Study on Consumer Behavior and their View on Social Enterprises

Fullness Social Enterprise Society

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Executive Summary

Background

1. This research , "Study on Consumer Behavior and their View on Social Enterprises," is conducted by Fullness Social Enterprise Society (FSES). The research objectives of the study include:
    a. examining the knowledge of consumers toward the social enterprise (SE);
    b. examining the consumption pattern and consumer behavior in Hong Kong;
    c. identifying the intention and motivation of consumers on buying the product and service on social enterprise; and
    d. understanding the willingness of the consumer to spend on social enterprise.
2. The research team adopted a mixed-method design to collect quantitative and qualitative data from the consumers in Hong Kong through a survey (N=217) and in-depth interviews (N=8).

Key findings

3. For general consumption, 79.3% of respondents consider price, 60.4% consider quality, 53.9% consider practicability, 35% consider the environmental causes, which are the top three reasons for purchasing. Among 217 respondents, 49.3% will consider other "social purpose-driven factors."
4. 99.1% of respondents have a positive first impression of social enterprise; more than 50% of respondents think that social enterprise can help people.
5. Only 47% believe that their consumption behavior can support resolving social problems.
6. 11.1% of respondents expressed that they are willing to pay a higher price after knowing that the social enterprise contributes to the community with their work; 81.5% of the others expressed yes, but it depends on the differences in amount. On average, respondents would pay an approximate 30% premium on SE products.

7. Personal experiences are critical to whether a consumer is supportive of one social enterprise. It includes the satisfaction of using the product/ services and the person's life experience. These experiences arouse people's interest in the product/ work of social enterprises, but one requires to serve the user's needs first, while the other requires the social enterprises to tell their stories and social mission.

Conclusion

8. The awareness of the existence of social enterprises is high. However, the understanding is still on a superficial level that does not translate knowledge into regular action. Social enterprises need to promote their work by highlighting the social impact, not only the "sad story,"; and at the same time maintain the competitiveness.
9. More education is needed on purpose-driven consumption among the public on their power of purchasing action.

Chapter 1 Introduction

1.1 Background

Social enterprises (SE) is a trending form of intervention that uses the market to address social issues; there have been an increasing number of social enterprises in Hong Kong and around the globe. The nature of social enterprises allows ordinary citizens to play a role in facilitating social impact by consuming social enterprises. Fullness Social Enterprise Society (FSES) is a non-profit organization founded in 2011 to promote social entrepreneurship in Hong Kong. Fullness set up the first Working-integration-social enterprise in Hong Kong in 1987 and started to promote the concept of 'Responsible Consumption' in 2009.

FSES has been promoting "social enterprise" and "ethical consumption/responsible consumption" through Tithe Ethical Consumption Movement (TECM) and other education and training programs since 2012. Hence, the study explores consumer behavior from those who supported SE and their view on social enterprises. It can serve as a reference for social enterprises and the supporting organization in evaluating the current effort and provide insight for upcoming planning on promoting the development of social enterprises.

1.2 Literature review

The key concepts and definitions in this research were defined as follows

1.2.1 "Social enterprise"

Social enterprise is a business that targets a specific social mission; it aims to solve social problems by commercial means. 'Double Bottom Line' is usually used to describe the uniqueness of social enterprise, which embodies a relationship between 'social objective' and 'financial goal' as a self-sustaining interaction cycle. Unlike ordinary social service charities and business enterprises, social enterprises use commercial means to achieve social missions as their primary objectives.

The concept or idea of social enterprise started to rise in USA and Europe in the early 1990s (Defourny and Nyssens, 2006). Dees (1998) mentioned that the prototype of social enterprise is the non-profit organization that started commercializing its core programs to reach its social mission. The primary reason is to reduce or replace reliance on funding and grants.

The EMES network (2012) has provided a clear definition of social enterprise; there are four economic criteria, which include:

1. A continuous activity, producing and selling goods and service;
2. A high degree of autonomy;

3. A significant level of economic risk; and
4. A minimum amount of paid work.

Besides the economical factor, there are five social criteria to define social enterprise:

1. An explicit aim is to benefit the community;
2. An initiative launched by a group of citizens;
3. Decision-making power is not based on capital ownership;
4. A participatory nature involves the various parties affected by the activity; and
5. Limited profit distribution.

From an approach on value creation, Santos (2012) provided a more precise definition for social entrepreneurs. Social enterprise address the neglected social problems through a sustainable solution with a logic of empowerment, and generate positive externalities that benefit the powerless segments of the society.

However, in Hong Kong, the definition of social enterprise from the perspective of the Hong Kong government is still very broadly defined, [1] hence there is no formal definition of social enterprise. There is no formal registration system for social enterprises nor any legal form as a social enterprise in Hong Kong. Different parties tried to support social enterprises with their own defined scope. Hong Kong General Chamber of Social Enterprises launched the first accreditation scheme, "Enterprise Endorsement (SEE) Mark," for social enterprises in Hong Kong in 2014. [2] On the other hand, the Social enterprises Business Center of HKCSS lists the criteria below to be registered in the "SE directory" [3]. Besides social mission and business registration, the SE must prove a portion of its profit distribution to the social mission.

1.2.2 "Ethical Consumption"

Ethical consumption can be defined as socially or environmentally conscious consumption, which means when a person consumes, the person considers the public's positive or negative consequence of their consumption. And hence, It is also referred as purpose-driven consumption. Toti and Moulins (2016) suggested measuring ethical consumption from three dimensions, namely the social, political, and environmental dimensions.

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[1] Refer to the official website of social enterprises by Home Affairs Department, retrieved on 11 July 2022 at https://www.sehk.gov.hk/en/concept.html

[2] Refer to the website of the Hong Kong General Chamber of Social Enterprises, retrieved on 11 July 2022 at https://seemark.hk/en_gb/introduction

[3] The applicant shall be registered under the laws of the HKSAR, and have a business that has been in operation for one year or longer; The applicant should serve one or more social objectives; No less than 50% of its annual income was generated from direct sales; If the applicant is not granted tax exemption under section 88 of the Inland Revenue Ordinance, it should fulfill the below criteria, and will be required to sign the Declaration Statement to declare that during the business's past two years of operation – Only 35% or less of its profit was distributed to its shareholders & The business's assets purchased or possessed were not transferred to other companies or individuals.

