

A Project titled

**The Public's Perceptions and Attitudes toward Social Enterprises and their Intentions
for Social Enterprise Products: A Study in Hong Kong**

Submitted by

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The Public's Perceptions and Attitudes toward Social Enterprises and their Intentions for Social Enterprise Products: A Study in Hong Kong

Abstract

Social Enterprises (SEs) are becoming increasingly popular around the world for the unique business model they can offer and social objectives they aim to achieve. However, despite the growth in recognition it has seen worldwide, Hong Kong have seen fewer development in recent years. Several materials have been published like research papers, news articles, reports, about Social Enterprises and how they struggle to survive in Hong Kong's competitive scene. Given the city's ferocious economic environment, there is no doubt that while these companies aim to change the world for the better, public knowledge and acceptance plays a key role in its future development. This study aims to explore the understanding of Hong Kong people of the term 'Social Enterprise', while gathering their opinions on the products and services these businesses provide that could affect their profitability and future development in the city. This study adopted quantitative research method such as survey research. Publications from various backgrounds were analysed and their case studies were thoroughly compared in narratives of local and global economic perspectives as well. After analysing the data, the current research discovered: 1. acceptance rate in Hong Kong is relatively lower than city-state Singapore, one of the top 10 most number of social enterprises in the world; 2. Social Enterprises could focus on other social issues that Hong Kong locals think require more attention; 3. other stakeholders like the Government could further extend their support to current operating social enterprises. The results of this study contribute to the foundation of previous research on social enterprises in Hong Kong and other Asian countries. The practical value of this research is how different stakeholders can contribute to the success of companies committed to social good, and how social enterprises can survive in Hong Kong by enhancing the dissemination of information to the public, increasing support for these businesses ultimately.

1. Introduction

Numerous articles have been written in recent years about the challenges of running a social enterprise in Hong Kong because of the dynamic environment. There were pre-existing issues that had an impact on the upward trend in new social start-ups, even though some have attributed the social turmoil that occurred in 2019 and the unprecedented situation brought on by the COVID-19 pandemic that rocked Hong Kong and the entire world for two years. Yet even before these unforeseen challenges, social enterprises in Hong Kong were relatively young and already faced competition with existing businesses. According to the Social Enterprise Directory, there were 574 companies in 2016. This was a rise of 9% from 2014 to this year. However, as market rivalry increased gradually, some of these establishments, including the Fantastic Ladies Café and Gingko House restaurant, anticipated closure (Ip et al., 2017).

Despite the city's purported growth of social enterprises and the formation of pertinent professional groups to support this expanding sector, the definition of social enterprise remains a point of contention. According to Au (2014), the Social Enterprise (SE) industry has been working hard to create certification and accreditation methods for certifying these businesses. The debate surrounding this business sector is about how it can continue to function in a harsh business climate like Hong Kong and how it can overcome the stigma associated with its engagement with people with disabilities (PWD), the elderly, eventually increasing public acceptance and support for the cause.

The majority of the research articles focused on the city's problems in the vicinity. There is no denying that Hong Kong favours technological advancement and businesses that provide such an operational strategy. Therefore, the Social Entrepreneurship Forum (SEF) and the Hong Kong General Chamber of Social Enterprises and Social Ventures in Hong Kong are partnering

to help emergent social enterprises develop a commercial model based on the information they communicate to the public (Chan, 2021). Though the efforts have yielded some results, the city's solutions cannot satisfy all of the requirements of social business owners. Under the altered bidding system, many companies were unable to extend their rental contracts. However, there was little to no study done that provided the public's perception and attitude towards social enterprises, as well as their intentions for social enterprise products. Therefore, this paper will look into the prior knowledge of Hong Kong of social enterprises. Specifically, we will examine the acceptance rate of Hong Kong locals compared to the research result of a study similarly done in Singapore. Using the results of the survey conducted in the past few months, factors affecting Hong Kong people's willingness to purchase for these businesses will be listed down. Then, we will look at how Hong Kong can adopt similar approaches to accomplish effective economic growth through public support while not overlooking the social objectives of the businesses.

This research provides genuine answers and relevance to the present circumstances and challenges confronting Hong Kong's social enterprises. We can provide methods for companies that use social elements in their business models to remain alive and compete with traditional businesses by analysing understanding the opinions of the public surrounding social enterprises. On the other hand, the data collected for this research can supplement the findings of other publications by analysing successful neighbouring developed countries such as Singapore and how Hong Kong can learn from them in terms of public's understanding of this form of business ownership, buying behaviour of locals, the expectations towards social enterprises, and more. This research could also provide pertinent solutions such as providing a financing method that enables businesses to function on a daily basis, relaxing taxation for social enterprises, and increasing marketing to increase public consciousness in order to break the shame associated

with people with impairments and the aged. All of these can be used to make recommendations for relevant stakeholders to improve the competitiveness of social enterprises, and increase public approval and support.

2. Literature Review

More promotion for social enterprises is needed to help with brand development and increasing public knowledge of such businesses (Au, 2014). According to Wong and Tse (2016), the marketing performance of these enterprises is ineffective, which harms the company's total performance and profitability. In order to gain public support, the platform being used, and method of information dissemination needs to be carefully thought of. It is not only awareness that we want the public to gain, albeit the understanding and recognition of social enterprises in a pool of businesses. However, to comprehend the situation, we must first define social business.

2.1 Social Enterprise – Definition

According to Defourny and Shin-Yang (2011), the notion of social enterprise was founded in the early mid-1990s on the concepts of social entrepreneur and social entrepreneurship. According to Lee (2015), "corporate social responsibility and sustainability are gaining acceptance as a new paradigm in the industry." As a result, many rising social entrepreneurs are mission-driven people who employ a set of business behaviors to provide social value to those who are less fortunate. (Abu-Saifan, 2012). With the word 'social' derived from the word 'society,' different social enterprises that concentrate on and support community issues arose and were classified based on capital, missions, and goods and services. (Lee, 2015, Cornelius and Wallance, 2013). Ridley-Duff and Southcombe (2012) classified social enterprise into five categories: (1) worker and/or community ownership of the enterprise that provides a certain

degree of worker ownership; (2) social and commercial aims bound to provide community benefits with self-sustaining financial support; (3) social, environmental, and financial benefits that produce social wealth and profits; (4) co-operative management that empowers workers as a democratic management; and (5) co-operative management that empowers workers as a democratic management. Overall, it is a method of earning money that incorporates important aspects of community service. (Galera and Borzaga, 2009).

In laymen's term, social enterprise is a type of enterprise that focuses on generating both commercial and societal benefit. Social businesses place a premium on having a beneficial effect on the ecosystem, communities, and society as a whole. These companies make significant contributions to the creation of a healthy and equitable society. Aside from financial gains, social businesses have a variety of effects on the social welfare of the areas in which they function. Their activities generate employment, decrease environmental degradation, and promote societal change. These types of businesses are becoming increasingly common around the globe as mentioned throughout this research. Their success, however, is frequently hampered by public views that, at times, misrepresent reality. Many people still believe that because social enterprises are charities, their goods and services are inferior to those offered by conventional businesses. Due to this perception, it is difficult for social businesses to flourish in most marketplaces, undermining the potential for promoting social and economic sustainability. The following are some challenges faced by social enterprises based on existing papers done on social enterprises.

2.2 The Identification of Social Enterprises Difficulties

Based on an interview, Shaw (2004) identified four elements of entrepreneurial marketing: (1) entrepreneurial endeavor; (2) entrepreneurial corporate culture; (3) chance identification; and

(4) networks and networking. In Hong Kong, poor business success of social enterprises may be attributed to ineffective marketing tactics and an insufficient funding, which is related to communication efficacy. (Till et al., 2011). According to Lee (2015), despite its rapid growth, the industry shares traits with small and medium-sized enterprises (SMEs) in terms of yearly income and employee count. Though the growth of social enterprise has been successful in other areas, the same cannot be said for Hong Kong. According to the Fullness Social Enterprises Society (2015), 55% of the city's social businesses expected to close within the first ten years. It is obvious that a firm that can attract public notice achieves superior financial performance, allowing it to survive as a business. On the other hand, its humanitarian work receives notice, whether it is employing people with disabilities (PWD) or old people as labor. Indirectly, social enterprises increase consciousness of community issues and may provide money assistance, such as funds to establish feeding programs, as well as volunteer support.

The general perception of social enterprises has a major influence on their ability to meet their objectives. The perception is frequently the result of a lack of knowledge of the idea and method of operation of social enterprises. Many people are unfamiliar with the social business paradigm, which often leads to misguided and inaccurate views. Public opinion can impact social businesses' access to money, client base, alliances, and collaborations. Because social businesses are frequently viewed as immature and ineffectual, they draw less investment than conventional enterprises, further limiting their operations.

