

e-Commerce Adoption Campaign (ECAC):

Phase II: Report on End-of-Campaign Survey

Information & e-Publishing



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CONTENTS

EXECUTIVE SUMMARY	6
INTRODUCTION	9
PHASE II: END-OF-CAMPAIGN SURVEY	9
ANALYSIS ON PARTICIPANTS FEEDBACK – SYMPOSIUM	10
Profile of Participants	10
Adoption of e-Commerce Tools and Applications	11
Three Most Important Elements that Encourage Your Company to Use e-Commerce	12
Benefits Expected and Realized from Using e-Commerce in Your Company	13
Topics that Symposium Participants are Interested in	14
Other Topics Not Included in the Symposium that Participants are Interested in	14
Comments on the Effectiveness of the Symposium	15
Comments on the Government and Related Associations	16
Suggestions to Enhance the Usefulness and Effectiveness of the Symposium	17
Comments on Other Form of Activities that Should be Organised	18
Comments on the Arrangement of the Symposium	19
ANALYSIS ON PARTICIPANTS FEEDBACK – ROADSHOW	20
Profile of Participants	20
Internet and e-Commerce Used at Home	21
Internet and e-Commerce Used at Work	23
Comments on Roadshow Exhibits	24
Comments on Effectiveness of the Roadshow	29
Comments on Government and Related Associations	30
Comments on Arrangement of the Roadshow	31
Suggestions to Enhance the Usefulness and Effectiveness of the Roadshow	32

Appendix: Tables for Symposium and Roadshow

List of Tables for Symposium and Roadshow

Symposium

Table No.	Question No.	Table Title
Profile		
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
Table by Business Nature		
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
Table by Size of Company		
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
Table by Type of User		
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
Profile		
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
Table by Age		
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
Table by Gender		
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

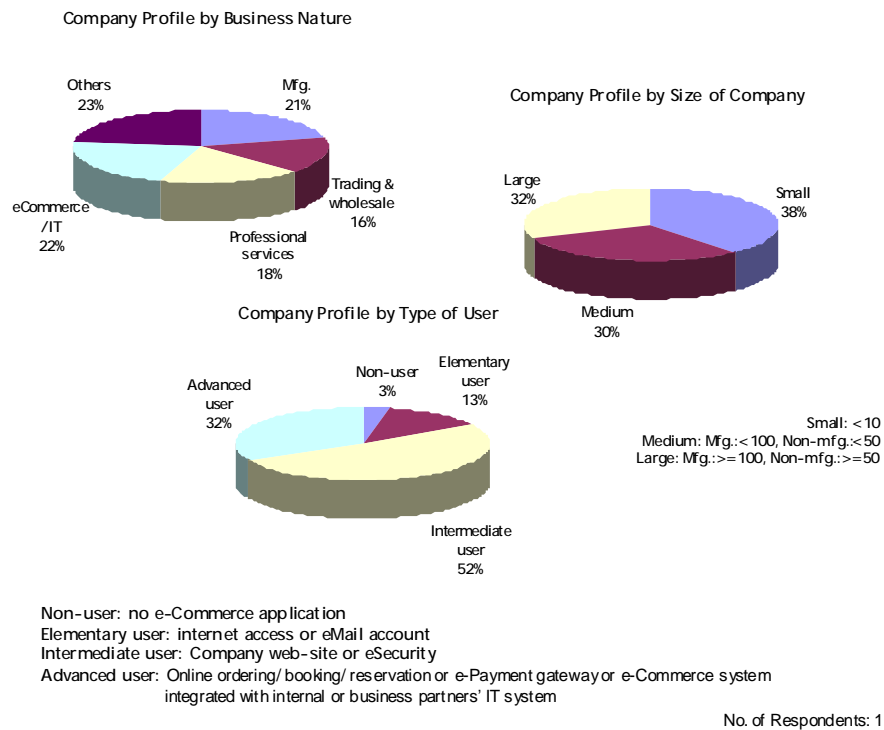
In order to measure the awareness and effectiveness of the e-Commerce campaign, a participant feedback form was designed for the symposium and roadshow so as to determine whether the campaign has raised the participants' awareness of the issues, changed their attitude towards e-Commerce; and if the campaign 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:

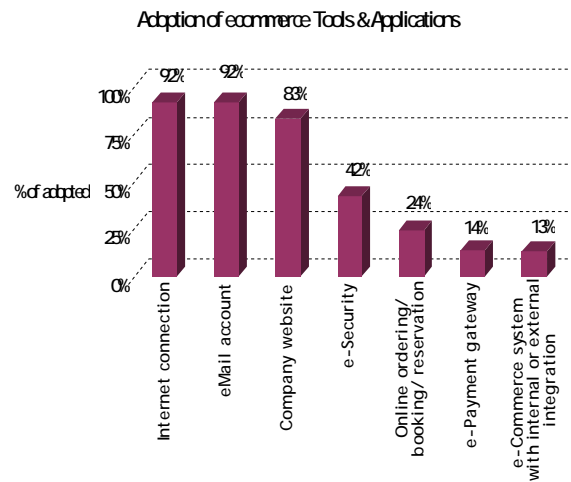
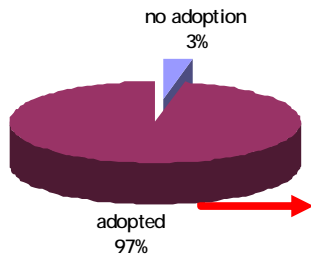