Borgmann (2000) argues that this alienation of consumers from production makes consumption an unencumbered enjoyment. Consumers become more detached from the production process when the production chain becomes more complicated with technological advancement. However, the more diverse market and accessible information enable us as consumers to make more informed choices on our purchases. (Rob Harrison, 2005) Ethical consumption is now considered a social movement that a person can express their concerns about an environmental, social, or political issue through their purchasing or non-purchasing behavior.

There are various forms of action in practicing ethical consumption. Newhol, T. (2010) states that ethical consumption behavior includes buycotting, boycotting, and voluntary simplicity. Buycotting is the act of specific purchasing action over others due to social considerations, which is positive buying or affirmative buying. Boycotting is another form of people expressing their social concerns by avoiding particular action or buying a specific product. Voluntary simplicity/ Downshifting/ ethical simplifiers is also a form that is on the trend. It refers to people who choose to reduce their consumption and adopt a simpler lifestyle.

Previous studies are either focused on the environmental dimension of consumer behavior or more academic based on the category and measurement. There are only a few articles and discussions on the ethical consumption that happened in Hong Kong and related to social enterprises.

1.2.3 Public Awareness of Social Enterprises

Only a few studies in Hong Kong focus on the public perspective on social enterprises. HKUPOP in 2009 found that 59.1% of respondents had heard of "social enterprise"; 45.8% of respondents can describe the nature of social enterprise correctly. 31.8% of respondents were willing to pay 6% to 10% more for the social enterprise. Another study from CUHK Center for Entrepreneurship (Au, 2014) found that the awareness of social enterprise was 78.5%. However, only a few of them transform into action; 54.3% of the respondents have never consumed in social enterprise in the last half-year. Although the sampling method, sample size, and methodology are different between these two studies, the trend of increasing awareness and understanding of social enterprise in Hong Kong is observed.

In 2014, the awareness of social enterprise was 78.5%.

Some other studies in Singapore (2016) and Taiwan (2020) also look into public perception of social enterprises; only 33.7% of respondents have heard of the concept of "social enterprise" in Taiwan, and 52.1% of respondents were willing to pay a higher price for a social enterprise which is similar to Hong Kong. There is similar research in Singapore; the Asia Center for Social Entrepreneurship and Philanthropy, NUS Business School (2016), has conducted a "public perception study on social enterprise in Singapore" to study the public awareness and understanding of social enterprise in Singapore. 65% of the respondents had heard about social enterprise in Singapore.

Table 1. comparison between the survey related to social enterprise in various nations/region

Name	Survey on knowledge and attitude towards social enterprise	Research study on the social enterprise sector in Hong Kong: to capture the existing landscape of the social enterprise in Hong Kong	Public perception study on social enterprises	2020 Taiwan Social innovation Survey
Nation/City	Hong Kong	Hong Kong	Singapore	Taiwan
Institute	Public Opinion Programme, HKU	Center of entrepreneurship, CUHK	The Asia Center for Social Entrepreneurship and Philanthropy , NUS business School	"social impact Platform, Taiwan institute of Economic Research
Methodology	Random telephone interview	Random telephone interview	Random Street interview	Random telephone interview
Year	2009	2014	2016	2020
Sample size	1,011	1,005	1,888	2,015
Public awareness of social enterprise[4]	59.1%	78.5%	65%	33.7%
Number of respondents will to pay higher price for social enterprise	58.8%	41.7%	NA	52.1%

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[4] Refer to the percentage of respondent that had heard of social enterprise.

1.2.4 Consumer Behavior

In Hong Kong, a lot of consumer behavior-related research was done by the private company for their internal reference in deciding their market strategy or by the Consumer Council recently on green/ sustainable consumption. More studies can be found about the green diet trend in Hong Kong. However, there is limited study on ethical consumption behavior or purpose-driven consumption other than green consumption.

Fullness Salon, an social enterprise founded in 2001 to train and employ marginalized youth as stylists, has done a survey in 2010 for their consumer on their understanding and motivation to support them as a social enterprise. More than 60% of the respondents support social enterprise because it can support the help to become self-help, and more than 50% of respondents think that it is meaningful. The Fullness Saloon's customers indicated (1) on average, they could accept a 16% higher price; (2) 66% were willing to pay tips (as a comparison, other saloons usually only had 52% of customers paying tips); and (3) in average, the number of tips was 5.5% of the listed price. The study shows some characteristics of ethical consumers when they act to support social enterprise and reveals some relationship between ethical consumers with S social enterprise

1.3 Objective

The current studies of social enterprises focus on the public awareness of the social enterprise. There is a lack of study on consumer behavior toward social enterprises. The research objectives of the study are as follow:
1. To examine the knowledge of consumers toward the social enterprise;
2. To examine the actual consumption pattern and consumer behavior in Hong Kong;
3. To identify the intention and motivation of consumers on buying the product and service on social enterprise; and
4. To understand the willingness of the consumer to spend on social enterprise.

Chapter 2 Methodology

This study is conducted with mixed methods, quantitative and qualitative. A questionnaire and a set of interview questions were developed with input from the literature, team members' experience with ethical consumption campaigns, and advice from social impact measurement academia. Given the diversity of consumers in Hong Kong and intending to understand consumer's views on social enterprises, we purposefully recruited participants from 1) different social enterprises (Onsite), 2) a social enterprise online shopping platform (Online), and 3) a bazaar for social enterprises (Bazaar).

2.1 Quantitative Study

The quantitative study was conducted through a designed questionnaire. The questionnaire aims at examining the consumers' experiences with social enterprises, subjective and objective understanding of social enterprises, perspective on social enterprises, and willingness to pay for social enterprises. Questionnaires were distributed through selected social enterprises, a social enterprise bazaar, and a social enterprise online shopping platform. To ensure a variety of social enterprises are represented in the survey, the research team selected 16 social enterprises by stratified sampling (by district and types of social enterprise). Interviewers help recruit and support customers from social enterprises and Bazaar to fill in the questionnaires. A self-administered online survey was also to collect the view of consumers from a social enterprise online shopping platform, TECM Mall. There are 217 questionnaires collected from December 2021 to January 2022 (refer to Table 3 for respondents' demographic information).