2.3 The Factor Leading to Social Enterprises' Difficulties

There are several factors that determine the performance of social enterprises like individual, organizational and environmental factors as well as organizational resources (Weerawardena & Mort, 2006). In this study, we mainly focused on the environmental factors, namely the

dynamic and hostile environment of Hong Kong, as we apply the same context of public perception study done by Singapore to the city.

2.3.1 Public awareness and acceptance

The degree of customer awareness and acceptance of social enterprises' goods and services is an essential social element influencing them. According to Hyot (2012), social media helps social enterprises govern communication, collaboration and knowledge management. Revenue generation may be difficult for social enterprises that provide goods or services that are not well known or approved by the general public. There is an urgent need for various types of businesses to use social media to enhance the content of their customer relationship management (CRM) program (Peltier et al. 2013). Negative perceptions of social enterprises can also influence how they handle marketing and branding. Many social ventures view branding and marketing as a secondary, non-essential element of their operations, and as a result, they engage as viable companies less frequently. This typically suggests a lack of confidence in the organization's product or service, or an admission that a significant percentage of the public does not see enough value in their work. Marketing and branding are critical components of marketing social enterprises and raising knowledge of their goods and services, particularly in a public mindset that frequently associates high-quality products with high prices.

2.3.2 Government and policymaker support

Another social element influencing social enterprises is the amount of government and policymaker support they receive. Yu (2016) reported that members at the meetings of Panel on Welfare Services and Panel on Home Affairs have repeatedly urge the Government to foster development of social enterprises in Hong Kong. It has also been noted that there is difficulty

for novice non-profit organizations (NPOs) to produce thorough business strategies to seek for startup funding. When combined with insufficient government guidance and support throughout the application process, this discourages prospective operators from establishing social businesses. Public policies should provide an enabling environment for the development of social enterprises, including allowing access to capital (Noya, n.d.). Yet, establishing meaning frameworks for social enterprises requires policymakers and the Government to take a holistic view of social entrepreneurship and the contributions it can make to improve economic and social aspects of Hong Kong. Thus, by providing financial and regulatory assistance, it strengthens the business climate in which social entrepreneurs and enterprises operate. This is until the Government acknowledge social enterprises as viable economic models, they may not gain the necessary financial or legal backing to thrive to increase public awareness on social enterprises.

2.3.3 Industry competition

Social enterprises are also affected by the level of competition in their industry. Leung et al. (2019) found through their study that it is more difficult to run Social Enterprises (SEs) than small or medium-sized enterprises (SMEs) because SEs need to achieve both economic sustainability and their social objectives for the benefit of society. On top of that, if there are many organizations offering similar products or services, social enterprises may struggle to differentiate themselves and attract customers. Within Hong Kong, local social enterprises are heavily concentrated in lower-value-added operations including catering (30%), medical care (26%), and retail and personal services (25%) (The Hong Kong Council of Social Service, 2016). With majority operating within the same industries, it would be difficult for social enterprises to stand out amongst the sea of businesses. However, social enterprises that are able to find a unique niche and offer innovative solutions to social problems may have a competitive

advantage. That may not be the case as many of these businesses heavily rely on grants and funding (Luke, 2016). They must also continually monitor market trends, evaluate competition strategies, and respond rapidly to changes in customer demand. Furthermore, social companies may have a unique problem in integrating their social mission with competitive aims, which may necessitate careful prioritizing and resource allocation. Therefore, public acceptance, support and engagement changes the game for many social enterprises, who champion social causes that resonate with them (NUS Business School, 2016).

3. Research Questions

With the aim mentioned above, four research questions are derived as follows:

1. To what extent is the prior knowledge of consumers about social enterprises and their products?
2. What are the perceptions and attitudes Hong Kong people have toward social enterprise products?
3. What factors play into people's willingness to purchase from social enterprises?
4. How can the social objectives of Hong Kong Social Enterprises be enhanced to increase public acceptance and support?

4. Methodology

4.1 Research method

To understand the perceptions and attitudes of the public towards social enterprises and explore their buying intentions for the products and services offered, this study adopted quantitative research by using a questionnaire survey. After analysing the data collected, the results could corroborate to the existing public perception research studies done on social enterprises in Hong Kong and other countries, as well as improve the marketing tactics to increase awareness and

support to different social causes. An insight into the opinions and buying behaviour of Hong Kong locals could also assist in formulating better business strategies for this sector in the future.

It is critical to understand the objective of the materials collected, the methods utilized, the population sample taken, and the data set's limitations, such as what information was not supplied (Crossman, 2019). Thus, for the questionnaire survey, convenience sampling and snowball purposive sampling were used. The reason for using these sampling techniques was because of restricted primary data sources as there were limited networking from the researcher's side. Respondents were reached out through social media pages and other means of information dissemination. Moreover, this is a public perception study, so it required a huge number of respondents from a wide range of age groups and occupational background. In the questionnaire survey sample, the findings were from two hundred and four Hong Kong residents, who were aged 18 and above, and conducted through Google Survey form. Specifically, the research instrument was a multiple-choice questionnaire survey. By collecting a sample from the entire population of Hong Kong, it could fill the gaps of research on public perception. Fowler (2014) mentioned that the keys to successful sampling are finding a mechanism to provide all (or nearly all) population members the same (or a known) chance of being picked and selecting the sample using probability methods. The data collection started in mid-January 2023 and ended in late March 2023.

The respondents were required to complete an English questionnaire survey, and it would last about five to ten minutes to complete. Appendix 1 is the sample questions of the questionnaire survey. Respondents were told of the study's objectives and research questions prior to the questionnaire survey, and they were assured of the confidentiality of data and their right to

continue or withdraw from answering the questions. They willingly participated in this study and were aware that the data collected would only be utilized for the purposes of this investigation.

To analyse the data, descriptive statistics was adopted under the umbrella of quantitative research.

In order to define the relationship between variables in a sample, descriptive statistics are used to organize and aggregate data (Kaur et al., 2018). Holcomb (2016) mentioned that using descriptive statistics before reasoning is vital because it offers a micro representation of the data and aids in the identification of mistakes and abnormalities. This research report adopted descriptive statistics to describe the characteristics of the sample in an accurate and unambiguous way, where information will be easily communicated to others (Mohammed, 2018). The use of descriptive statistics is crucial because it gives an easy-to-understand visual representation of the data. A scatter plot or histogram, for example, can offer a fast picture of the data set, which is useful for communicating with non-statisticians. These representations can assist in highlighting important distinctions between the respondents that might otherwise be difficult to notice from numerical summaries alone. It also aids in finding any outliers or extreme values that require additional investigation. By referring to the graphs and statistics, it could answer the research questions presented in this paper directly and provide conclusive data to support existing papers.

4.2 Ethical procedures

4.2.1 Participants' rights

As defined by Bhandari (2021), ethical concerns are a collection of research guiding principles that researchers must follow when gathering data from individuals. Prioritizing scientific integrity, human rights, and dignity is vital to ensure that research subjects are informed and safe throughout the process. To begin, it was critical that ethical approval be sought and obtained from the institution prior to performing any survey research for this study. The Ethics Application Form was completed in late November 2022, and any revisions required from supervisors to improve accuracy were requested. To begin collecting primary data, the full process had to be completed until the final application form and final department permission were received.

4.2.2 Procedure on protection

Respondents of the questionnaire survey were all of legal age, further split into smaller samples based on their nationality, occupation and length of stay in Hong Kong. Prior to the survey, social media posts included information about this study and age discretion was advised. The respondents were informed of the data usage and were given freewill to refuse to use their answers for analysis. All the data collected were stored on a hard drive and deleted upon submission of this research paper.

5. Results

Following the collection of data from the questionnaire survey, there was an understanding of Hong Kong locals and residents' perception and attitude towards Social Enterprises, including the factors affecting their buying decisions and how businesses could further attract locals to

support the social objectives. There were two hundred and four respondents from all walks of life.

5.1 Respondent profile

1. Gender

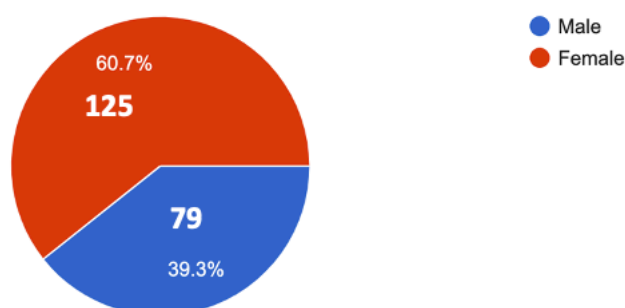


Figure 1: Gender group of respondents

2. Age

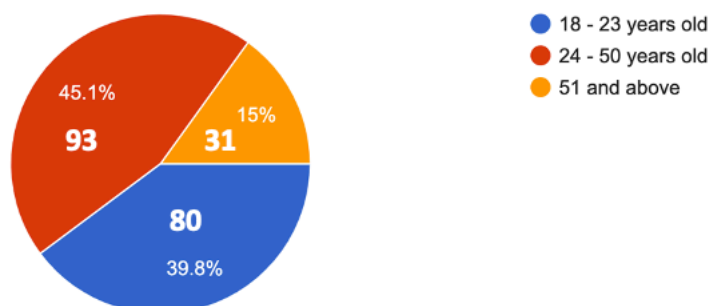


Figure 2: Age group of respondents

Based on the graphs, there were more female respondents than male, specifically 125 female respondents and 79 male respondents. Within the 204 respondents of the questionnaire survey, the largest age group are those 24 to 50 years old, with 93 respondents, followed by people aged 18 to 23 years old. The least number of respondents were from the oldest age group, 51

years of age and above. The age groups were determined by the research objectives and the population being surveyed. On the other hand, since the survey is aimed at understanding consumers' buying behavior in the latter stage, age ranges would be more appropriate. It is critical to define age groups in this public perception survey to guarantee appropriate data collection and analysis to those with more exposure to different sectors in Hong Kong.