- n Small companies that employ less than ten persons (38%) (Table S2)
- n Engaged in e-Commerce/IT (22%) and manufacturing (21%) activities (Table S1)
- n Intermediate users, i.e., Internet access and email usage of e-Commerce (Table S3)

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)

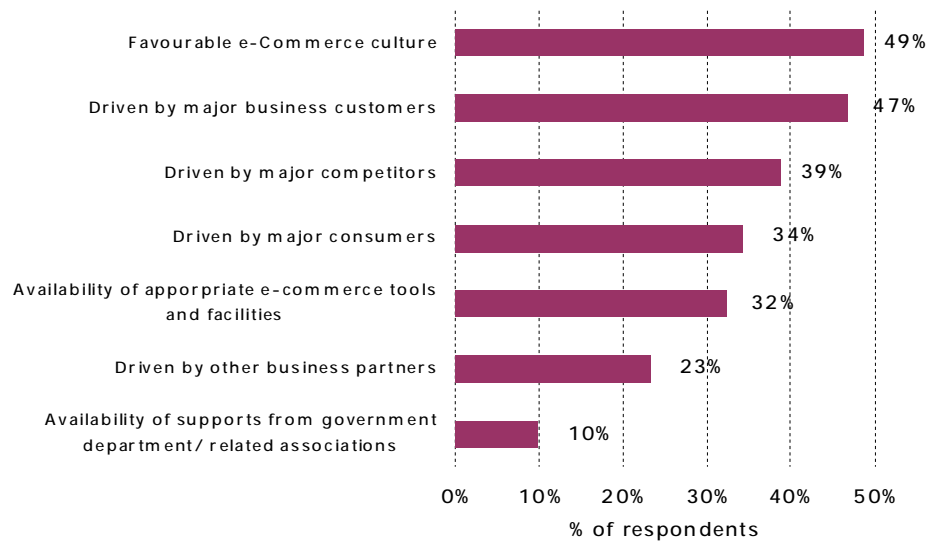
Adoption of ecommerce Tools & Applications



- 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

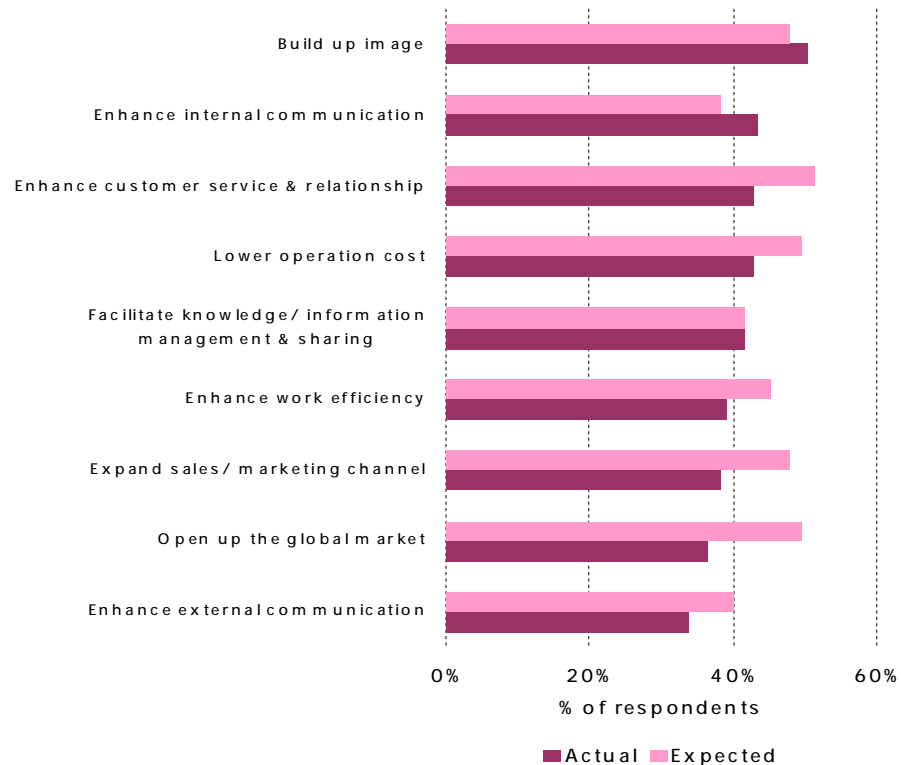
- When asked participants the three most important elements that encourage their company to use e-Commerce, majority said a 'favourable e-Commerce culture' is definitely important, followed by 'driven by major business customers' and 'driven by major competitors' (Table S5).



