17	49%	52	46%
Total		44	100%	33	100%	35	100%	112	100%
Enhance internal communication	No	29	66%	20	61%	21	60%	70	63%
	Yes	15	34%	13	39%	14	40%	42	38%
Total		44	100%	33	100%	35	100%	112	100%
Enhance external communication	No	26	59%	19	58%	22	63%	67	60%
	Yes	18	41%	14	42%	13	37%	45	40%
Total		44	100%	33	100%	35	100%	112	100%
Facilitate knowledge/ information management & sharing	No	28	64%	18	55%	20	57%	66	59%
	Yes	16	36%	15	45%	15	43%	46	41%
Total		44	100%	33	100%	35	100%	112	100%

Table S17:

## Actual Benefits Realized from Using e-Commerce by Size of Company

		Small		Medium		Large		Total	
		No.	%	No.	%	No.	%	No.	%
Lower operation cost	No	25	57%	22	67%	19	54%	66	59%
	Yes	19	43%	11	33%	16	46%	46	41%
Total		44	100%	33	100%	35	100%	112	100%
Build up image	No	25	57%	20	61%	12	34%	57	51%
	Yes	19	43%	13	39%	23	66%	55	49%
Total		44	100%	33	100%	35	100%	112	100%
Open up the global market	No	29	66%	24	73%	20	57%	73	65%
	Yes	15	34%	9	27%	15	43%	39	35%
Total		44	100%	33	100%	35	100%	112	100%
Expand sales/ marketing channel	No	28	64%	23	70%	20	57%	71	63%
	Yes	16	36%	10	30%	15	43%	41	37%
Total		44	100%	33	100%	35	100%	112	100%
Enhance customer service & relationship	No	28	64%	18	55%	19	54%	65	58%
	Yes	16	36%	15	45%	16	46%	47	42%
Total		44	100%	33	100%	35	100%	112	100%
Enhance work efficiency	No	32	73%	19	58%	19	54%	70	63%
	Yes	12	27%	14	42%	16	46%	42	38%
Total		44	100%	33	100%	35	100%	112	100%
Enhance internal communication	No	29	66%	22	67%	12	34%	63	56%
	Yes	15	34%	11	33%	23	66%	49	44%
Total		44	100%	33	100%	35	100%	112	100%
Enhance external communication	No	29	66%	25	76%	20	57%	74	66%
	Yes	15	34%	8	24%	15	43%	38	34%
Total		44	100%	33	100%	35	100%	112	100%
Facilitate knowledge/ information managemnet & sharing	No	29	66%	21	64%	15	43%	65	58%
	Yes	15	34%	12	36%	20	57%	47	42%
Total		44	100%	33	100%	35	100%	112	100%

Table S18:

## Interested Topics in the Symposium by Size of Company

	Focus group findings		Panel discussion		SME e-Commerce successful stories		Total	
	No.	%	No.	%	No.	%	No.	%
Small	5	12%	8	20%	36	88%	41	100%
Medium	4	13%	4	13%	27	84%	32	100%
Large	6	19%	5	16%	29	91%	32	100%
Total	15	14%	17	16%	92	88%	105	100%

Table S19:

## Average Score on the Effectiveness of the Symposium by Size of Company

Mean

SIZE	Enhanced my knowledge in e-Commerce	Changed my attitude towards e-Commerce to more positive	Gained more confidence in e-Security	Knew more about the real benefits of e-Commerce	Better understood the features of various e-Commerce solutions	Realized the need for adopting e-Commerce	Eased my concerns in adopting e-Commerce	Encouraged me to enhance e-Commerce system
Small	3.66	3.77	3.32	3.50	3.57	3.55	3.25	3.61
Medium	3.45	3.42	3.00	3.30	3.09	3.33	2.91	3.21
Large	3.46	3.71	3.11	3.51	3.34	3.34	3.06	3.26
Total	3.54	3.65	3.16	3.45	3.36	3.42	3.09	3.38

Table S20:

Response on 'Government should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK by Size of Company'

	Response to 'Government should organize more promotional and educational campaigns to raise e-Commerce awareness in HK'						Total	
	Disagree, the Government had already done a lot		Agree, required		Agree, Strongly required		No.	%
	No.	%	No.	%	No.	%		
Small			21	49%	22	51%	43	100%
Medium			19	61%	12	39%	31	100%
Large	2	6%	16	47%	16	47%	34	100%
Total	2	2%	56	52%	50	46%	108	100%

Table S21:

Response on 'Related Associations should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK by Size of Company'