3. Employment

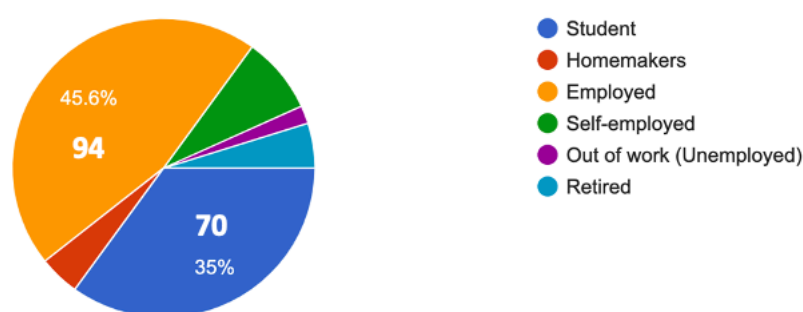


Figure 3: Employment of respondents

As majority of the respondents are within 24 to 50 years old, thus 94 of them are grouped within “Employed”. The second largest group are “Students” with 70. The remaining are in order from “Self-employed” (17), “Retired” (10), “Homemakers” (9) and “Unemployed” (4) respectively. This question indirectly relates to the buying ability of the respondents. Classifying respondents' employment in this public perception questionnaire survey is an essential task for this research since it allows determination of socioeconomic profile of the survey participants. Employment is often classified based on the type of the work, the degree of employment, the job contract, and the compensation.

4. Nationality

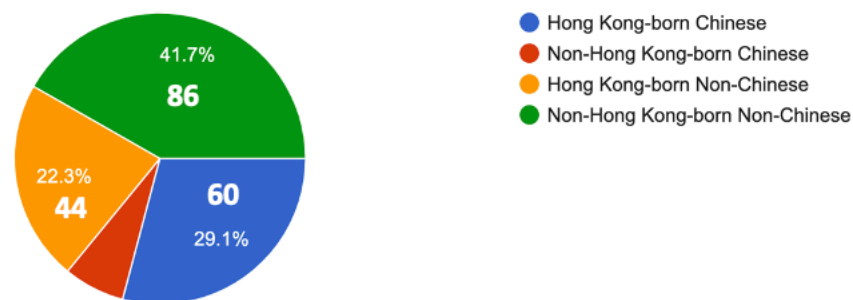


Figure 4: Nationality of respondents

The classification of respondents' nationalities is an important part of survey research. As Hong Kong is a multicultural city, it is essential to understand how culture, beliefs, and language may differ and affect the perception and attitude towards Social Enterprises. For instance, Hong Kong has a strong philanthropic tradition (Leung et al., 2019). Yet this does not apply to the entire demographic of the city. Thus, in the survey, it could be seen that about 86 respondents are Non-Chinese residents who were not born in Hong Kong, followed by 60 Hong Kong born-Chinese, 44 Hong Kong-born Non-Chinese and about 14 Non-Hong Kong-born Chinese.

5. Length of stay in Hong Kong

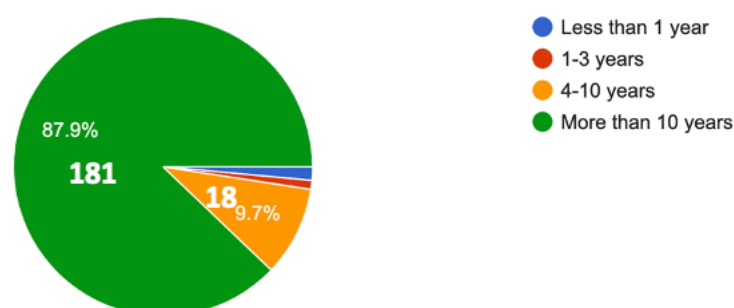


Figure 5: Length of stay in Hong Kong

The graph showed that the majority of respondents, 181, are residents of Hong Kong, who resided in the city for more than 10 years. Only less than 23 of the respondents have lived in Hong Kong for less than 10 years, with 2 of them only living in the city for less than a year. This could reflect the shopping experience of the respondents and their exposure to different industries, including Social Enterprises operating within them.

5.2 General knowledge of social enterprises in Hong Kong

In this section of the survey, we investigate the prior knowledge of Hong Kong residents on the term “Social Enterprise”. Prior knowledge of social enterprise can also help comprehend the function of social entrepreneurship, which is the process of founding and developing social-impact driven initiatives with the goal of making a difference in society. It entails utilizing innovation, creativity, and entrepreneurial abilities to provide long-term solutions to societal challenges.

1. “Do you recall hearing the term “Social Enterprise(s)” prior to the survey?”

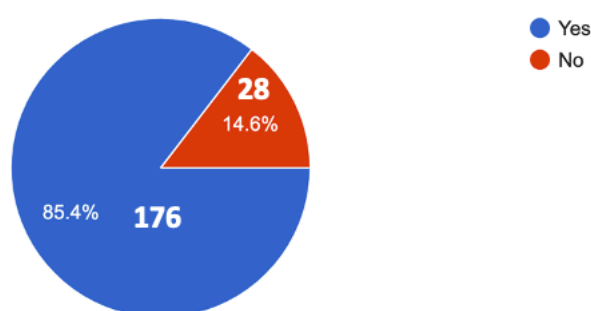


Figure 6: The term, “Social Enterprise”

2. From which of the following media channels do you generally hear about “Social Enterprise(s)”? (You may choose more than 1 answer)

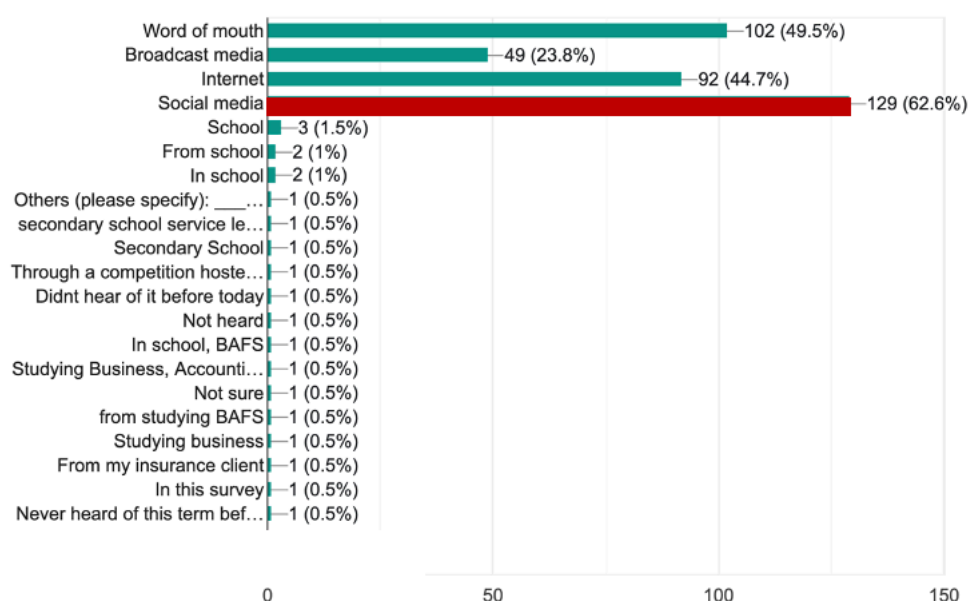


Figure 7: Platforms where respondents have heard of the term, “Social Enterprise”

As shown in Figure 6, out of the 204 respondents of the questionnaire survey, 176 of them have heard of the term, “Social Enterprise” while only 28 of the respondents have never heard of this term before. In the following question, respondents were asked to choose a media channel where they have heard of the term. This question allowed respondents to choose more than 1 answer. Therefore, 204 responses were allowed for each choice provided in this question. 129 out of the 204 survey respondents heard of “Social Enterprise” from social media platforms. Followed by 102 of them who picked ‘word of mouth’ as a channel. The remaining choices were ‘Internet’ and ‘Broadcast media like television’ that received 92 and 49 out of 204 respondents respectively. Compiling all the other suggested answers of the respondents, a few of them heard of the term from ‘school’ or at ‘work’.