- 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

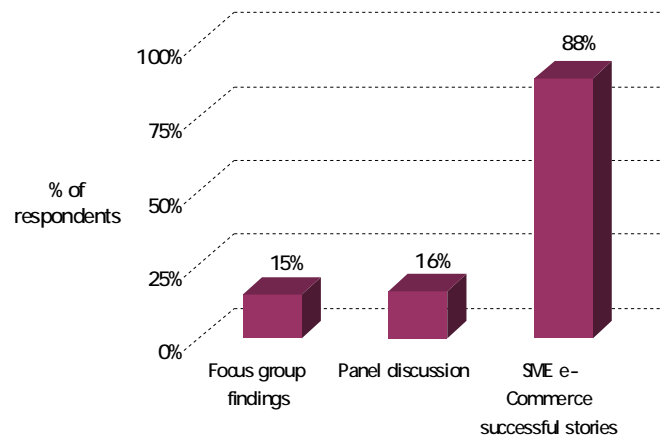
- Regarding the expected and actual benefits from using e-Commerce (Tables S6 & 7), a higher proportion of companies realized that e-commerce has enhanced their company image. However, the largest gap is found in opening up the global market.



- 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.

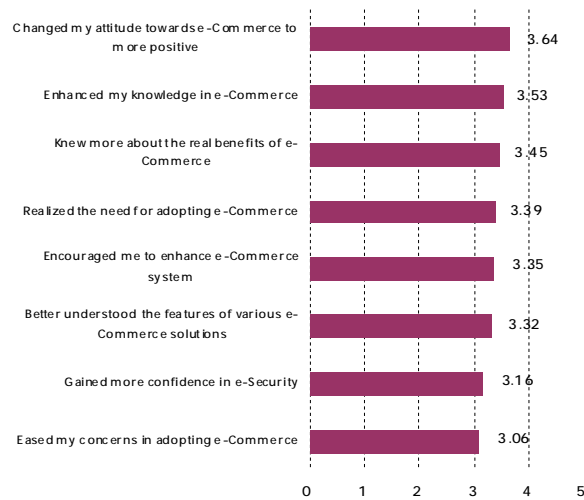


Other Topics Not Included in the Symposium that Participants Are Interested In

- 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

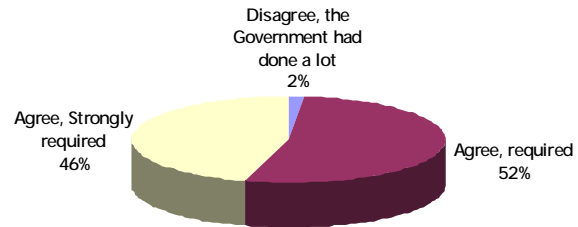
- Participants were asked to rate the effectiveness and usefulness of the symposium on a 5-point scale (Table S9). The results are:



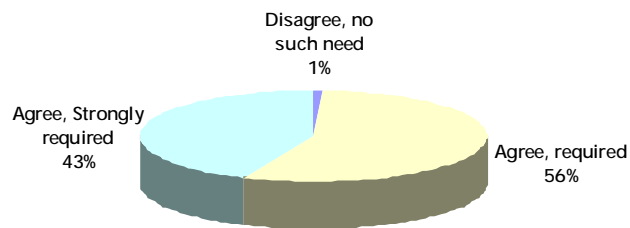
- n Changed my attitude towards e-Commerce to more positive 3.64
- n Enhanced my knowledge in e-Commerce 3.53
- n Knew more about the real benefits of e-Commerce 3.45
- n Realized the need for adopting e-Commerce 3.39
- n Encouraged me to enhance e-Commerce system 3.35
- n Better understood the features 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).