The research team collected 217 valid questionnaires, in which 19% (42 valid questionnaires)of the questionnaires were collected Online, 35% (76 valid questionnaires) were collected from Bazaar, 19% (42 valid questionnaires) were collected Online, and 46% (99 valid of the questionnaires) were collected from 16 social enterprises in Hong Kong Onsite (Table 2). The response rate was 51%, excluding those collected online.

Table 2. Number of questionnaires (by questionnaires type)

Source of the questionnaire	Number of the questionnaires collected (%)
Social enterprises Bazaar	76 (35)
Social enterprises online platform	42 (19)
16 physical store of social enterprises	99 (46)
Total	217

2.2 Qualitative Study

Qualitative semi-structured in-depth interviews with eight customers of social enterprises were conducted in March 2022 to explore their views on ethical consumption and social enterprises. The interviews were conducted through video calls or by phone. Participants were recruited from the survey respondents and joined the interview on a volunteer basis. The interview topics mainly included:

1. Their understanding and shopping experience of Social enterprise.

2. Their expectation of social enterprise.
3. Their behavior related to ethical consumption.
4. Suggestions and recommendations for Social enterprise promotion.

Each interview lasted for around 30 to 45 minutes. All of the discussions were done in Cantonese. The interviews started with introducing the team and the study, explaining their right with an informed consent form, and assuring confidentiality of the interviewee's identity. The discussions were audio-recorded, which were then transcribed into texts for analysis. It is noteworthy that the interview does not aim to achieve a representative sample. It was based on a convenient sampling in which the interviewee self-volunteered to participate. A 100-dollar online coupon was given as intensive. Table 3 shows the profiles of the interviewees.

Table 3. Profiles of interviewees

	Name	Age Group	Gender
1	Ms. T	30-49	F
2	Ms. E	50-64	F
3	Ms. C	19-29	F
4	Ms. M	30-49	F
5	Ms. F	50-64	F
6	Mr. U	50-64	M
7	Ms. L	Not disclose	F
8	Mr. P	30-49	M

Chapter 3 Key findings

3.1 Finding from Survey

3.1.1 Demographic information

Among the 217 respondents, 54 (24.9%) were male, and 163 (75.1%) were Female. Other demographic information includes the respondents' age, education level, working status, and income level. With the median monthly wage of employees in Hong Kong in May – June 2021 as $18,700, more than 50% of the respondents earn above the median. Table 4 shows respondents' demographic information and the mean scores of their objective understanding of social enterprise. A correlation is observed between the knowledge of social enterprise with education level and working status.

Table 4. Demographic information of respondents

Demographic Categories	Number of respondents (%)	Mean Scores of Understanding of SE (Objective)
Gender		
Female	163 (75.1)	0.540
Male	54 (24.9)	0.519
Age		
Below 18	1 (0.5)	1.000
19-29	33 (15.2)	0.485
30-49	102 (47.0)	0.608
50-64	54 (24.9)	0.519
65-79	27 (12.4)	0.333
Education level**		
No formal education	1 (0.5)	0
Primary education	9 (4.1)	0.444
Junior secondary school (F1-F3)	13 (6.0)	0.077
Senior secondary school (F4-F6)	49 (22.6)	0.490
Diploma	7 (3.2)	0.286
Associate degree/high diploma	17 (7.8)	0.765
Bachelor degree	78 (35.9)	0.551
Master's degree or above	43 (19.8)	0.674
Working status*		
Employed	139 (64.1)	0.597

Demographic Categories	Number of respondents (%)	Mean Scores of Understanding of SE (Objective)
Retired	37 (17.1)	0.432
Family career	22 (10.2)	0.318
Student	11 (5.1)	0.727
Freelance	2 (0.9)	0
Unemployed	2 (0.9)	0
Entrepreneur	1 (0.5)	0
Parttime	1 (0.5)	1.000
Refuse to answer	2 (0.9)	0.500
Total	**217**	
Income level		
Below $5000	6 (3.9)	0.500
$5000-$10000	5 (3.2)	0.400
$10001-$20000	27 (17.4)	0.704
$20001-$30000	38 (24.5)	0.526
$30001-$40000	26 (16.8)	0.577
$40001-$50000	15 (9.7)	0.600
$50001-$60000	13 (8.4)	0.385
$60001-$70000	3 (1.9)	0.333
Above $70001	10 (5.5)	0.800
Prefer not to say	12 (7.7)	0.667
Total	**155**	

Note: *p<.05, **p<.01, ***p<.001

The table above shows that the score for objective understand of social enterprises is significantly correlated with the education level and working status.

3.1.2 Understanding on social enterprises

The survey shows that 97.2% of the respondents from social enterprises are aware about the terms "social enterprises" (Table 5). While the questions on the sources of knowledge on social enterprises allows multiple responses, 36.8% of respondents have come across social enterprises from media post, 25.9% from social media, 25% from social enterprises stores, and 22.6% from non-government organizations (Table 6).

Table 5. Have you heard about "Social Enterprises"?

Responses	Number of Responses (%)
Yes	211 (97.2)
No	6 (2.8)

Note: N=217

Table 6. Where did you learn about "Social Enterprises"?

Source	Number of Responses (% out of the total number)
Media	78 (36.8)
Social media	55 (25.9)
Social enterprise Stores	53 (25)
NGO	48 (22.6)
Schools	32 (15.1)
Advertisement	31 (14.6)
Friend/ relatives	30 (14.2)
Workplace	30 (14.2)
Public event	20 (9.4)
Others	11 (5.2)
I forget/ refuse to answers	6 (2.8)

Note: N=211

Although most consumers have heard about social enterprise, a different extent of understanding of social enterprise is observed. Respondents were asked to answer questions related to the definition of social enterprise (objective understanding) and self-assess their understanding of social enterprise (subjective understanding). Table 7 shows that more than 60% of the respondents self-assessed that they are partially familiarized with the concept and idea of the term "social enterprises"; 33% indicated that they are familiarized or well familiarized. However, only 55.9% of the respondents selected the correct definition of social enterprise (Table 8). The subjective and objective understanding of social enterprises shows no correlation to each other.