3. What do you understand from the term “Social Enterprise” ? (You may choose more than 1 answer)

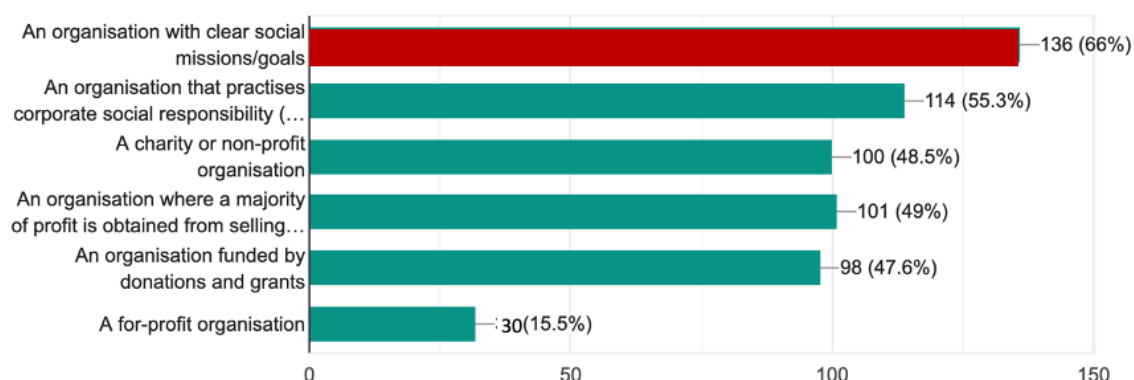


Figure 8: Respondents’ understanding of “Social Enterprise” based on existing definitions

4. How would you identify an organisation as a social enterprise? (You may choose more than 1 answer)

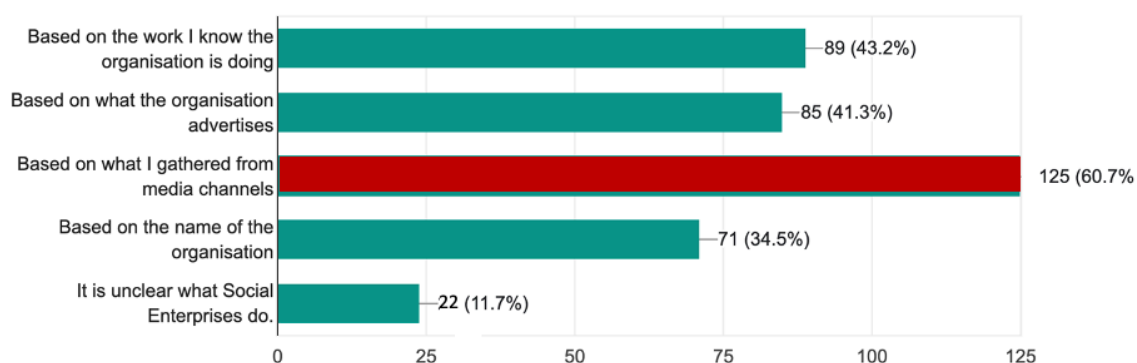


Figure 9: Respondents’ identification of “Social Enterprise” based on prior knowledge

Additional questions were asked within the survey to test the knowledge and identification of the respondents. This public perception study dug into the public's thought processes while comprehending and recognizing social enterprises. In Figure 8 and 9(see above), respondents were given a range of traits and asked to choose the applicable answers that related to them.

The findings in Figure 8 indicate that “social mission and goals” play an important role in social enterprise understanding and identification, since social goals emerge as the most common interpretation of social enterprises, and the top 2 method of identifying an organization as a social business (Figure 9). Therefore, SEs should aggressively publicize their social objectives and how their resources are allocated to attaining them to strengthen the public's identification of Social Enterprises using media channels, which gained 125 responses out of 204 respondents.

5. Do you know any organisation in Hong Kong operating as a social enterprise? (If yes, please answer Question 6.)

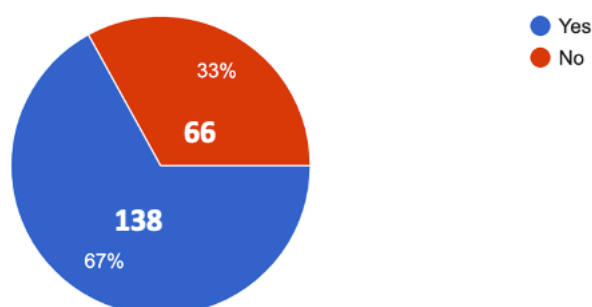


Figure 10: Social Enterprises in Hong Kong

6. How were you involved with the organisation?



Figure 11: Involvement with local Social Enterprises

Applying to Hong Kong's context, respondents were asked if they knew any organizations operating in the city. Fortunately, 138 of the respondents knew at least one social enterprise operating in Hong Kong. However, 66 of them have no clue about social enterprises within the city. This was followed by a question on the 138 respondents' involvement with the local social enterprise (Figure 11). The top choice was only hearing the name of the organization from somewhere with 54 respondents, followed by using their services, 38 responses and buying a product, 37 responses respectively. Some of the 138 respondents in this question have either volunteered, donated items, and even worked for the social enterprise. This gives insight into the respondents' participation with local social enterprises as well.

5.3 Perception and attitude towards social enterprises

Individuals and communities have different perceptions and attitudes toward social business. Some individuals see social enterprises as a tool to address social issues, while others see them as a type of capitalism. As social enterprises have grown in popularity across the world, they have drawn a variety of opinions and attitudes from diverse stakeholders. In this section, the perception and attitude of Hong Kong residents can be analyzed based on their answers.

1. What does social enterprise mean to you personally? (You may choose more than 1 answer)

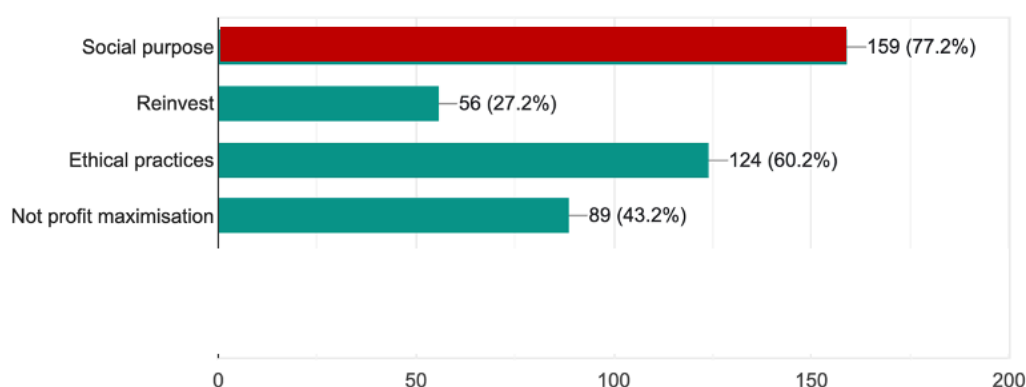


Figure 12: Personal definition of "Social Enterprise"

Figure 12 shows that the social purpose of social enterprises is being communicated well as 159 of 204 respondents believe the social objectives is what defines this form of business. About 124 respondents believe its ethical practices like providing employment opportunities to people with disabilities is the core purpose of social enterprises.

This brings us to understand the perception of Hong Kong people towards social enterprise through Figure 13 (see below).

2. Which of the following is a reason why Social Enterprises should grow in the city? (You may choose more than 1 answer)

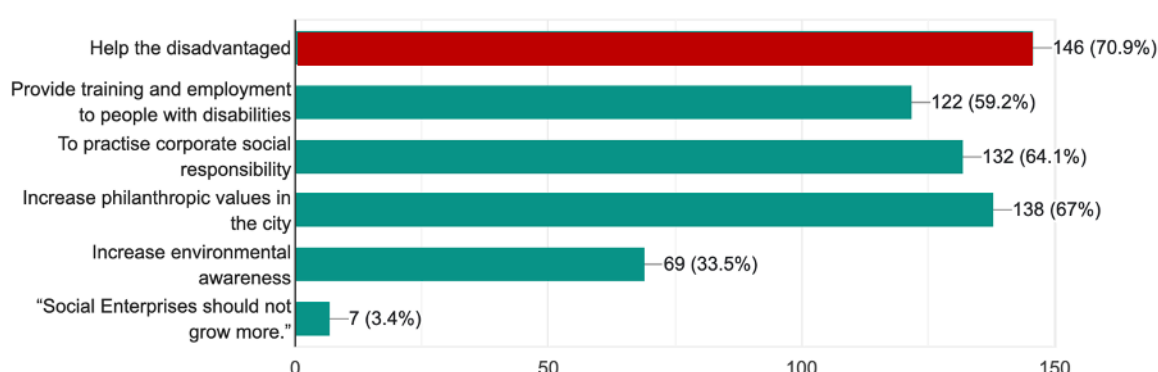


Figure 13: Reasons for Social Enterprises to grow in Hong Kong

Overall, the understanding and interpretation of majority of the respondents are positive towards social enterprises. When asked to choose a reason for social enterprises to grow, 146 respondents choose 'help the disadvantaged' as a primary reason. This was followed by 138 responses on 'increasing philanthropic values in the city' and 132 responses on 'practicing corporate social responsibility'. Out of 204 respondents of this questionnaire survey, only 7 of them do not think that social enterprises should grow in Hong Kong. The collective positive

attitude towards social enterprises is an indication of a gradual increase in awareness and support from the public.