	Response to 'Related associations should organize more promotional and educational campaigns to raise e-Commerce awareness in HK'						Total	
	Disagree, no such need		Agree, required		Agree, Strongly required		No.	%
	No.	%	No.	%	No.	%		
Small			21	49%	22	51%	43	100%
Medium	1	3%	20	63%	11	34%	32	100%
Large			19	56%	15	44%	34	100%
Total	1	1%	60	55%	48	44%	109	100%

Table S22:

## Suggested Activities To Organise by Size of Company

	Small		Medium		Large		Total	
	No.	%	No.	%	No.	%	No.	%
Industry specific e-Commerce seminar	16	38%	14	50%	17	52%	47	46%
Industry specific e-Commerce demonstration and showcase	24	57%	15	54%	17	52%	56	54%
e-Commerce user club for sharing of experience and informati	16	38%	8	29%	15	45%	39	38%
Large scale e-Commerce exhibition and conference	15	36%	8	29%	9	27%	32	31%
e-Commerce mentoring scheme	16	38%	11	39%	16	48%	43	42%
e-Commerce information library	27	64%	16	57%	16	48%	59	57%
Online e-Commerce information centre	13	31%	11	39%	19	58%	43	42%
Total	42	100%	28	100%	33	100%	103	100%

Table S23:

## Average Score on the Arrangement of the Symposium by Size of Company

Mean

SIZE	Venue	Logistics and facilities	Contents	Overall comment
Small	4.48	4.20	3.89	3.93
Medium	3.97	3.70	3.61	3.70
Large	4.26	4.09	3.89	3.91
Total	4.26	4.02	3.80	3.86

Table by User Type

Table S24:

## Adoption of e-commerce Tools &amp; Applications by Type of User

		Type of User						Total	
		Elementary user		Intermediate user		Advanced user		No.	%
		No.	%	No.	%	No.	%		
adopted		15	100%	60	100%	38	100%	113	100%
Total		15	100%	60	100%	38	100%	113	100%
Internet connection	No	1	7%	5	8%	1	3%	7	6%
	Yes	14	93%	55	92%	37	97%	106	94%
Total		15	100%	60	100%	38	100%	113	100%
eMail account	No	2	13%	2	3%	2	5%	6	5%
	Yes	13	87%	58	97%	36	95%	107	95%
Total		15	100%	60	100%	38	100%	113	100%
Company website	No	15	100%	1	2%	1	3%	17	15%
	Yes			59	98%	37	97%	96	85%
Total		15	100%	60	100%	38	100%	113	100%
e-Security	No	15	100%	36	60%	14	37%	65	58%
	Yes			24	40%	24	63%	48	42%
Total		15	100%	60	100%	38	100%	113	100%
Online ordering/ booking/ reservation	No	15	100%	60	100%	10	26%	85	75%
	Yes					28	74%	28	25%
Total		15	100%	60	100%	38	100%	113	100%
e-Payment gateway	No	15	100%	60	100%	22	58%	97	86%
	Yes					16	42%	16	14%
Total		15	100%	60	100%	38	100%	113	100%
e-commerce system integrated with internal or business partners' IT system	No	15	100%	60	100%	23	61%	98	87%
	Yes					15	39%	15	13%
Total		15	100%	60	100%	38	100%	113	100%

Table S25:

## Three Most Important Elements that Encourage You to Use e-Commerce by Type of User

		Type of User						Total	
		Elementary user		Intermediate user		Advanced user		No.	%
		No.	%	No.	%	No.	%		
Favourable e-Commerce culture	No	6	40%	30	53%	20	53%	56	51%
	Yes	9	60%	27	47%	18	47%	54	49%
Total		15	100%	57	100%	38	100%	110	100%
Driven by major business customers	No	8	53%	28	49%	22	58%	58	53%
	Yes	7	47%	29	51%	16	42%	52	47%
Total		15	100%	57	100%	38	100%	110	100%
Driven by major consumers	No	11	73%	36	63%	25	66%	72	65%
	Yes	4	27%	21	37%	13	34%	38	35%
Total		15	100%	57	100%	38	100%	110	100%
Driven by major competitors	No	11	73%	30	53%	26	68%	67	61%
	Yes	4	27%	27	47%	12	32%	43	39%
Total		15	100%	57	100%	38	100%	110	100%
Driven by other business partners	No	11	73%	42	74%	31	82%	84	76%
	Yes	4	27%	15	26%	7	18%	26	24%
Total		15	100%	57	100%	38	100%	110	100%
Availability of appropriate e-commerce tools and facilities	No	12	80%	40	70%	23	61%	75	68%
	Yes	3	20%	17	30%	15	39%	35	32%
Total		15	100%	57	100%	38	100%	110	100%
Availability of supports from government department/ related associations	No	13	87%	52	91%	34	89%	99	90%
	Yes	2	13%	5	9%	4	11%	11	10%
Total		15	100%	57	100%	38	100%	110	100%