Table 7. To what extent do you understand "social enterprise"? (Subjective Understanding of Social Enterprise)

Self-assessed understanding level towards social enterprise	Number of Responses (%)
Well familiarized	8 (3.8)
Familiarized	62 (29.4)
Partially familiarized	132 (62.6)
Not familiarized	9 (4.3)
Totally not familiarized	0

Note: N=211

Table 8. Which of the following sentence do you think best describing the nature of "social enterprise"? (Objective Understanding of Social Enterprise)

Definition of Social Enterprises	Number of Responses (%)	Correct/ Incorrect	Number of Responses (%)
"Social Enterprise" contribute to society through business.	118 (55.9)	Correct	118 (55.9)
"Social Enterprise" provides social service and is not for profit.	37 (17.5)	Incorrect	88 (41.7)
"Social Enterprise" provides social service to gain profit.	24 (11.4)		
"Social Enterprise" is an enterprise that subsidizes by the government.	14 (6.6)		
"Social Enterprise" is a charity.	10 (4.7)		
"Social Enterprise" maximizes profit.	2 (0.9)		
The profits of "Social Enterprise" will evenly distribute to employees and shareholders.	1 (0.47)		
Don't Know	5 (2.4)	Don't Know	5 (2.4)

Note: N=211

3.1.2 Consumption Pattern

21.2% of the respondents will consider the usage of the profit, 35.0 % will think that environmental protection is an essential factor, and 11.5% will consider the enterprise's political stance. The research reflects that purpose-driven consumption is not the mainstream in Hong Kong. Although the survey does not directly address the term "ethical consumption," from the basket of consideration for consumption, the research team has identified three purpose-driven concerns: the use of profit, the political stance of the stores, and environmental reasons. Table 9 shows the consumption consideration.

Table 9. The factor that the respondents consider for a purchase

Factor for consideration	Number of Responses (% out of the total number)	Purpose driven/ Non-purpose driven	Number of Responses (%) N=217
Use of profit of the store	46 (21.2)	Purpose driven	107 (49.3)
Political stance of the store	25 (11.5)		
Environmental Reasons	76 (35.0)		
Price	172 (79.3)	Non purpose driven	110 (50.7)
Appearance	54 (24.9)		
After Sale Service	37 (17.1)		
Brand	44 (20.3)		
Quality	131 (60.4)		
Durability	60 (27.6)		
Practicability	117 (53.9)		
Place of origin	43 (19.8)		
Shopping location	38 (17.5)		
Service	47 (21.7)		
Other	7 (3.2)		

60.2% of the respondent had consumed in the Food and Beverage social enterprise; 33.8% of the respondent had consumed in Lifestyle product/ service; 27.4% of the respondent had consumed ECO living product/ services (Table 10). Among 134 respondents who have visited a social enterprise, 44.8% have not visited other social enterprises in the past year. (Table 11)

Table 10. The product/ service that the respondents had consumed in the past

Type of Social enterprise	Number of Responses (% out of the total number)
Food and beverage	121 (60.2)
Lifestyle	68 (33.8)
ECO living	55 (27.4)
healthcare and medical	30 (14.9)
Art and culture	28 (13.9)
Personal care	26 (12.9)
Home	18 (9.0)
Education and training	10 (5.0)
Clothing and Accessories	7 (3.5)
Care service	3 (1.5)
Transportation	2 (1.0)
I forget/ not sure	3 (1.5)

Table 11. In the past one year, have you consume from other social enterprises?

Responses	Number of Responses (%)
Yes	74 (55.2)
No	60 (44.8)

Note: N=134

3.1.2 View towards Social Enterprises

From the survey responses, the majority have shown a positive view and attitude towards social enterprises (Table 12). Over 90% of the respondents agree with the concept of SE, which pursue profit while taking social good into account. 85% of the respondents believe that social enterprise contributes to society with revenue.

85% of the respondents believe that social enterprise contributes to society with revenue.

Table 12. View towards social enterprises

	Mean	% of Favorable responses
I agree with the concept of social enterprises pursuing interests while taking into account social interest. N=216	4.01	90.3
I believe that it is feasible for social enterprises to pursue their interests while taking social mission into account. N=216	3.79	76.1
I believe that SE contribute to the society with their revenue. N=211	3.84	85.3

Another list of questions further asks about the respondents' view towards social enterprise related to consumption, whether they believe consumption of social enterprise can help the disadvantaged group (86.7%), contribute to community development (76.3%), and support resolving the social problem (47.4%) (Table 13). Although it is still broadly positive, the mean scores are comparatively lower than those unrelated to consumption. Regarding actual consideration, 61.8% of respondents agree that the background of enterprises is an important consideration. A significant correlation is found between the objective understanding of social enterprises and their alignment with social enterprises' value and mission.

Table 13. Views towards social enterprises related to consumption

	Mean	% of Favorable responses
I believe that my consumption on SE can help the disadvantaged group. N=211	3.95	86.7
I believe that my consumption on SE can contribute to community development. N=211	3.81	76.3
I believe that my consumption behavior can support resolving social problem. N=216	3.35	47.4
I think that background of enterprises is an important consideration when I purchase. N=216	3.55	61.8

3.1.2 Willing to Pay

Over 90% of respondents indicated that they are willing to purchase in social enterprises, although a majority of them are willing to pay more depending on the price difference.

Table 14. Willing to Pay for social enterprise even if the price may be higher

	Number of Responses (%)
Yes	24 (11.2)
Yes, depends on the price difference	175 (81.4)
No	15 (7.0)
Do not know	1 (0.5)

Note: N=215

The survey used scenarios to ask the respondents about their willingness to pay for products/services that address different causes, which include political reasons (social enterprises that use Fair Trade products), environmental reasons (social enterprises that use organic products), and social reasons (social enterprises that provide job opportunities to people from the disadvantaged group). It is found that the respondents would pay on average 37.8% more for social causes, 35.46% higher for environmental reasons and 30.53% higher for political reasons.