3. Should the government use social enterprises as a tool to fill the gaps of their work?

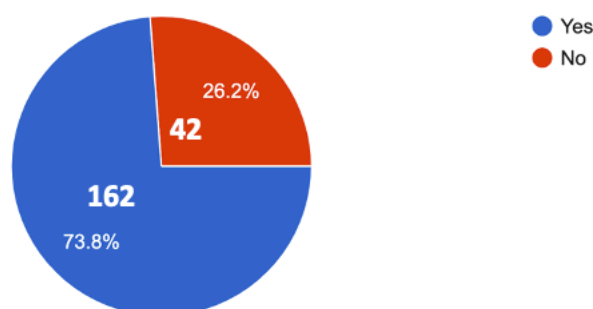


Figure 14: Supplementing Government work

However, when asked if social enterprises should be used to supplement the work of the Government in tackling social issues in Hong Kong, 42 respondents did not agree. This question could be interpreted in two different ways, in a positive manner where employment opportunities can be provided instead of interpreting it as the local Government's inadequacy. With that, 162 respondents agreed that social enterprises could assist in tackling social issues faced in Hong Kong. This indirectly reflects the positive attitude the public has on the development of social enterprises.

4. Do you think social enterprises need more financial support from the government to continue operating in the city?

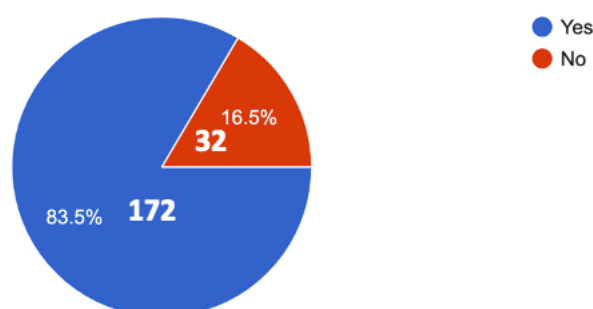


Figure 15: Financial support from the Government

Leading to the final question on the perception and attitude of the public, which is about financial support to social enterprises. As these businesses are assisting in tackling social issues in Hong Kong, it is evident that financial resources are required to further support this tool. According to the respondents, 172 of them do think that social enterprises need more financial support from the Government to continue their operations. Only 32 of the respondents did not agree on further injecting money into these businesses.

Holistically, the perception and attitude of the respondents have been positive and agreeable so far into the process.

5.4 Intentions to buy products and services from Social Enterprises

This section looks at the public's reasons and impediments to purchasing from Social Enterprises. We will evaluate the buying behavior of respondents and their future intention to buy from these types of businesses.

1. What are your spending habits? (You may choose more than 1 answer)

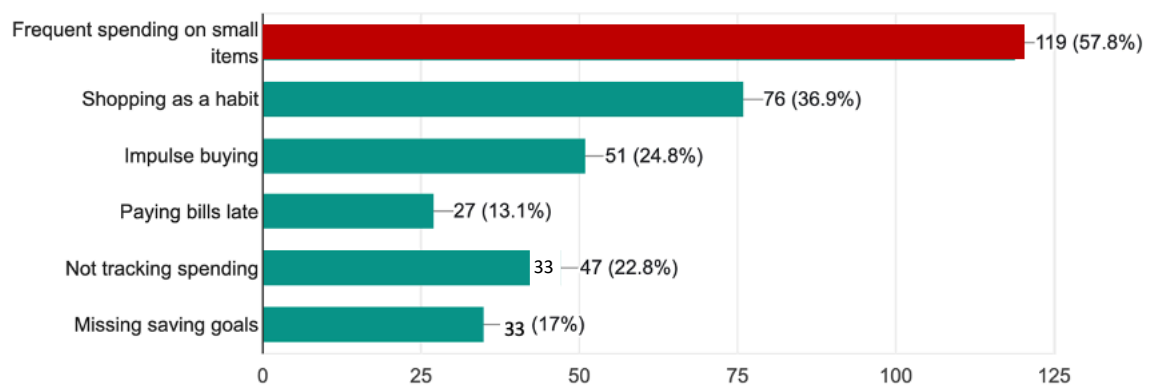


Figure 16: Spending habits

To understand the buying behavior of the respondents, this questionnaire survey asked for their spending habits (see above Figure 16). Majority of the respondents believe they frequent on buying small items, specifically 119 out of 204 responses. The choice with the second highest votes went to shopping as a habit. Impulse buying and not tracking of spending received 51 and 47 responses. This leaves missing saving goals and paying bills late as the choices with the lowest votes. Some respondents may place a higher value on saving and investing, while others may place a higher value on having fun and purchasing goods and services.

2. How often would you purchase from Social Enterprises?

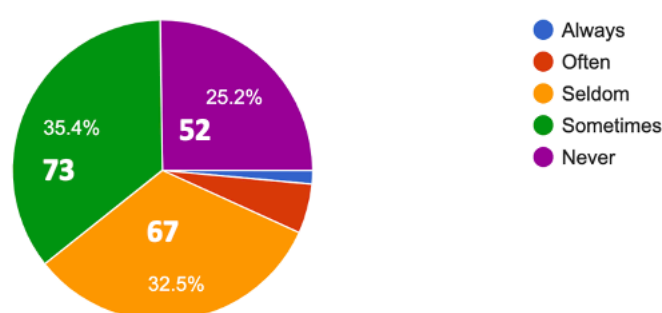


Figure 17: Purchasing from Social Enterprises

Based on the graph of Figure 17, majority of respondents sometimes or would seldom purchase from social enterprises. 52 respondents have never purchased goods or services from them either. Only less than 12 respondents have found themselves often or always purchasing from these types of businesses, which allowed the following question to support the data in Figure 17.

Figure 18 (see below) showed factors the respondents consider when making purchasing decisions.

3. What is important to you when making a purchase decision? (You may choose more than 1 answer)

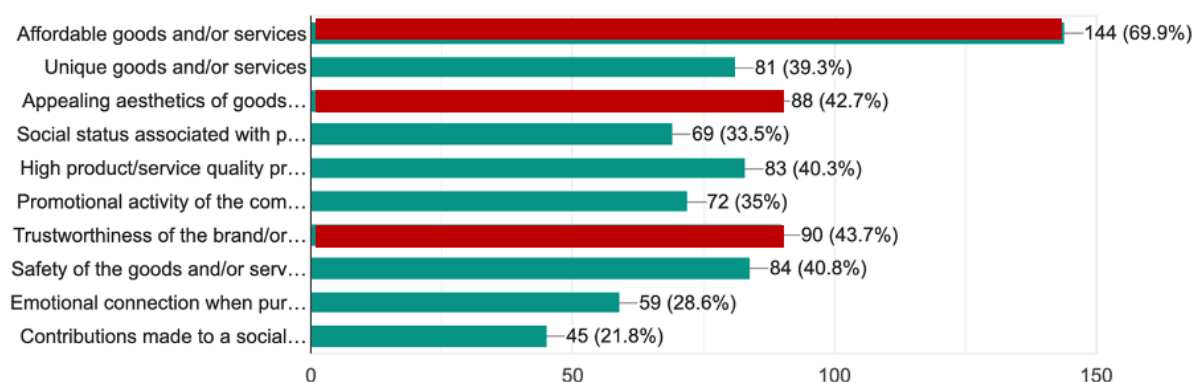


Figure 18: Factors considered when making purchase decisions

Based on the findings, the factor most respondents in Hong Kong consider when making purchase decision is affordability. 144 out of 204 respondents would make a purchase if the goods and/or services are affordable. Another factor that many people consider is the trustworthiness of the brand or organization, with 90 out of 204 respondents choosing this. Nearing this choice, 88 respondents consider how appealing the aesthetic of the goods and services are. The factor with the least number of responses is whether the products or services contribute to any social cause, receiving only 45 out of 204 responses. This reflects that Hong Kong people value affordability over social value, ensuring that they get what they pay for ultimately.

5.5 Public expectations of social enterprises

In this section, we look at the public's expectations in terms of which social needs should be addressed and how social enterprises can attract more people to devote to their social purpose.