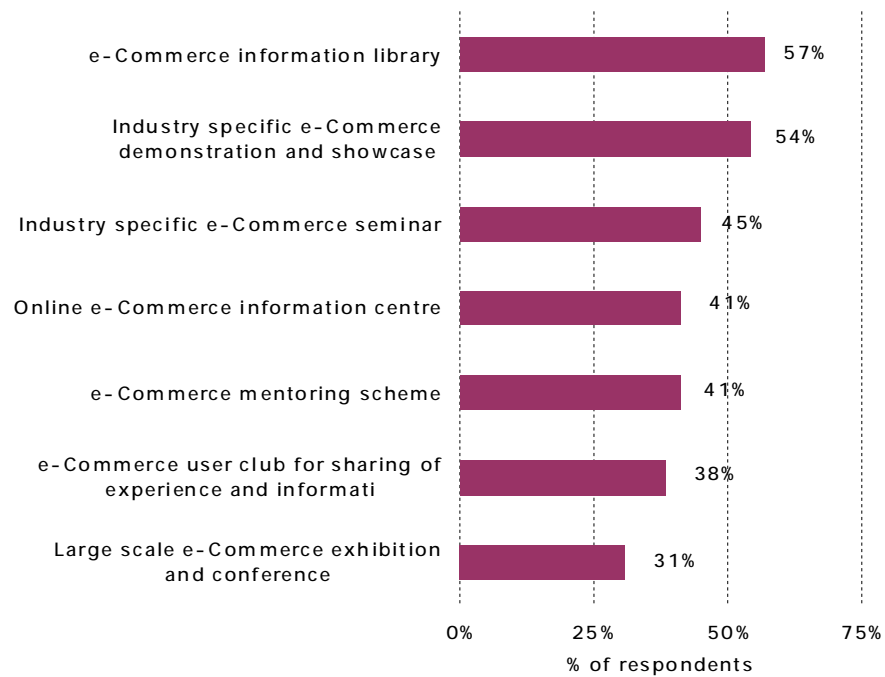


Suggestions to Enhance the Usefulness and Effectiveness of the Symposium

- 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

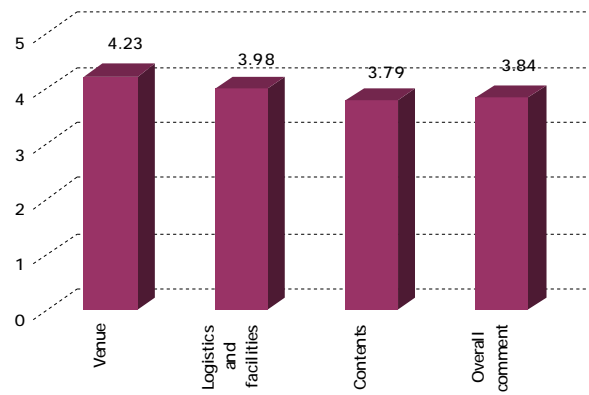
- Beside the symposium, participants were asked what other forms of activities should be organized for them to get e-Commerce information. An “e-Commerce information library” ranked the top, followed by “industry-specific e-Commerce demonstration and showcase”. (Table S12)



- 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:



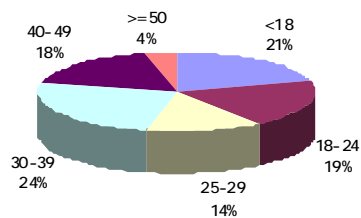
- n Venue 4.23
- n Logistics and facilities 3.98
- n Contents 3.79

ANALYSIS ON PARTICIPANTS FEEDBACK - ROADSHOW

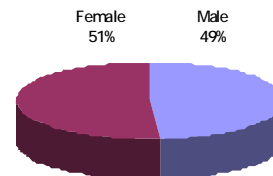
Profile of Participants

- 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)