It is found that the respondents would pay on average 37.8% more for social causes

Table 15. Willing to Pay for product/ services addressing different causes

Product/service type	Average % to pay more
Fair Trade product (N=193)	30.53%
Organic product (N=187)	35.46%
Services/ products that involve providing job opportunities to people from disadvantaged group (N=193)	37.84 %

3.2 Findings from Interview

Similar to the quantitative study, the qualitative data from interviews also echo the consumption behavior with the price (21 times) and quality (10 times) of products/services, and the needs of consumers (9 times) as the primary concerns. The mentioned value-driven factors include accessibility, efficiency, ingredients and features of products. A few of the interviewees mentioned the "mission (理念) of the business" (15 times) in their consideration; others include the brand's mission, animal test-free, traditional handcraft, social responsibility of the business, the background of the business, and environmental concerns. Below is the word cloud generated from the respondents' answer. From the responses, "Self" (自己) is a term which has been mentioned 17 times on the question of consumption behavior.

3.2.1 Ethical Consumption

The interviews show respondents do not have the same understanding or definition of ethical consumption. Many people do not define ethical consumption as a concept well, and it is not commonly used when people describe their consumption considerations. Although the quantitative data do not directly address ethical consumption, the study intended to explore the respondents' views on ethical consumption behavior and potentially related social enterprises. The research team has explicitly asked the interviewees about their opinions on ethical consumption and whether they consider themselves ethical consumers.

Social/ Environmental factors

Respondents of the interviews mentioned the social or environmental factors when discussing whether they consider themselves ethical consumers. Many have talked about the "mission (理念) of the business," which can be interpreted as a social or environmental mission. Ms. C mentioned that ethical consumption involves less harm or some social good in the process; a business that will affect the environment and

society negatively is not an ethical enterprise and is considered "bad corporates" (黑心企業). Product from fair trade (2 times) or social enterprises (10 times) has also been mentioned in some of the responses regarding ethical consumption. A few of the others said a couple of terms related to the environment (環境), such as recycle (循環), environmental friendly (環保), less waste (減廢), etc. Supporting behavior towards "ethical products or services" and boycotting behavior against products/services that are from "bad corporates" (Ms. C and Ms. M). Ms M further addressed that transparency of its positive impact becomes essential.

Other factors

A few interviewees mentioned the proactiveness of researching the background of business as one of the reasons they consider or do not consider themselves ethical consumers. Ms. C and Ms. M indicated that sometimes they would take the initiative to do background research on a product or a business, and they consider this an ethical consumer. At the same time, Ms. F said that he won't and consider themselves less an ethical consumer. Ms. E specifically addressed that she does not research the enterprises' usage of revenue and considers herself not an ethical consumer. A few of them suggested that an ethical consumer cares about the production chain process and requires research on it.

There are no respondents who refer themselves as ethical consumers without reservation. Some respondents said they are not 100% ethical consumers, as it requires discipline to practice and research for information. Although they have concerns about social or environmental factors when they make some purchases, there are items like daily necessities that they would consider the price and convenience first. Some interviewees mentioned that if the price difference is not huge, Ms. M and Ms. F will consider the mission or background of the business or buying from social enterprises.

François-Lecompte has summarized in six points the obstacles to socially responsible consumption; 1) the lack of information on companies' practices; 2) the financial cost; 3) the need for research efforts due to the lack of availability; 4) sustainable or ethical products often have low hedonic value; 5) socially responsible consumption is generally perceived as too restrictive in everyday life; and 6) it is difficult for consumers to know what is the "right" behavior (Toti & Moulins, 2016). A lot of the suggested and observed obstacles against ethical consumption is information and education. It is recommended to provide more conditions for a consumer to practice ethical consumption, like the availability of information, price, quality, accessibility of products, alignment of the enterprise's mission, the credibility of enterprises, etc.

3.2.2 Consumption related to SE

Buying from social enterprises is considered one of the ethical consumption behavior, as social enterprises have social missions. Respondents acknowledge that social

enterprises allow citizens to play a role in the process of doing social good. Knowing the view and experience of consumers on social enterprises would be helpful to further promote ethical consumption and support for social enterprises. In the responses to respondents' consumption considerations, similar to "ethical consumption," the term "social enterprise" did not appear until the research team explicitly asked about their view on social enterprises. From the interview, respondents mostly expressed that consumption is a rather mixed reasoning decision that involves different considerations in different contexts and needs.

Availability and Accessibility of Information

Availability and Accessibility of Information about social enterprises is one of the critical reasons that all respondents have mentioned their motivation to support social enterprises. Most of the respondents would not take the initiative to research social enterprises' work, but they would after they learn that they are social enterprises. Some respondents said that it is only in these few years that information about small brands is more accessible; more reviews are also available for them to reference in their purchasing consideration. Some read online promotions in a coincident, but then they started supporting social enterprises.

A lot of the respondents started purchasing in a social enterprise without knowing that they are social enterprises. It suggests that social enterprises must explicitly show their work to attract enough interest. Only when enough attention or experience with the enterprises is created will the customer look into their mission and continue their supporting behavior.

Respondents suggested that social enterprises share more about their story and social mission, while some others thought that social enterprises talk too much about the "sad" story. Whichever way, the availability and accessibility of the social enterprises' information are essential for a customer to support and buy from the social enterprise. Social enterprises need to consider how they tell their story and mission.

Credibility of social enterprises

Respondents mentioned that the accreditation of social enterprises is not well known to many people**,** but it may help them look for and support them. A few asked if the government provides accreditation and promotion for social enterprises. Respondents suggested referencing the certification of the eco-friendly products from the European Union, which helps and encourage consumers to make a choice considering its environmental impacts during the production process (Ms. C). Most interviewees believe that their friends and family may not be familiarized with the rationale and mission of social enterprises, but if they know more, they would be willing to support more.