1. Based on your opinion, do you think Social Enterprises are a good alternative to tackle social issues?

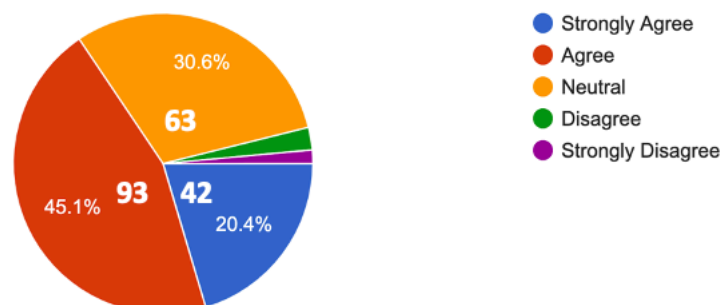


Figure 19: Alternative method to tackle social issues in Hong Kong

A question was presented to all respondents to gauge public perceptions of social enterprises and their role in resolving societal concerns. Almost half of the respondents agree that Social Enterprises are a good way to address social issues, reaching 93 responses. Though 63 respondents were neutral on this statement, 42 respondents strongly agree that are social enterprises are good alternative. Only 6 respondents disagree or strongly disagree altogether. This indicates that although there is a strong support, there might be some people who have reservations about businesses that adopt is social enterprise model.

Respondents were then presented with a list of notable social concerns in Hong Kong and asked to pick which issues they believed deserved concentration to gain a sense of what the public feels are important social needs in the city (see below Figure 20).

2. What do you think are the important social issues in Hong Kong that require attention? (You may choose more than 1 answer)

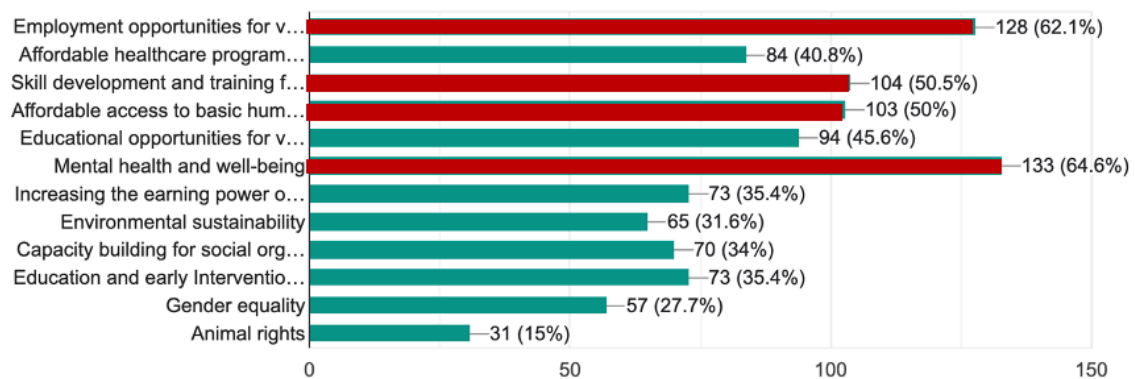


Figure 20: Social issues in Hong Kong

Mental health and well-being emerged as an important issue that respondents felt required focus, garnering 133 responses out of 204 respondents. Vulnerable groups followed behind as the second most important issue that respondents felt needed more focus, particularly ‘employment opportunities’ and ‘skill development and training’ that received 128 and 104 responses respectively. The respondents also believed affordable access to basic human needs is an important social issue that required attention.

In terms of the need-gap (respondents who feel an issue is important but are not satisfied with existing efforts), respondents were asked to rate the efforts made for each social issues depending on their level of satisfaction (see below Figure 21).

3. For the options you selected in Q.2, please rate your satisfaction with efforts currently being made in Hong Kong to meet these social needs. "1" being least satisfied and "5" being most satisfied.

(You may choose more than 1 answer)

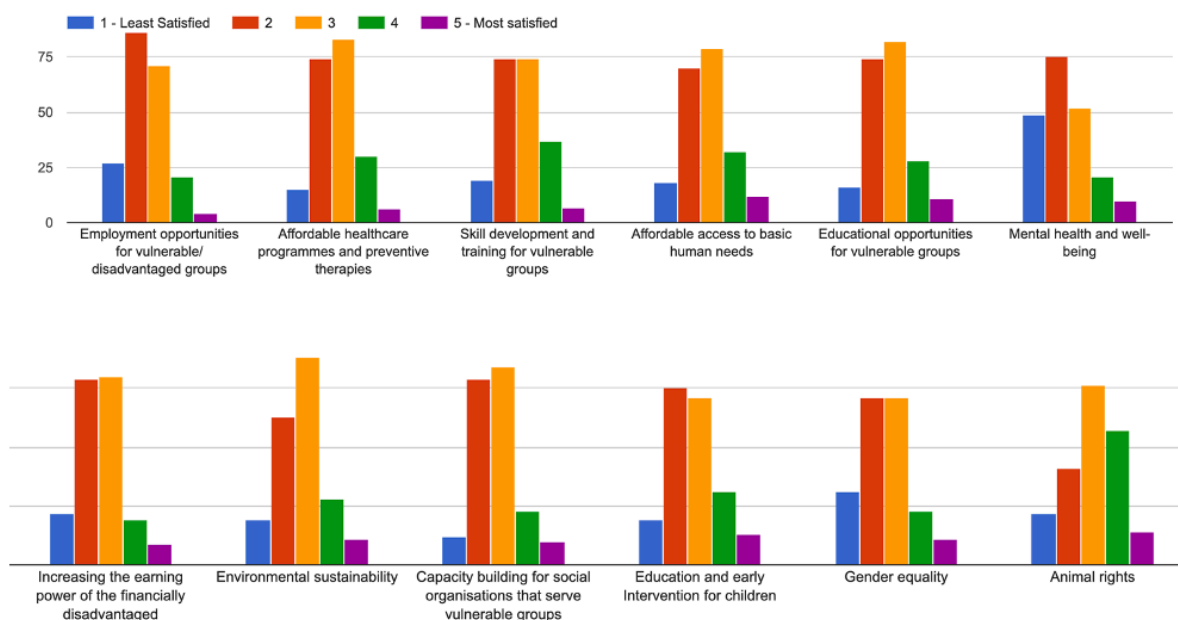


Figure 21: Satisfaction level for efforts made to tackle social issues

With a general look at all the results of each social issue, majority of the respondents are close to neutral and dissatisfied with the efforts made to tackle social issues in Hong Kong. This may not be directly related to social enterprises, yet it could serve as the essential information when developing business plans and deciding on social objectives. The Hong Kong Government, along with social enterprises should continue to collaborate in addressing different social issues. In turn, this could increase public support of such businesses that operate in Hong Kong.

6. Discussion

6.1 Research Question 1

To what extent is the prior knowledge of consumers about Social Enterprises and their products?

A study done by Au (2014) found that there has been a significant improvement in public awareness of social enterprises. Hong Kong has a long history of social organizations seeking to offer employment and solutions to the city's social and environmental issues (British Council, 2020). The origins of social enterprises in the city may be traced back to the 1980s and the early development of social economy initiatives, continuing through the early 2000s and the growth of work integration social enterprises (WISE), to the diversity of market-oriented social companies functioning today. Since majority of the respondents have resided in the city for more than 10 years, it is no doubt that many have heard of the term “social enterprise”. Hence, the result presented in Figure 6, where 85.4% of the respondents recalled hearing the term “Social Enterprise” prior to taking the questionnaire survey.

In Wong and Tse’s (2016) research regarding social media, networking, and marketing performance study of social enterprises, they reported that the use of social media platforms has become a staple in disseminating information to the public. It has become obligatory as a result of the increasing power that consumers have obtained as a collective. (Smedescu, 2013). In the public perception questionnaire survey, 62.6% of the respondents gain knowledge of “Social Enterprise” from social media platforms. However, hearing the term is not equivalent to understanding what the term means and what organizations exist in Hong Kong. It should be emphasized that consumers who "liked" a brand on Facebook, a social media platform, do not always indicate that they value or love the business and its products (Naylor et al., 2012).

Singaporean-based sector developer and membership body for aspiring social entrepreneurs, *raiSE* and *Blackbox*, conducted a similar study on public perception towards social enterprises lasting for a decade. They found that their respondents have varying levels of awareness depending on one's exposure to social enterprises. This could be the case of many respondents in this Hong Kong-based research and survey. In the 66% of respondents who know at least one operating social enterprise in Hong Kong, that is further divided into their involvement with the organization. This ranges from buying and using the products or services, volunteering and simply donating items to the social enterprise. Some have only heard of the name of the business without physical involvement. According to the findings of the questionnaire survey and existing articles on social enterprises, locals in Hong Kong have only a certain level of prior knowledge, depending on their level of interaction with the organizations they know.

6.2 Research Question 2

What are the perceptions and attitudes Hong Kong people have toward social enterprise products?