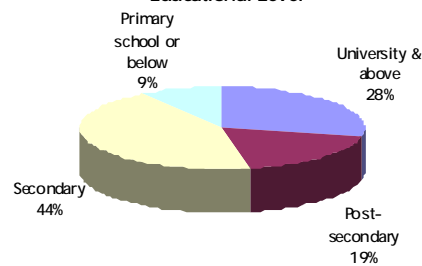
Profile of Respondent by Age



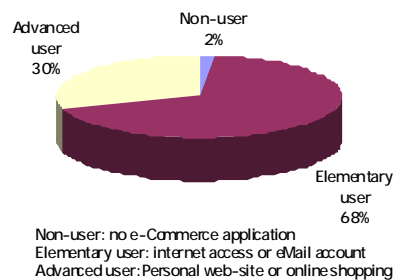
Profile of Respondent by Gender



Profile of Respondent by Educational Level



Profile of Respondent by Type of User

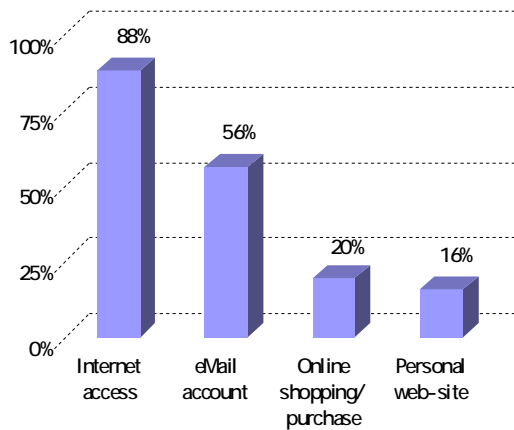


No. of Respondents: 1,779

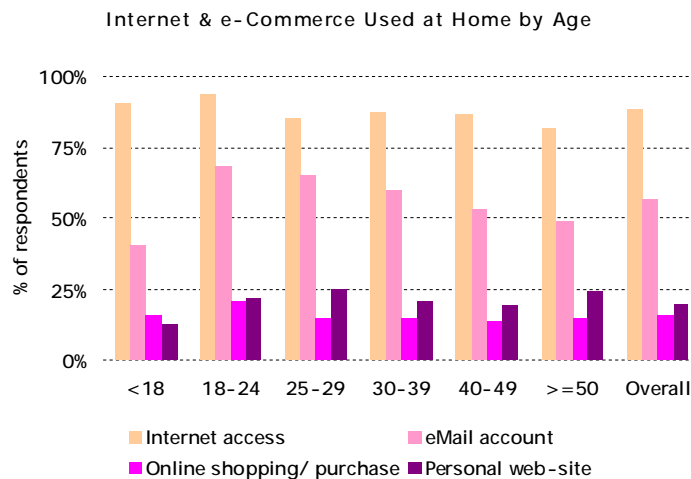
- n acquired secondary school education (44%) (Table R3)
- n elementary user (have Internet access or email account) of e-commerce (68%) (Table R4)

Internet and e-Commerce Used at Home

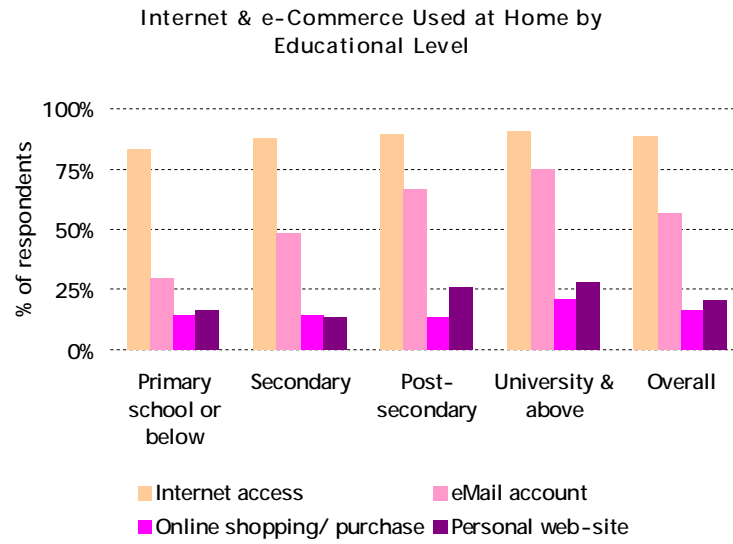
- Regarding Internet and e-Commerce used at home, an overwhelming proportion (88%) of the participants have Internet access, followed by email account (56%), online shopping/purchase (20%) and personal website (16%). (Table R5)



- 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)

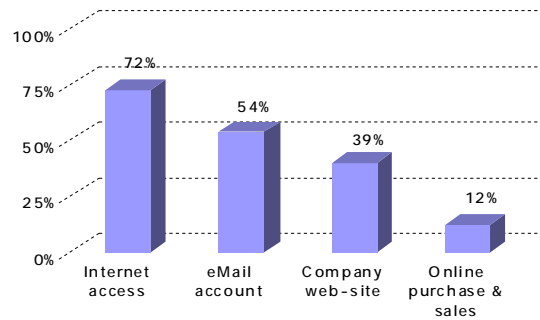


- Analysed by education level reveals that e-commerce usage increases with educational level attained. University graduates seem to have the highest e-commerce usage. (Table R19)

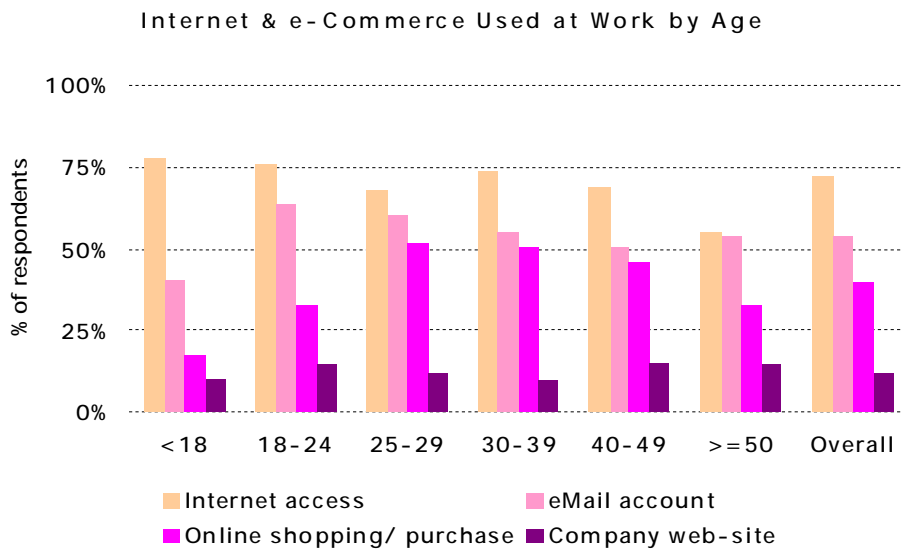


Internet and e-Commerce Used at Work

- 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)