In addition, some respondents of the survey and interview mentioned that the scandal of international non-governmental organizations (NGOs) affects public confidence towards both NGOs and social enterprises, which is the reason that consumers will

> Availability and Accessibility of Information about social enterprises is one of the critical reasons that all respondents have mentioned their motivation to support social enterprises.

> Accreditation of social enterprises is not well known to many people.

question how their money or donation will be spent. Although about 20% of survey respondents consider the use of profit of the store in their daily consumption habit, when it is on social enterprises, respondents tend to care about how they use their profit.

More than single rational choice

Survey results show a correlation of satisfaction scores towards the experience with the social enterprises and their alignment with social enterprise value, like a lot of the respondents of interview shared; they started consuming in social enterprises without knowing it, and their positive experience drives them to look more into their work and continue support. Other than a shopping experience, emotional arousal or at least some resonance is required for people to support social enterprises. It sometimes starts with the story of the social enterprise, and sometimes more directly starts with personal life experience.

Personal life experience is one crucial factor that reinforces support for social enterprise. The work experience of Ms. T and Mr. 8 also allows them to learn and work with social enterprises. This is one of the motivations that drive them to support social enterprises. Mr. U's experience with special education needs (SEN) children did not only drive him to pay more attention to social enterprises but also got him to support the work of social enterprises. He later joined different groups and collaborated with social enterprises, and currently tried to look into ways to improve the impact and competitiveness of social enterprises.

A few respondents appreciate that social enterprise is not only a business, but it also fulfills their social responsibility. Mr. P said that the affordability affects how he can purchase in social enterprises. Like most of the other interviewees, he considered price or the quality of the product first, but he will consider buying from social enterprises only when he wants to send a gift to others. "The mission of the social enterprises' product gives the present an extra layer of meaning. (雙重意義)" Ms. C echoed the extra meaning of the gift from social enterprises.

Chapter 4 Implication and Discussion

Key findings from the surveys and interviews provide a basic understanding of consumers and their views on and behavior related to social enterprises. Both surveys and interviews suggested that consumers in Hong Kong are rather practical and pragmatic; though there are still half of the survey respondents would consider purpose-driven causes (environmental, social, or political reasons), the price and quality of products and services are often the majors and prior considerations in their purchasing behavior. Even for those who would consider purpose-driven causes, those are hardly in the first three considerations. Other than the three considerations that the study identified, responses from the interview also suggested that 1) the proactiveness in researching for information on the production chain, the background of the enterprises, the impact of the enterprises, the use of their profit, etc. and 2) proportionality of ethical consideration in consumption should also be considered as criteria of ethical consumers.

Driving Ethical consumption

Key findings show that the trend of ecological consideration (35%) is more popular compared to social (21%) and political reasons (12%). The findings about ethical consumption have followed many previous studies on ecological consumers. The ecological consumer was first noted in the late 1960s but became more popular in the 1990s and 2000s with a new set of environmental problems (Leonidou et al., 2010). Similar to the green consumption studies (Roberts, 1996; Kilbourne & Beckman, 1998), this study also finds it hard to associate ethical consumption behavior with socio-demographic predictors, given the even more diverse drives and products of ethical consumption. It has only limited utility of socio-demographic characteristics for profiling environmentally (Dimantopoulus et al., 2003) and socially conscious consumers.

Other studies include using the different hierarchy of effects models to explain the decision-making process. Awareness-interest-desire-action model is one of the widely accepted as adoption decision models (Engel, Blackwell & Miniard, 1995). Yet, the study does not suggest a strong relationship between knowledge of social enterprises, attitudes supporting social enterprises, and actual consumption behavior in social enterprises. It is observed that the concept of consumption could create environmental, social, and political impacts that may be known to people, some people also align with the values, but it does not translate into regular action. Some argue that the current marketing or consumer decision is less of a linear hierarchy; with the flooding of information, it is more difficult to predict.

In driving ethical consumption behavior, there is more than simply awareness and attitude towards specific environmental, social, or political issues. Personal experience was found in the interview findings have play a critical role in motivating a person to support social enterprises.

> Both surveys and interviews suggested that consumers in Hong Kong are rather practical and pragmatic.

Diverse types of social enterprises

The public awareness of social enterprises in Hong Kong seems to have increased compared to the previous survey in Hong Kong and different countries, but the depth of understanding does not seem to go along. The understanding of social enterprises among their consumer remains superficial, as the social enterprises help people and communities with disadvantages. The level of understanding varies when it goes deeper into its model or the actual mission of each social enterprise. Both respondents from the survey and interviews suggested that social enterprises should promote not only their products or services but also the impact of the social enterprises so that consumers can make it easier to access information and verify if a store is a social enterprise.

There are difficulties in learning about individual social enterprises and the field as a whole with diverse types of social enterprises and their scope. According to the categories of social enterprises of Au (2014), there are four types of social enterprise in Hong Kong they are Work Integration Social Enterprise (WISE); Social enterprise creating market/ addressing the Bottom of the Pyramid; Social enterprise adhering to the sharing economy and Social enterprise adhering to the broader social economy movement. Besides these four types of social enterprises, Mkhize & Ellis (2019) argued that a deteriorating physical environment is one of the growing concerns in today's society. Therefore, some social enterprises aim to address environmental issues. The diversity of scope and type of social enterprises requires more effort from both social enterprises and consumers. Unlike the social enterprises that address ecological issues and WISE, the other types of social enterprises must provide a more detailed explanation of their model and social mission to their customers.

Also, different types of social enterprises attract support from people of diverse backgrounds. Although this survey has targeted consumers from two market creation social enterprises and 14 WISE, no significant difference was found in their responses in consumption behavior, knowledge, and view on social enterprises. However, It did show that the customers who support market creation social enterprises have a different background in terms of education and income level than those who support WISE. It suggests that different types of social enterprises may require different strategies. Further study and discussion are needed to understand the relations of the type of social enterprise.