Table S26:

## Expected Benefits from Using e-Commerce by Type of User

		Type of User						Total	
		Elementary user		Intermediate user		Advanced user		No.	%
		No.	%	No.	%	No.	%		
Lower operation cost	No	4	27%	28	47%	23	61%	55	49%
	Yes	11	73%	32	53%	15	39%	58	51%
Total		15	100%	60	100%	38	100%	113	100%
Build up image	No	6	40%	30	50%	22	58%	58	51%
	Yes	9	60%	30	50%	16	42%	55	49%
Total		15	100%	60	100%	38	100%	113	100%
Open up the global market	No	3	20%	29	48%	23	61%	55	49%
	Yes	12	80%	31	52%	15	39%	58	51%
Total		15	100%	60	100%	38	100%	113	100%
Expand sales/ marketing channel	No	7	47%	32	53%	19	50%	58	51%
	Yes	8	53%	28	47%	19	50%	55	49%
Total		15	100%	60	100%	38	100%	113	100%
Enhance customer service & relationship	No	6	40%	26	43%	22	58%	54	48%
	Yes	9	60%	34	57%	16	42%	59	52%
Total		15	100%	60	100%	38	100%	113	100%
Enhance work efficiency	No	7	47%	35	58%	19	50%	61	54%
	Yes	8	53%	25	42%	19	50%	52	46%
Total		15	100%	60	100%	38	100%	113	100%
Enhance internal communication	No	7	47%	39	65%	23	61%	69	61%
	Yes	8	53%	21	35%	15	39%	44	39%
Total		15	100%	60	100%	38	100%	113	100%
Enhance external communication	No	7	47%	34	57%	26	68%	67	59%
	Yes	8	53%	26	43%	12	32%	46	41%
Total		15	100%	60	100%	38	100%	113	100%
Facilitate knowledge/ information management & sharing	No	7	47%	33	55%	25	66%	65	58%
	Yes	8	53%	27	45%	13	34%	48	42%
Total		15	100%	60	100%	38	100%	113	100%

Table S27:

## Actual Benefits Realized from Using e-Commerce by Type of User

		Type of User						Total	
		Elementary user		Intermediate user		Advanced user		No.	%
		No.	%	No.	%	No.	%		
Lower operation cost	No	12	80%	32	53%	21	55%	65	58%
	Yes	3	20%	28	47%	17	45%	48	42%
Total		15	100%	60	100%	38	100%	113	100%
Build up image	No	8	53%	31	52%	17	45%	56	50%
	Yes	7	47%	29	48%	21	55%	57	50%
Total		15	100%	60	100%	38	100%	113	100%
Open up the global market	No	10	67%	42	70%	20	53%	72	64%
	Yes	5	33%	18	30%	18	47%	41	36%
Total		15	100%	60	100%	38	100%	113	100%
Expand sales/ marketing channel	No	9	60%	41	68%	20	53%	70	62%
	Yes	6	40%	19	32%	18	47%	43	38%
Total		15	100%	60	100%	38	100%	113	100%
Enhance customer service & relationship	No	12	80%	35	58%	18	47%	65	58%
	Yes	3	20%	25	42%	20	53%	48	42%
Total		15	100%	60	100%	38	100%	113	100%
Enhance work efficiency	No	13	87%	36	60%	20	53%	69	61%
	Yes	2	13%	24	40%	18	47%	44	39%
Total		15	100%	60	100%	38	100%	113	100%
Enhance internal communication	No	11	73%	37	62%	16	42%	64	57%
	Yes	4	27%	23	38%	22	58%	49	43%
Total		15	100%	60	100%	38	100%	113	100%
Enhance external communication	No	12	80%	45	75%	18	47%	75	66%
	Yes	3	20%	15	25%	20	53%	38	34%
Total		15	100%	60	100%	38	100%	113	100%
Facilitate knowledge/ information managemnet & sharing	No	12	80%	39	65%	15	39%	66	58%
	Yes	3	20%	21	35%	23	61%	47	42%
Total		15	100%	60	100%	38	100%	113	100%

Table S28:

Interested Topics in the Symposium by Type of User

		Focus group findings		Panel discussion		SME e-Commerce successful stories		Total	
		No.	%	No.	%	No.	%	No.	%
Type of User	Elementary user	1	7%	3	20%	12	80%	15	100%
	Intermediate user	7	13%	7	13%	49	91%	54	100%
	Advanced user	5	14%	7	19%	33	92%	36	100%
Total		13	12%	17	16%	94	90%	105	100%

Table S29:

Average Score on the Effectiveness of the Symposium by Type of User

Mean

Type of User	Enhanced my knowledge in e-Commerce	Changed my attitude towards e-Commerce to more positive	Gained more confidence in e-Security	Knew more about the real benefits of e-Commerce	Better understood the features of various e-Commerce solutions	Realized the need for adopting e-Commerce	Eased my concerns in adopting e-Commerce	Encouraged me to enhance e-Commerce system
Elementary user	3.60	3.27	3.27	3.20	3.47	3.33	3.20	3.33
Intermediate user	3.52	3.68	3.18	3.48	3.23	3.33	2.93	3.33
Advanced user	3.61	3.79	3.13	3.63	3.53	3.61	3.32	3.47
Total	3.56	3.66	3.18	3.50	3.36	3.42	3.10	3.38

Table S30:

Response on 'Government should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK by Type of User'

		Response to 'Government should organize more promotional and educational campaigns to raise e-Commerce awareness in HK'						Total	
		Disagree, the Government had already done a lot		Agree, required		Agree, Strongly required		No.	%
		No.	%	No.	%	No.	%		
Type of User	Elementary user			9	69%	4	31%	13	100%
	Intermediate user			36	61%	23	39%	59	100%
	Advanced user	2	5%	13	34%	23	61%	38	100%
Total		2	2%	58	53%	50	45%	110	100%

Table S31:

Response on 'Related Associations should Organize more Promotional & Educational Campaigns to Raise e-Commerce Awareness in HK by Type of User'

		Response to 'Related associations should organize more promotional and educational campaigns to raise e-Commerce awareness in HK'						Total	
		Disagree, no such need		Agree, required		Agree, Strongly required		No.	%
		No.	%	No.	%	No.	%		
Type of User	Elementary user			10	71%	4	29%	14	100%
	Intermediate user	1	2%	38	64%	20	34%	59	100%
	Advanced user			15	39%	23	61%	38	100%
Total		1	1%	63	57%	47	42%	111	100%

Table S32:

## Suggested Activities To Organise by Type of User

	Type of User						Total	
	Elementary user		Intermediate user		Advanced user		No.	%
	No.	%	No.	%	No.	%		
Industry specific e-Commerce seminar	3	21%	28	51%	16	44%	47	45%
Industry specific e-Commerce demonstration and showcase	6	43%	32	58%	19	53%	57	54%
e-Commerce user club for sharing of experience and informati	6	43%	18	33%	17	47%	41	39%
Large scale e-Commerce exhibition and conference	6	43%	16	29%	11	31%	33	31%
e-Commerce mentoring scheme	4	29%	24	44%	15	42%	43	41%
e-Commerce information library	7	50%	33	60%	21	58%	61	58%
Online e-Commerce information centre	2	14%	20	36%	21	58%	43	41%
Total	14	100%	55	100%	36	100%	105	100%

Table S33:

## Average Score on the Arrangement of the Symposium by Type of User

Mean

Type of User	Venue	Logistics and facilities	Contents	Overall comment
Elementary user	4.00	3.60	3.87	3.53
Intermediate user	4.27	4.05	3.72	3.90
Advanced user	4.37	4.16	3.84	3.89
Total	4.27	4.03	3.78	3.85

## Tables for Roadshow

Profile

Table R1:

Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<18	342	19.2	19.8	19.8
	18-24	311	17.5	18.0	37.7
	25-29	234	13.2	13.5	51.3
	30-39	430	24.2	24.9	76.1
	40-49	328	18.4	19.0	95.1
	>=50	85	4.8	4.9	100.0
	Total	1730	97.2	100.0	
Missing	0	49	2.8		
Total		1779	100.0		

Table R2:

Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	760	42.7	48.6	48.6
	Female	803	45.1	51.4	100.0
	Total	1563	87.9	100.0	
Missing	0	216	12.1		
Total		1779	100.0		

Table R3:

Educational level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	University & above	459	25.8	27.2	27.2
	Post-secondary	309	17.4	18.3	45.5
	Secondary	733	41.2	43.4	88.9
	Primary school or below	188	10.6	11.1	100.0
	Total	1689	94.9	100.0	
Missing	0	90	5.1		
Total		1779	100.0		

Table R4:

Type of e-Commerce user

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-user	33	1.9	1.9	1.9
	Elementary user	1218	68.5	68.5	70.3
	Advanced user	528	29.7	29.7	100.0
	Total	1779	100.0	100.0	

Table by Age

Table R5:

Internet and e-Commerce Used at Home by Age

	<18		18-24		25-29		30-39		40-49		≥50		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Internet access	304	90%	291	94%	195	85%	370	87%	275	86%	67	82%	1502	88%
eMail account	135	40%	212	68%	149	65%	253	60%	168	53%	40	49%	957	56%
Personal web-site	52	15%	64	21%	34	15%	62	15%	43	14%	12	15%	267	16%
Online shopping/ purchase	42	13%	68	22%	57	25%	87	21%	61	19%	20	24%	335	20%
Total	336	100%	311	100%	229	100%	423	100%	318	100%	82	100%	1699	100%