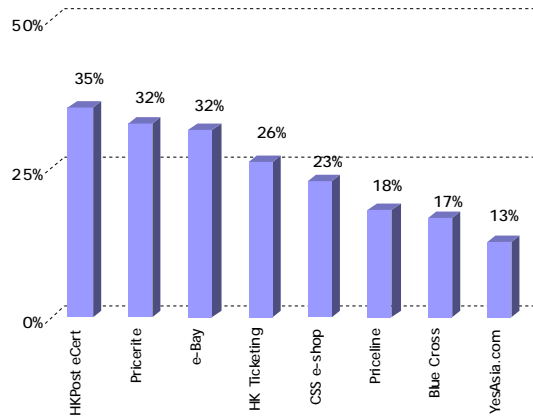


- For those at work, a higher percentage is found in the age groups of: 18-24 for email account, 25-29 for online shopping and 40-49 for company website. (Table R6)

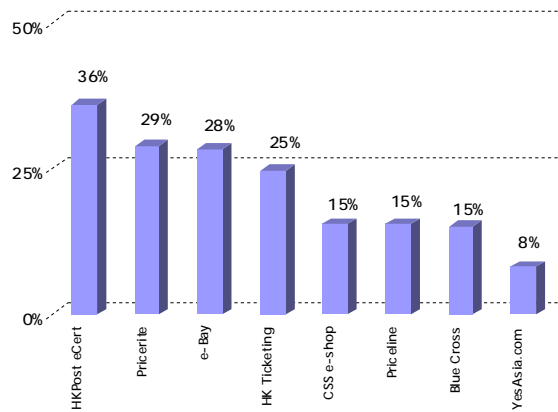


Comments on Roadshow Exhibits

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

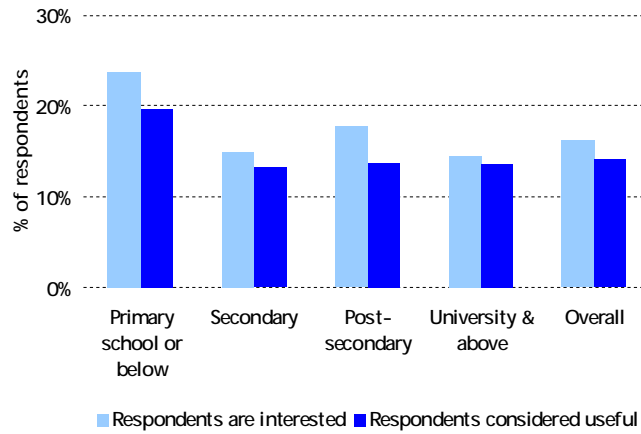


- HKPost eCert is also considered the most useful by roadshow participants. (Table R8)

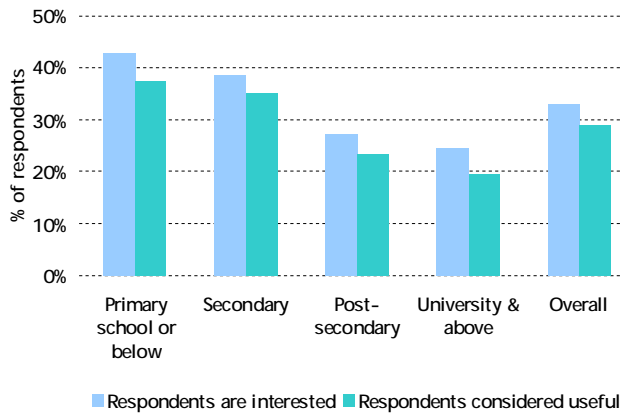


- Both Blue Cross and Pricerite have attracted more participants that have primary school education. (Tables R21& 22)