Potential Support for Social Enterprises

Potential support from the public can be demonstrated by the willingness to pay towards social enterprises when they were explained with scenarios of the social mission. According to a survey by Fullness Salon, a WISE, in 2010, customers were willing to pay a 16% higher price. Our survey with scenario suggests that respondents are willing to pay more for political reasons (social enterprises that use Fair Trade products, 31%), environmental reasons (social enterprises that use the organic product, 38%), and social reasons (social enterprises that provide job opportunities to people from the disadvantaged group, 35%). All recorded an increase in willingness to

pay for products and services with a purpose compared to 2010. It also shows that when the mission is well explained, most respondents will not only support the social enterprises but are willing to pay more to support the social mission.

Some respondents have suggested social enterprises use more trendy tools for their promotion, like social media and public events. These allow the social enterprises to reach out to a larger population or target certain community groups.

Other than the individual change, institutional support is also vital as a drive. For green consumption, one of the reasons that people are aware of the environmental causes is that the institutions have been internalizing the negative externality[5] created by different economic activities with different policies and taxes. The government in Hong Kong and around the world has provided incentives and penalties to try to restrict harm to the environment. For instance, corporate or industries will need to pay taxes or penalties for their carbon emission; an individual will need to pay for a plastic bag that is not dissolvable and burdened the environment. It creates an ecological market with more eco-friendly products for the consumer to choose from. The government is another stakeholder and supporter to take the initiative to provide more promotion and supports for social enterprises. Other than funding support from the Social Innovation Fund and Home Affairs Bureau, more studies can be initiated to encourage public and corporate understanding and support of social enterprises. An accreditation system for social enterprises and social procurement policy for corporates would be helpful, but further consultation and study are needed.

Further study can target the general public on their awareness, attitude, and behavior on ethical consumption and social enterprises. A separate study should also target corporates who want to initiate corporate social responsibility activities, as corporates can be key players as ethical consumers and producers.

When the mission is well explained, most respondents will not only support the social enterprises but are willing to pay more to support the social mission.

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[5] Externality is an economic concept that is defined as a cost or benefit (not just in monetary value) of an economic activity experienced by an unrelated third party.

Chapter 5 Conclusion and Recommendations

In conclusion, this study extends previous research on ecological consumption in Hong Kong by extending to consumption behavior with purpose-driven reasons. It starts the discussion on the definition and criteria of ethical consumption. Referencing the trend of green consumption,

This study also extends the understanding of consumer behavior, specifically in social enterprises, by showing how personal experience and purchasing behavior are related. The findings highlight the inaccessibility of information, especially on the social mission and impact of social enterprises, which affects people considering social enterprises as one of their choices. With the diverse nature and scope of the 600 social enterprises in Hong Kong, the current way of promotion for individual social enterprises does not highlight the work or social mission of social enterprises. The social enterprises must maintain their competitiveness among the other products, which may be from mass production and lower prices. Making information available and more accessible is not just marketing, but it will help build the credibility of the social enterprises' sector. It also helps catch the attention of people who resonate their experience with the work of social enterprises and attract more support.

There is potential support from the public and corporates. However, the study also has its limitation targeting only the consumer of social enterprises, and it lacks the reach to the general public and its view on social enterprises. Future studies can include the consumption behavior and view toward social enterprises of the general public and other supporters, including corporate who can buy social enterprises' products and services.

Recommendations

Based on the research findings, we have the following recommendations for social enterprises in Hong Kong and organizations that want to support the development of social enterprises,

> 1) In order to strengthen the social enterprises' sector, there is a need to highlight more on the social side of social enterprises, not only the "sad story" but the social mission and impact of the social enterprises. Information and products/services from social enterprises should be made available and more accessible. Social enterprises should also conduct needs assessment and satisfaction evaluations on a regular basis to allow consumers to be more engaged in the work of social enterprises. Organizations and groups which support the development of social enterprise should provide more assistance to social enterprises and enable them to clearly communicate their social mission and impact, and at the same time support individual social enterprises in doing needs assessment and satisfaction evaluation to maintain the competitiveness in the market;

> 2) Organizations who want to support the development of social enterprises should also act as educators to initiate more discussion on the impact a consumption can create, either positive or negative, in order to help consumers to understand better the power of one purchase, which is to vote in or vote our an ethical business or an unethical business.

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Appendix - Questionnaires

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Part A: 社企的消費經驗

1. **請問你這次光顧是:**
   口首次光顧　　　口非首次光顧

2. **請問你在這間商店消費了多少金額?**
   $_____

3. **請問你知不知道剛才光顧的商店是一間社會企業模式運作的商店嗎?**
   口知道　　　　　口不知道(不用回答問題第4至6題)

4. **請問你知道剛才光顧的社企的社會使命嗎?**
   口知道　　　　　口不知道 (不用回答問題第5題)

5. **請問你知道有其他方法達到其社會使命嗎?**
   口知道　　　　口不知道

6. **如果剛才光顧的商店不再以社會企業模式運作,請問你會否仍然光顧該商店?**
   口會　　　　口不會　　　　口不知道, 很難說

7. **請問你知道其他商店或企業有否提供相似服務或商品嗎?**
   口有　　　　　口沒有

8. **請問你是否滿意剛才光顧的商店嗎?**

	十分滿意	滿意	一般	不滿意	十分不滿意
A. 價格					
B. 店員服務態度					
C. 貨品 / 服務品質					
D. 整體購物滿意程度					

9. **請問你會否再次光顧剛才的商店嗎?**
   口會　　　　口不會

10. **請問你會否把剛才的商店介紹給予親朋戚友?**
    口會　　　　口不會

Part B: 對社企的認知

1. **請問你有沒有曾經聽說過「社企」或「社會企業」?**
   □ 有　　　　□ 沒有 (不用回答問題第2至第9題)

2. **請問你對「社企」的第一印象是?**
   □ 正面　　　□ 負面

3. **請問你為什麼會有這個印象?**
   _____

4. **請問你從什麼地方得知該社會企業這個概念? [可選多項]**
   □ 廣告　　　　□ 媒體報導
   □ 社交媒體　　□ 公開活動 例如: 講座
   □ 親友介紹　　□ 教育機構
   □ 社企店舖　　□ 非牟利機構
   □ 工作　　　　□ 其他: _____
   □ 不知道,不清楚