According to the findings, 77.2% of the respondents defined social enterprises based on their social purpose. 60.2% believed that ethical practices is what defines these businesses. Leung et al. (2019) mentioned that Hong Kong has a strong philanthropic tradition wherein it has played an important role in helping the disadvantaged groups in the community. In Hong Kong, the government and social service sector have actively encouraged the development of SEs with entrepreneurial thinking and innovative approaches in the hope of meeting the needs of various community groups and enabling the socially disadvantaged to become self-sufficient through employment. However, one prevalent misconception among ordinary people about social

enterprises that may contribute to their negative perception is that they are not as philanthropic as they should be (Choi et al., 2020). In general, people assume that others are motivated solely by their own self-interest (Ratner & Miller, 2001). Thus, communicating the social objectives of any social enterprise could help abolish any preconceived notion of them.

Within Hong Kong, the perception of the public shows a more positive look as many respondents agree that SEs should grow in the city. 70.9% believed that social enterprises provide assistance to disadvantaged individuals (shown in Figure 13). 67% think social enterprises allow philanthropic values to increase within the public. 59.2% perceive that social enterprises could provide training and employment to people with disabilities in Hong Kong. Only 3.4% of the respondents have a negative perception towards businesses that run on a social objective model.

When it came to the attitude of Hong Kong people towards operating SEs, many stakeholders provide assistance in spreading information. For instance, the Chinese University of Hong Kong organised the first open business plan competition on social enterprises (Tang et al., 2008). This encouraged university students to plan creative and viable plans for existing Social Enterprises. The public also acknowledges the difficulties faced by these businesses as 83.5% of the respondents believe that the government should inject more financial resources. The public may be sceptical of the profit-making aspect of social enterprises, yet market revenues are essential in organizational sustainability (Moizer & Tracey, 2010).

All in all, the perception and attitude of Hong Kong people towards social enterprises and their products is relatively positive. With comparison to other existing papers and results from the questionnaire survey, Hong Kong people are becoming more accepting with positive outlook

of such businesses. All it would take is to increase the involvement with Social Enterprises to ensure the continuous operation in Hong Kong.

6.3 Research Question 3

What factors play into people's willingness to purchase from Social Enterprises?

The frequency of purchasing from SEs amongst the respondents of the questionnaire survey is quite weak in Hong Kong. As mentioned earlier by Naylor et al. (2012) that simply 'liking' a post on any social media platform does not mean that the person desires to purchase or supports the social enterprise. About 25.2% of the respondents have never purchased from any business that addresses social issues. Only 32.5% would seldom show support to social enterprises by purchasing goods and services.

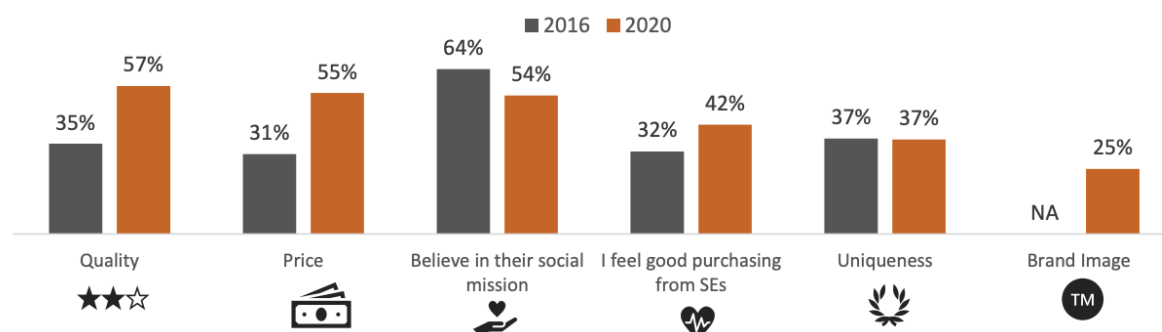


Figure 22: Factors to consider when purchasing from Social Enterprises in Singapore

When looking into the factors that affect Singaporeans from purchasing goods and services from social enterprises, it could be seen that quality takes up the highest percentage amongst the choices listed (see above Figure 22). This was followed by price and belief in the social mission of the business (Blackbox, 2020). Analysing the findings from the survey conducted here in Hong Kong, the respondents were more concerned about the price of the product,

whether or not it is affordable. 43.7% of the respondents also take into account the trustworthiness of the brand or organization. Quality of the product or service came in only fourth in importance according to the votes of Hong Kong respondents.

According to Au (2014), social enterprises will become more numerous and widespread. It is vital to foster demand for SE services/products in order to support the sector's future development. This would also mean enhancing the brand image of SEs operating in Hong Kong as it is one of the factors affecting purchase frequency in social enterprises in Hong Kong. Despite the fact that a number of studies have suggested that there is a risk of misusing social media, possibly resulting in a potential waste of time or human resource effort in managing the social media channels (e.g., Carolyn & Parasnis, 2011; Naylor et al. 2012; Sirichanaroen, 2012), using social media to promote a social enterprise is invariably a low-cost way of promotion that could reach a huge number of people. Take example the findings in Figure 7 of this research paper. By actively promoting products and services offered in these local social enterprises, it could gradually build strong social media presence, brand reputation and increase financial support through revenues.

As shown from Figure 18, affordability is a main factor that affects Hong Kong people from purchasing goods and services from social enterprises. It could be a useful finding for social enterprises to find a middle ground for price setting of the products and services offered. These three main factors: (1) Price; (2) trustworthiness of the brand; and (3) uniqueness of product, could possibly enhance the acceptance and support of the public towards Social Enterprises depending on how it is altered.

6.4 Research Question 4

How can the social objectives of Hong Kong Social Enterprises be enhanced to increase public acceptance and support?

Public expectations of social enterprises have already been set and communicated through different media platforms. In Figure 19 of the questionnaire survey, 45.1% agree that social enterprises are a good alternative to address social issues in Hong Kong, while 20.4% strongly agree with this statement. This is an indication that the social aspect of these businesses is already well accepted. It is evident that the social objectives are convincing, which encourages public acceptance. However, the support could further be enhanced amongst the public by understanding the social issues that require attention in Hong Kong.

According to the Singaporean public perception study, respondents identified disadvantaged individuals as a pressing problem that needed to be addressed, notably opportunities for employment and skill development. While in Hong Kong, mental health and well-being took up 64.6% of responses. It is evident that the majority of the residents in Hong Kong see that mental health is a pressing social issue that needs to be addressed. According to the Food and Health Bureau (n.d.), based on projections from global statistics, with a population of around 7.3 million, between 1.1 million and 1.8 million Hong Kong individuals have a mental problem, and between 70 000 and 220 000 people have serious mental disease. Then, vulnerable groups followed closely as another social issue that required attention in Hong Kong, mainly regarding employment opportunities and skill development and training.

In the final questionnaire survey question, respondents rated the current efforts being made for each social issue. Unfortunately, all of the social issues gained neutral and dissatisfied

responses. For instance, efforts made to create employment and educational opportunities are subpar. By shifting the focus to more pressing social issues to address, social enterprises could garner more public support as it resonates with the public more. To increase financial sustainability and profitability, social enterprises could create viable plans to address other social issues within the business operations, empowering individuals and communities while becoming self-sufficient.

All in all, SEs could utilise the existing platforms to reach out to more people. As respondents mentioned that social media is a strong platform, it could be a marketing tool for attracting people of all ages to be aware of existing social enterprises and the products they could offer. On the other hand, it should be noted that there are more social issues that need to be addressed. Social enterprises could be an agent for improvement in Hong Kong, as long as they are supported well by stakeholders like the Government, business community, and the public. In the following section of this research report, we will look into the implications of this study to a list of stakeholders using the stakeholder theory in social entrepreneurship.

6.5 Implication to different stakeholders of social enterprises

According to Kusyk and Lozano (2007), stakeholder theory takes into consideration all persons who are socially influenced or have a social impact on the organization through social drivers and challenges. The technique of drivers and challenges to social issue management can be seen within the context of corporate social responsibilities (CSR) (Burga & Rezanian, 2016). Mitchell et al. (1997) explain the stakeholder salience model, which defines salience values as a result of a stakeholder's mix of power, urgency, and legitimacy demands on a corporation. In the case of Social Enterprise development in Hong Kong, a few notable stakeholders are listed and practical work they could do to assist in the future.

6.5.1 Hong Kong Government

One factor mentioned that affects the smooth operation of social enterprises is government and policymaker support. Thus, the local government could continue their advocacies in support businesses that run on a social enterprise model.

Chan and Yuen (2013) mentioned that several factors have led to the idea of promotion of social enterprise development, including (1) Economic downturn and structural unemployment; (2) Change in the Hong Kong government's underlying welfare philosophy; and (3) The end of government-led welfare expansion model. With the handover in 1997, Hong Kong was hit hard by the Asian Financial Crisis which led to huge shift in the employment market structure. This gave way to the development of work integration social enterprises (WISE), assisting the unemployed at that time. In the span of 15 years, the Hong Kong Government has injected 150 million Hong Kong Dollars in the form of seed money to social enterprises (Yu, 2016).