Table R6:

Internet and e-Commerce Used at Work by Age

	<18		18-24		25-29		30-39		40-49		≥50		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Internet access	227	77%	220	76%	149	68%	303	73%	210	69%	42	55%	1151	72%
eMail account	118	40%	184	63%	132	60%	228	55%	153	50%	41	54%	856	54%
Company web-site	52	18%	94	32%	113	52%	207	50%	139	46%	25	33%	630	39%
Online purchase & sales	30	10%	42	14%	26	12%	40	10%	46	15%	11	14%	195	12%
Total	294	100%	290	100%	219	100%	413	100%	305	100%	76	100%	1597	100%

Table R7:

## Exhibits that are Interested by Age

	<18		18-24		25-29		30-39		40-49		≥50		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Blue Cross	68	20%	46	15%	35	15%	62	15%	58	18%	16	20%	285	17%
CSS e-shop	64	19%	85	28%	70	30%	95	22%	62	19%	17	21%	393	23%
e-Bay	57	17%	112	36%	91	39%	148	35%	103	32%	30	37%	541	32%
HKPost eCert	114	34%	109	35%	76	33%	153	36%	124	39%	25	30%	601	35%
HK Ticketing	94	28%	93	30%	50	21%	108	25%	78	24%	23	28%	446	26%
Priceline	33	10%	78	25%	45	19%	84	20%	56	17%	15	18%	311	18%
Pricerite	125	37%	97	31%	67	29%	120	28%	119	37%	27	33%	555	32%
YesAsia.com	50	15%	57	18%	29	12%	48	11%	29	9%	5	6%	218	13%
Total	336	100%	309	100%	233	100%	426	100%	322	100%	82	100%	1708	100%

Table R8:

## Exhibits that are Considered Useful by Age

	<18		18-24		25-29		30-39		40-49		≥50		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Blue Cross	54	16%	35	12%	26	11%	58	14%	62	20%	16	20%	251	15%
CSS e-shop	54	16%	45	15%	49	21%	60	14%	41	13%	10	12%	259	15%
e-Bay	51	16%	97	32%	80	35%	138	33%	84	27%	24	29%	474	28%
HKPost eCert	113	34%	114	38%	80	35%	150	36%	114	36%	29	35%	600	36%
HK Ticketing	89	27%	78	26%	48	21%	100	24%	74	23%	24	29%	413	25%
Priceline	27	8%	60	20%	43	19%	67	16%	51	16%	9	11%	257	15%
Pricerite	121	37%	83	28%	51	22%	108	26%	98	31%	23	28%	484	29%
YesAsia.com	25	8%	39	13%	16	7%	28	7%	25	8%	2	2%	135	8%
Total	328	100%	301	100%	228	100%	421	100%	316	100%	82	100%	1676	100%

Table R9:

## Average Score on the Effectiveness of the Roadshow by Age

AGE	Enhanced my knowledge in e-Commerce	Changed my attitude towards e-Commerce to more positive	Gained more confidence in e-Security	Realized the real benefits of e-Commerce	Better understood the features of various e-Commerce services	Realized the need for adopting e-Commerce	Increased interest in using e-Commerce & online purchase and sales	The roadshow is effective in raising e-Commerce awareness in HK
<18	3.43	3.44	3.55	3.53	3.65	3.51	3.49	3.68
18-24	3.38	3.40	3.35	3.33	3.41	3.36	3.33	3.50
25-29	3.50	3.52	3.37	3.45	3.52	3.46	3.50	3.63
30-39	3.52	3.47	3.34	3.45	3.46	3.43	3.52	3.63
40-49	3.59	3.64	3.44	3.59	3.60	3.54	3.52	3.77
>=50	3.54	3.38	3.29	3.49	3.36	3.33	3.32	3.59
Total	3.49	3.49	3.40	3.47	3.52	3.45	3.47	3.64

Table R10:

## Response on 'Government should Organize more Promotional &amp; Educational Campaigns to Raise e-Commerce Awareness in HK by Age'

	<18		18-24		25-29		30-39		40-49		>=50		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Disagree, no such need	9	3%	1	0%	4	2%	3	1%	4	1%	2	3%	23	1%
Disagree, the Government had already done a lot	8	3%	1	0%	1	0%	6	1%	3	1%	3	4%	22	1%
Agree, required	224	72%	215	71%	160	70%	290	69%	221	70%	52	65%	1162	70%
Agree, Strongly required	70	23%	84	28%	62	27%	120	29%	88	28%	23	29%	447	27%
Total	311	100%	301	100%	227	100%	419	100%	316	100%	80	100%	1654	100%