Exhibits- Blue Cross by Educational Level

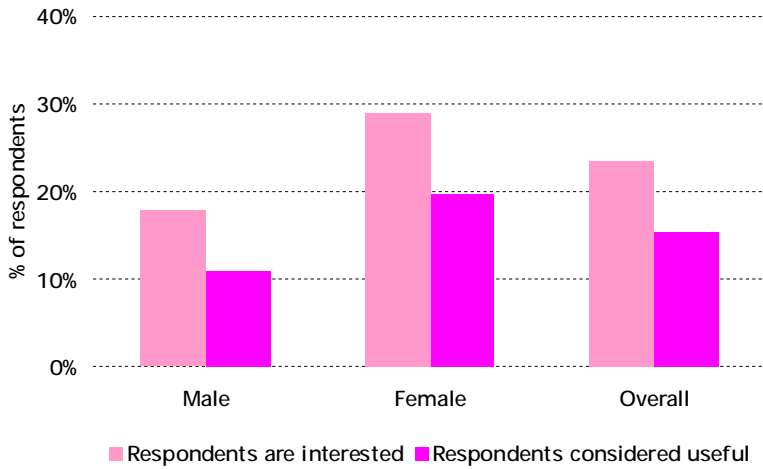


Exhibits- Pricerite by Educational Level



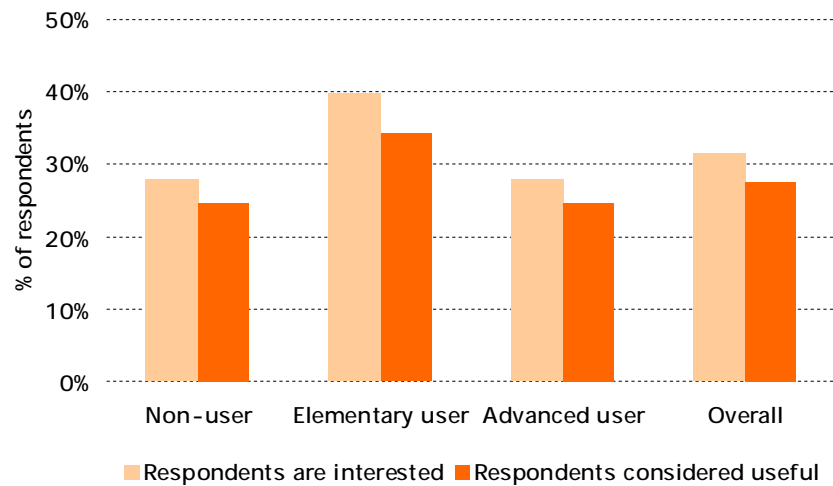
- For CSS e-Shop, it has attracted more female than male participants. (Tables R14&15)

Exhibits- CSS e-Shop by Gender



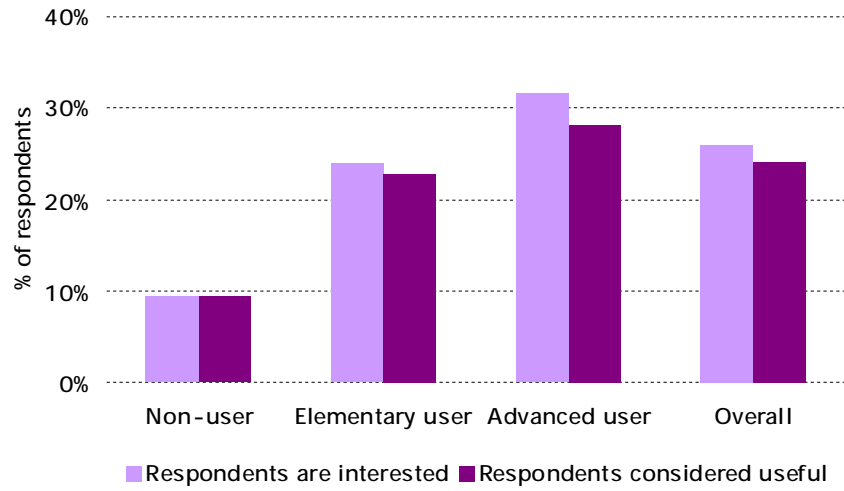
- Among those participants that are interested in eBay, majority are elementary e-commerce users, i.e., with Internet access and email experience. (Tables R28 & 29)

Exhibits- e-Bay by Type of User

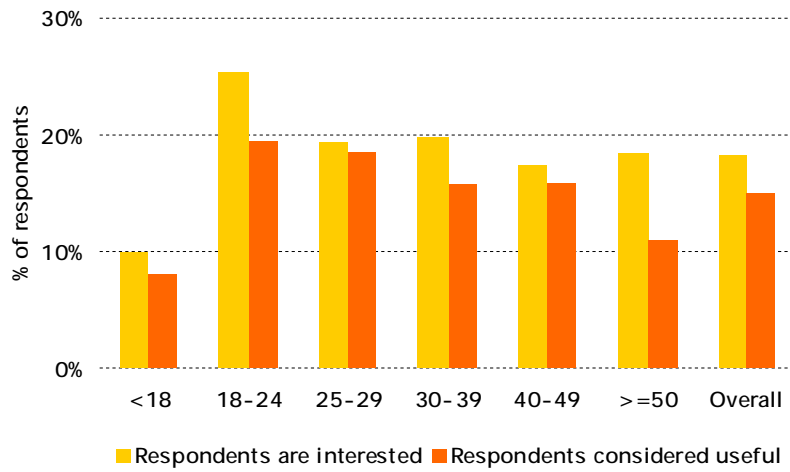


- While the interest in HK Ticketing increases with the e-Commerce user level (Tables R28 & 29), Priceline has attracted participants in nearly all age groups (Tables R7& 8).