5. **請問你曾經聽過什麼有關社企的資訊? [可選多項]**
   □ 社企/社創負責人的故事或分享
   □ 社企/社創和活動同其他資訊
   □ 社企/社創受惠者的故事和分享
   □ 社企/社創的社會目的
   □ 其他: _____
   □ 不知道,不清楚

6. **請問你認為自己對社企有多大認識?(社會企業泛指社企、合作社、社會創業競投、社會項目)**

十分認識	認識	一半	不認識	完全不認識
5	4	3	2	1

7. **請問你有多大程度上同意或不同意以下有關「社企」的句子?**

</div>

	十分同意	同意	一般	不同意	十分不同意	不知道
我相信我在社企消費後可以幫助弱勢社群						
我相信我在社企消費後可以有助社區發展						
我相信社企在獲得盈利後會貢獻社會						
社企只會幫助弱勢社群，與我沒有關係						
社企的產品/服務價格比一般商業機構貴						
社企的產品/服務比一般商業機構質素更高						

8. 就你所知，請問你能否講出「社會企業」有甚麼存在目的？

_____

   □ 不知道，不清楚

9. 請問你認為以下哪個句子最能夠形容「社會企業」的性質?【只可選擇一項】

   □ 「社會企業」是有政府資助的商業機構
   □ 「社會企業」是一種不涉及利潤的社會服務
   □ 「社會企業」透過提供社會服務，賺取利潤
   □ 「社會企業」透過商業運作，賺取利潤貢獻社會
   □ 「社會企業」會把利潤最大化
   □ 「社會企業」是慈善機構
   □ 「社會企業」營運所得盈餘會用於平均分發給員工及股東
   □ 不知道，不清楚

Part C：社企的消費行為

1. 除了剛才光顧的社企外，請問你在過去一年有沒有曾經光顧其他社企?

   口有　　　　　　　口沒有

2. 請問你過去在社企消費的頻率為: (只需回答其中一個)

   □ 每星期_____次
   □ 每月_____次
   □ 每年_____次

3. 請問你每次大約在社企上消費多少錢?

   □ $50以下　　　□ $51-100　　　□ $101-$200
   □ $201-$300　　□ $301-$400　　□ $401-$500
   □ $500以上

4. 過去一年，請問你平均每個月消費多少在錢購買社企嘅產品或服務？

   □ $100以下　　　□ $101-$200　　□ $201-$400
   □ $401-$600　　　□ $601-$800　　□ $801-$1,200
   □ $1201-$2,000　□ $2,001-$3,000　□ $3,001-$5,000
   □ $5,001-$8,000　□ $8,001以上

5. 過去一年，請問你曾經購買過哪一類型的社企產品或服務？【可選多項】

   □ 藝術及文化　　　　□ 照顧服務
   □ 環保生活　　　　　□ 教育及培訓
   □ 飲食 (例如:餐飲服務)　□ 健康護理及醫療
   □ 家居　　　　　　　□ 生活百貨
   □ 個人護理　　　　　□ 運輸
   □ 其他: _____

豐盛社企學會
Fullness Social
Enterprises Society

豐盛學院
FULLNESS
ACADEMY

Part D：一般的消費行為

1. **請問你在購買商品及服務時，你還會考慮以下什麼因素？【可選多項】**

   ☐ 價錢　　　　☐ 外觀　　　　☐ 售後服務
   ☐ 品牌　　　　☐ 品質　　　　☐ 耐用性
   ☐ 實用性　　　☐ 企業獲利後的用途
   ☐ 企業的政治取態 ☐ 環保性　　　☐ 產地
   ☐ 購物地點　　☐ 服務態度　　☐ 其他: _____

2. **請問你在購買商品及服務時，你會否考慮該企業的背後的理念？**

   ☐ 一定會　　　☐ 多數會，大部份時間都會
   ☐ 一時時　　　☐ 很少
   ☐ 一定不會

3. **請問你是否同意以下句子？**

	十分同意	同意	一般	不同意	十分不同意	不知道,不清楚
當我購買商品及服務時，我認為企業的背景是一個重要的考慮因素						
我認同社企追求利益同時兼顧社會公益的理念						
我認為社企追求利益的同時兼顧解決社會問題的目標是可行的						
我的消費行為有助解決社會問題						

Part E：光顧社企的樂意度

1. **當你知道社企的利潤會回饋或貢獻社會後，即使社企的收費較高，請問你是否也會願意光顧？**

   ☐ 是 (無論相差多少也會願意)　　☐ 視乎收費相差多少
   ☐ 否　　　　　　　　　　　　　☐ 不知道, 不清楚

2. **當你知道社企的利潤會回饋或貢獻社會後，請問你會否介紹親朋戚友光顧香港的社企？**

一定會	會	一般	不會	一定不會

3. **一般而言，請問你平均會用多少錢到餐廳食一餐午餐？**

   HKD_____

   假設有間餐廳，味道、位置等等和你光顧的餐廳都一樣。唯一不一樣的就是一間社企，在生產/提供服務過程中會有社會使命考量。

   就你平均會用【HK$上題答案】吃一餐午餐，請問你會多付多少錢在社企進食一餐午餐？

   A. 為了支持食材生產者享有安全的工作環境及合理回報，該社企選用了本地公平貿易食材

      會多付$_____總共$_____ (_____%)

   B. 為了減少食物生產同運輸產生的碳排放，該社企選用了本地有機食材

      會多付$_____總共$_____ (_____%)

   C. 為了讓弱勢社群有就業機會，該社企僱用了他們作為員工。

      會多付$_____總共$_____ (_____%)

4. **假設你希望以金錢回饋社會，請問你會選擇以下哪一種方法?**

   ☐ 花費於社企　　☐ 捐給慈善組織
   ☐ 以上皆是　　　☐ 不會捐贈

5. **未來一年，請問你會否繼續光顧香港的社企?**

   ☐ 會　　☐ 不會 (不用回答第6題)　　☐ 視乎情況

6. **請問你為什麼會選擇光顧社企?**

   _____

7. **請問你認為社企有什麼不足之處?**

   _____

8. **請問你對香港社企的長遠發展有什麼建議?**

   _____