Table R11:

## Average Score on the Arrangement of the Roadshow by Age

Mean

AGE	Venue	Logistics and facilities	Exhibits	Demonstrations	Overall comment
<18	3.63	3.58	3.62	3.57	3.74
18-24	3.39	3.42	3.42	3.48	3.46
25-29	3.53	3.50	3.56	3.58	3.59
30-39	3.58	3.47	3.46	3.54	3.54
40-49	3.67	3.53	3.59	3.63	3.65
>=50	3.60	3.54	3.55	3.42	3.59
Total	3.57	3.50	3.53	3.55	3.59

Table R12:

## Internet and e-Commerce Used at Home by Gender

	Male		Female		Total	
	No.	%	No.	%	No.	%
Internet access	675	90%	694	88%	1369	89%
eMail account	439	59%	450	57%	889	58%
Personal web-site	123	16%	115	15%	238	15%
Online shopping/ purchase	170	23%	130	16%	300	20%
Total	747	100%	790	100%	1537	100%

Table R13:

## Internet and e-Commerce Used at Work by Gender

	Male		Female		Total	
	No.	%	No.	%	No.	%
Internet access	528	74%	541	73%	1069	74%
eMail account	392	55%	397	54%	789	54%
Company web-site	295	41%	278	38%	573	40%
Online purchase & sales	92	13%	78	11%	170	12%
Total	711	100%	739	100%	1450	100%

Table R14:

## Exhibits that are Interested by Gender

	Male		Female		Total	
	No.	%	No.	%	No.	%
Blue Cross	117	16%	134	17%	251	16%
CSS e-shop	134	18%	230	29%	364	24%
e-Bay	286	38%	199	25%	485	31%
HKPost eCert	293	39%	259	33%	552	36%
HK Ticketing	221	29%	178	22%	399	26%
Priceline	141	19%	144	18%	285	18%
Pricerite	221	29%	287	36%	508	33%
YesAsia.com	106	14%	96	12%	202	13%
Total	750	100%	794	100%	1544	100%

Table R15:

## Exhibits that are Considered Useful by Gender

	Male		Female		Total	
	No.	%	No.	%	No.	%
Blue Cross	108	15%	110	14%	218	14%
CSS e-shop	82	11%	156	20%	238	16%
e-Bay	243	33%	183	24%	426	28%
HKPost eCert	270	36%	287	37%	557	37%
HK Ticketing	197	27%	172	22%	369	24%
Priceline	119	16%	116	15%	235	16%
Pricerite	201	27%	246	32%	447	29%
YesAsia.com	65	9%	59	8%	124	8%
Total	740	100%	776	100%	1516	100%

Table R16:

## Average Score on the Effectiveness of the Roadshow by Gender

Mean										
GENDER	Enhanced my knowledge in e-Commerce	Changed my attitude towards e-Commerce to more positive	Gained more confidence in e-Security	Realized the real benefits of e-Commerce	Better understood the features of various e-Commerce services	Realized the need for adopting e-Commerce	Increased interest in using e-Commerce & online purchase and sales	The roadshow is effective in raising e-Commerce awareness in HK		
Male	3.48	3.51	3.44	3.52	3.55	3.47	3.47	3.69		
Female	3.45	3.45	3.38	3.40	3.47	3.42	3.43	3.57		
Total	3.46	3.48	3.41	3.46	3.51	3.44	3.45	3.63		

Table R17:

## Response on 'Government should Organize more Promotional &amp; Educational Campaigns to Raise e-Commerce Awareness in HK by Gender'

	Male		Female		Total	
	No.	%	No.	%	No.	%
Disagree, no such need	6	1%	13	2%	19	1%
Disagree, the Government had already done a lot	9	1%	13	2%	22	1%
Agree, required	504	69%	555	71%	1059	70%
Agree, Strongly required	210	29%	197	25%	407	27%
Total	729	100%	778	100%	1507	100%

Table R18:

## Average Score on the Arrangement of the Roadshow by Gender

Mean					
GENDER	Venue	Logistics and facilities	Exhibits	Demonstrations	Overall comment
Male	3.60	3.54	3.56	3.58	3.64
Female	3.54	3.48	3.52	3.56	3.58
Total	3.57	3.51	3.54	3.57	3.61

Table by Educational Level

Table R19:

Internet and e-Commerce Used at Home by Educational Level

	Educational level								Total	
	University & above		Post-secondary		Secondary		Primary school or below		No.	%
	No.	%	No.	%	No.	%	No.	%		
Internet access	411	91%	275	90%	634	88%	150	83%	1470	89%
eMail account	341	75%	204	67%	348	48%	54	30%	947	57%
Personal web-site	94	21%	42	14%	102	14%	26	14%	264	16%
Online shopping/ purchase	127	28%	78	25%	97	13%	29	16%	331	20%
Total	454	100%	306	100%	720	100%	180	100%	1660	100%

Table R20:

Internet and e-Commerce Used at Work by Educational Level

	Educational level								Total	
	University & above		Post-secondary		Secondary		Primary school or below		No.	%
	No.	%	No.	%	No.	%	No.	%		
Internet access	355	79%	209	71%	460	69%	109	69%	1133	72%
eMail account	323	72%	186	63%	289	44%	50	31%	848	54%
Company web-site	248	55%	138	47%	202	30%	29	18%	617	39%
Online purchase & sales	72	16%	34	12%	66	10%	22	14%	194	12%
Total	448	100%	293	100%	664	100%	159	100%	1564	100%

Table R21:

## Exhibits that are Interested by Educational Level

	Educational level								Total	
	University & above		Post-secondary		Secondary		Primary school or below		No.	%
	No.	%	No.	%	No.	%	No.	%		
Blue Cross	67	15%	54	18%	108	15%	43	24%	272	16%
CSS e-shop	99	22%	78	26%	172	24%	45	25%	394	24%
e-Bay	206	45%	122	40%	182	25%	19	10%	529	32%
HKPost eCert	155	34%	117	38%	264	37%	61	34%	597	36%
HK Ticketing	119	26%	98	32%	179	25%	33	18%	429	26%
Priceline	131	29%	81	27%	85	12%	16	9%	313	19%
Pricerite	112	25%	83	27%	278	38%	78	43%	551	33%
YesAsia.com	85	19%	40	13%	67	9%	23	13%	215	13%
Total	457	100%	305	100%	723	100%	182	100%	1667	100%

Table R22:

## Exhibits that are Considered Useful by Educational Level

	Educational level								Total	
	University & above		Post-secondary		Secondary		Primary school or below		No.	%
	No.	%	No.	%	No.	%	No.	%		
Blue Cross	62	14%	42	14%	96	13%	36	20%	236	14%
CSS e-shop	66	15%	39	13%	123	17%	33	18%	261	16%
e-Bay	181	40%	106	36%	157	22%	18	10%	462	28%
HKPost eCert	154	34%	122	41%	264	37%	59	33%	599	37%
HK Ticketing	102	23%	80	27%	182	26%	41	23%	405	25%
Priceline	110	24%	59	20%	68	10%	18	10%	255	16%
Pricerite	89	20%	71	24%	254	36%	68	38%	482	29%
YesAsia.com	56	12%	28	9%	41	6%	9	5%	134	8%
Total	449	100%	297	100%	713	100%	180	100%	1639	100%

Table R23:

Average Score on the Effectiveness of the Roadshow by Educational Level

Mean									
Educational level	Enhanced my knowledge in e-Commerce	Changed my attitude towards e-Commerce to more positive	Gained more confidence in e-Security	Realized the real benefits of e-Commerce	Better understood the features of various e-Commerce services	Realized the need for adopting e-Commerce	Increased interest in using e-Commerce & online purchase and sales	The roadshow is effective in raising e-Commerce awareness in HK	
University & above	3.39	3.44	3.27	3.44	3.46	3.39	3.43	3.58	
Post-secondary	3.47	3.46	3.30	3.40	3.44	3.40	3.42	3.58	
Secondary	3.53	3.52	3.49	3.47	3.54	3.49	3.47	3.69	
Primary school or below	3.54	3.41	3.49	3.69	3.66	3.57	3.59	3.73	
Total	3.48	3.48	3.39	3.48	3.52	3.45	3.47	3.64	

Table R24:

Response on 'Government should Organize more Promotional &amp; Educational Campaigns to Raise e-Commerce Awareness in HK by Educational Level'

		Educational level								Total	
		University & above		Post-secondary		Secondary		Primary school or below		No.	%
		No.	%	No.	%	No.	%	No.	%		
Government & associations should organize more campaigns to raise the awareness	Disagree, no such need	4	1%	3	1%	8	1%	5	3%	20	1%
	Disagree, the Government had already done a lot	3	1%	1	0%	12	2%	6	4%	22	1%
	Agree, required	327	73%	194	64%	499	71%	112	65%	1132	70%
	Agree, Strongly required	114	25%	103	34%	181	26%	48	28%	446	28%
Total		448	100%	301	100%	700	100%	171	100%	1620	100%

Table R25:

## Average Score on the Arrangement of the Roadshow by Educational Level

Mean

Educational level	Venue	Logistics and facilities	Exhibits	Demonstrations	Overall comment
University & above	3.55	3.50	3.52	3.57	3.54
Post-secondary	3.38	3.35	3.37	3.39	3.40
Secondary	3.60	3.54	3.54	3.59	3.68
Primary school or below	3.75	3.61	3.75	3.69	3.71
Total	3.56	3.50	3.53	3.56	3.60

Table by User

Table R26:

## Internet and e-Commerce Used at Home by User

	Non-user		Elementary user		Advanced user		Total	
	No.	%	No.	%	No.	%	No.	%
Internet access			1130	93%	410	78%	1540	88%
eMail account			632	52%	346	66%	978	56%
Personal web-site					274	52%	274	16%
Online shopping/ purchase					342	65%	342	20%
Total			1218	100%	528	100%	1746	100%

Table R27:

## Internet and e-Commerce Used at Work by User

	Non-user		Elementary user		Advanced user		Total	
	No.	%	No.	%	No.	%	No.	%
Internet access	7	58%	818	72%	351	71%	1176	72%
eMail account	6	50%	546	48%	325	65%	877	54%
Company web-site	4	33%	361	32%	280	56%	645	39%
Online purchase & sales	1	8%	52	5%	145	29%	198	12%
Total	12	100%	1129	100%	497	100%	1638	100%

Table R28:

## Exhibits that are Interested by User

	Non-user		Elementary user		Advanced user		Total	
	No.	%	No.	%	No.	%	No.	%
Blue Cross	3	9%	200	17%	89	17%	292	17%
CSS e-shop	4	13%	276	23%	129	25%	409	23%
e-Bay	11	34%	333	28%	208	40%	552	31%
HKPost eCert	7	22%	403	34%	199	38%	609	35%
HK Ticketing	3	9%	288	24%	165	32%	456	26%
Priceline	2	6%	200	17%	122	23%	324	18%
Pricerite	10	31%	390	32%	173	33%	573	33%
YesAsia.com			142	12%	81	16%	223	13%
Total	32	100%	1201	100%	522	100%	1755	100%

Table R29:

## Exhibits that are Considered Useful by User

	Non-user		Elementary user		Advanced user		Total	
	No.	%	No.	%	No.	%	No.	%
Blue Cross	2	6%	181	15%	76	15%	259	15%
CSS e-shop	6	19%	190	16%	73	14%	269	16%
e-Bay	9	29%	295	25%	179	35%	483	28%
HKPost eCert	6	19%	402	34%	201	39%	609	35%
HK Ticketing	3	10%	274	23%	147	29%	424	25%
Priceline	1	3%	170	14%	96	19%	267	15%
Pricerite	8	26%	356	30%	135	26%	499	29%
YesAsia.com	1	3%	87	7%	52	10%	140	8%
Total	31	100%	1180	100%	512	100%	1723	100%

Table R30:

## Average Score on the Effectiveness of the Roadshow by User

Mean

USER	Enhanced my knowledge in e-Commerce	Changed my attitude towards e-Commerce to more positive	Gained more confidence in e-Security	Realized the real benefits of e-Commerce	Better understood the features of various e-Commerce services	Realized the need for adopting e-Commerce	Increased interest in using e-Commerce & online purchase and sales	The roadshow is effective in raising e-Commerce awareness in HK
Non-user	3.94	3.61	2.94	3.48	3.39	3.36	3.03	3.61
Elementary user	3.50	3.49	3.42	3.49	3.52	3.46	3.48	3.64
Advanced user	3.45	3.43	3.37	3.42	3.49	3.42	3.45	3.62
Total	3.49	3.48	3.39	3.47	3.51	3.45	3.46	3.63

Table R31:

## Response on 'Government should Organize more Promotional &amp; Educational Campaigns to Raise e-Commerce Awareness in HK by User'

	Non-user		Elementary user		Advanced user		Total	
	No.	%	No.	%	No.	%	No.	%
Disagree, no such need	2	6%	17	1%	5	1%	24	1%
Disagree, the Government had already done a lot	1	3%	19	2%	3	1%	23	1%
Agree, required	23	74%	839	72%	334	66%	1196	70%
Agree, Strongly required	5	16%	289	25%	161	32%	455	27%
Total	31	100%	1164	100%	503	100%	1698	100%

Table R32:

## Average Score on the Arrangement of the Roadshow by User

Mean

USER	Venue	Logistics and facilities	Exhibits	Demonstrations	Overall comment
Non-user	3.42	3.12	3.30	3.33	3.33
Elementary user	3.62	3.54	3.55	3.57	3.63
Advanced user	3.43	3.41	3.45	3.49	3.49
Total	3.56	3.49	3.51	3.54	3.58