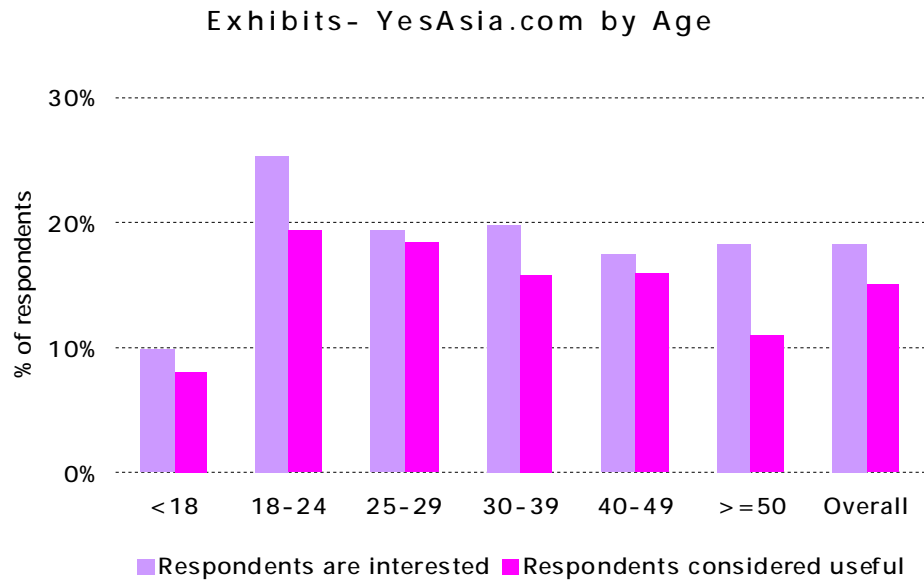
Exhibits- HK Ticketing by Type of User



Exhibits- Priceline by Age

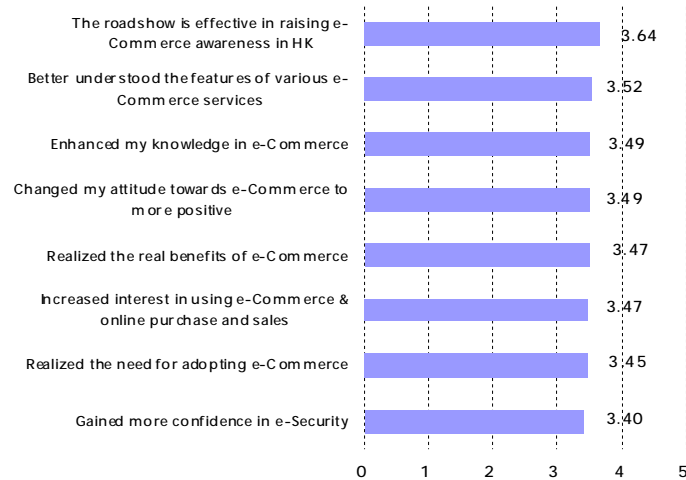


- Participants aged between 18-24 are more interested in YesAsia.com. (Tables R7& 8)



- 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

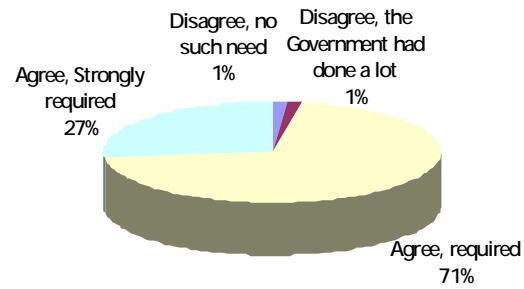
Comments on Effectiveness of the Roadshow



- 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)

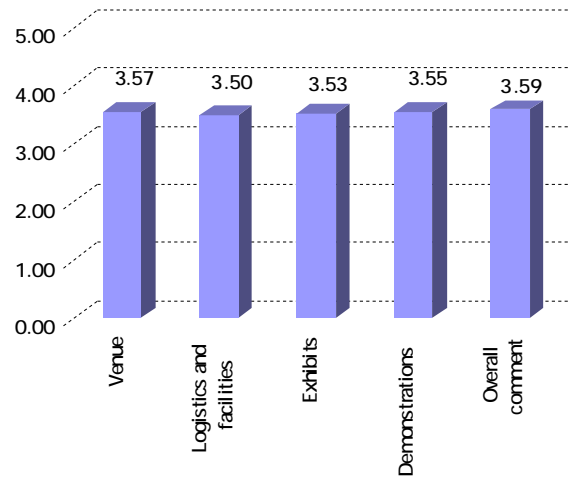
Comments on Government and Related Associations

- 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%
Total		23	100%	20	100%	20	100%	23	100%	25	100%	111	100%
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%
Total		23	100%	20	100%	20	100%	23	100%	25	100%	111	100%
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%
Total		23	100%	20	100%	20	100%	23	100%	25	100%	111	100%
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%
Total		23	100%	20	100%	20	100%	23	100%	25	100%	111	100%
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%
Total		23	100%	20	100%	20	100%	23	100%	25	100%	111	100%
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%
Total		23	100%	20	100%	20	100%	23	100%	25	100%	111	100%
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%
Total		23	100%	20	100%	20	100%	23	100%	25	100%	111	100%

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 & 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 & 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 & 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 & 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 & 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 & 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