During the 2017 Social Enterprise Summit, now former Chief Executive Mrs Carrie Lam, mentioned that the business-for-good culture in social enterprise operations constantly maintains a close eye on the pulse of the community, and the social enterprise sector's sustainable growth may assist foster social innovation and solve the needs of socially disadvantaged groups (Leung et al., 2019). The local government could create more demand for Social Enterprise services and products like adopting a “sub-branding” strategy where specialisation in certain sectors is highlighted (Au, 2014).

Financial support can never be enough as Social Enterprises continue to grow in number and scale in the city. This would include incentives for social enterprises to innovate in service provision and training of new joiners. For instance, local restaurant Project Dignity provides

vocational training to people with disabilities and adults with special needs who are unemployed (Project Dignity, n.d.). Local Social Enterprises could then market their products and services to increase public acceptance, support and interaction with the assistance of the government.

6.5.2 Local business and social enterprise community

Another factor leading to difficulties of running social enterprises are industry competitions. With Hong Kong being a cut-throat business environment, it does not foster new business ventures and may disregard the abilities and constraints of individuals.

Instead, businesses in Hong Kong could lend a hand by providing employment opportunities to help the disadvantaged. Private corporations like as Cheung Kong (Holdings), Sun Hung Kai Properties, and the New World group have committed to put up initiatives to assist the underprivileged at the request of the HKSAR's Chief Executive (Tang et al., 2008). According to a mail poll on corporate social responsibility (CSR), around half of the local corporations have established organizational strategy in this area. For example, 45% of organizations had a policy on employee volunteering, 52% had a policy on monetary donations, and 43% had a policy on in-kind contributions. Nonetheless, just roughly two-thirds of the businesses had actively implemented the plans. (Shalini, & Kym, 2007).

To move forward, business could increase their corporate social responsibility attainment by providing training and employment opportunities to certain social groups, partner with local social enterprises to job match after training. With collective assistance, this could enhance public awareness and acceptance of such businesses while addressing social issues in Hong

Kong. It should be encouraged for local businesses to assist Social Enterprises in enhancing public support by buying goods and services from them as well.

On the other hand, with the saturation of social enterprise markets in different sectors, it could be hard to stand out and gain public support. It is important for social enterprises to enhance cross-sector partnership (Au, 2014). It requires engaging all stakeholders, particularly end service users in various local communities, in regular and intimate interactions in order to foster a feeling of shared ownership while attempting to launch SE enterprises to address common social issues/problems. All in all, the common goal is to encourage public support to continue tackling social issues.

6.5.3 Local communities and institutions

Public awareness and acceptance is one factor that could also affect the development of social enterprises in the future.

First of all, local universities could get directly involved in promoting social enterprises (Tang et al., 2008). For example, the Chinese University of Hong Kong organized the first open business plan competition on SEs in 2007, the Hong Kong Social Enterprise Challenge, with the CoP's support. This competition aimed to encourage university students to devise innovative yet feasible strategies for current SEs. Furthermore, the University of Hong Kong's Centre for Civil Society and Governance has done research on social auditing methods and general trends in SEs in Hong Kong (Centre for Civil Society and Governance of the University of Hong Kong & Hong Kong Council of Social Service, 2008). These small acts could spread word-of-mouth on local Social Enterprises and encourage public support amongst young people.

Community events can be another method to advertise and apply social marketing to increase public awareness and shift the preconceived notion of social enterprises. Long (n.d.) mentioned that hosting local events is a great way to engage and grow a social enterprise community. These events could be a gateway to seeking more support to help with business operations and addressing social issues. For instance, encouraging volunteering work at local social enterprises, giving donations to projects, etc.

7. Conclusion

There were some limitations in the current study, which were the length of data collection and the generalizability of the results. As mentioned earlier in the report, this study was based on Singaporean research on public perception of Social Enterprises. With the length, time, and resources of that same study, they were able to compare the findings done from the beginning in 2010 until the end of the research in 2020. The organization that did the same study brought about change in the level of acceptance and buying behavior of local Singaporeans towards social enterprises. The length of the data collection affected the objectivity of the current research, as it did not measure up to the study and its findings that it was based on. Moreover, little previous research on public perception towards social enterprises were conducted that could influence the basis of the literature review for the current study. As the generalizability of the findings was limited, it might affect the hypothesis and collected data of this research. For instance, compared to the research result from Singapore, the current study discovered that Hong Kong the people prioritize affordability over the quality of the products and services offered by social enterprises while the Singapore study found that quality is their main factor affecting their willingness to purchase.

On the other hand, it can be seen that the public perception and attitude towards social enterprises is relatively positive, though the financial support could be further enhanced. Some

recommendations for further studies are listed below to supplement the current study. First of all, they can expand the research sample size and identify the buying behavior across different age groups. Secondly, they can follow up on the factors that affect the willingness to purchase from social enterprises. Lastly, conducting interviews to back up the findings from the survey as other human behaviors can be observed like facial expression, body language, and tone of voice, which are worth investigating in the future.



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9. Appendix – Questions of the Questionnaire Survey

Public Perception Survey on Social Enterprises in Hong Kong

I am in my graduating year (Year 5) at the Education University of Hong Kong. For my Honours Project, I focused my research on social enterprises in Hong Kong and the perception of the public towards them.

This survey will look into the prior knowledge of consumers regarding social enterprises operating in Hong Kong and their products. I want to investigate their perception and attitude towards this form of business ownership and examine their behavioural intentions to buy the products. Lastly, I will assess their actual buying behaviour towards social enterprise products and opinion towards other stakeholders' accounts.



(not shared) [Switch account](#)



Consent

☐

Do I have your consent to access your answers and use them for research purpose?

There are five main parts to this survey. Please read the questions and instructions carefully.

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Part A: Personal Particulars

1. Gender *

- ☐ Male
- ☐ Female

2. Age *

- ☐ 18 - 23 years old
- ☐ 24 - 50 years old
- ☐ 51 and above

3. Employment *

- ☐ Student
- ☐ Homemakers
- ☐ Employed
- ☐ Self-employed
- ☐ Out of work (Unemployed)
- ☐ Retired

4. Nationality *

- ☐ Hong Kong-born Chinese
- ☐ Non-Hong Kong-born Chinese
- ☐ Hong Kong-born Non-Chinese
- ☐ Non-Hong Kong-born Non-Chinese

5. Length of stay in Hong Kong *

- ☐ Less than 1 year
- ☐ 1-3 years
- ☐ 4-10 years
- ☐ More than 10 years

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Part B: General knowledge of social enterprises in Hong Kong

What is a social enterprise (SE)? - A Social Enterprise is a business that focuses on profit making while achieving a specific social objective such as providing service or products needed by the community, training opportunities for people with disabilities, creating employment, etc.

After reading this brief description of what a social enterprise is, have you heard this term before?

1. "Do you recall hearing the term "Social Enterprise(s)" prior to the survey? *

- ☐ Yes
- ☒ No

2. From which of the following media channels do you generally hear about "Social Enterprise(s)"? *

(You may choose more than 1 answer)

- ☐ Word of mouth
- ☐ Broadcast media
- ☐ Internet
- ☐ Social media
- ☐ Other: _____

3. What do you understand from the term "Social Enterprise" ? *

(You may choose more than 1 answer)

- ☐ An organisation with clear social missions/goals
- ☐ An organisation that practises corporate social responsibility (CSR)
- ☐ A charity or non-profit organisation
- ☐ An organisation where a majority of profit is obtained from selling goods and/or services
- ☐ An organisation funded by donations and grants
- ☐ A for-profit organisation

4. How would you identify an organisation as a social enterprise? *

(You may choose more than 1 answer)

- ☐ Based on the work I know the organisation is doing
- ☐ Based on what the organisation advertises
- ☐ Based on what I gathered from media channels
- ☐ Based on the name of the organisation
- ☐ It is unclear what Social Enterprises do.

5. Do you know any organisation in Hong Kong operating as a social enterprise? *

(If yes, please answer Question 6.)

- ☐ Yes
- ☐ No

6. How were you involved with the organisation?

- ☐ Used their service
- ☐ Bought a product
- ☐ Volunteered
- ☐ Donated items
- ☐ "I just heard the name from somewhere"
- ☐ Other: _____

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Part C: Perception and attitude towards social enterprises compared charities and businesses

1. For each characteristic listed below, please choose the appropriate types of organisations amongst the given options, to the best of your understanding. *

(You may choose more than 1 answer for each attribute.)

	Social Enterprise (SE)	Charities (e.g. Caritas, Foodlink Foundation, Helping Hand)	Business
This type of organisation has clear social goals to solve social problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social goals are the core mission of this type of organisation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This type of organisation earns most of its revenue from selling goods and/or services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This type of organisation is or plans to be profitable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This type of organisation takes business actions that are in line with its social goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This type of organisation balances between making profits and solving social problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This type of organisation practises corporate social responsibility (CSR)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. What does social enterprise mean to you personally? *

(You may choose more than 1 answer)

- ☐ Social purpose
- ☐ Reinvest
- ☐ Ethical practices
- ☐ Not profit maximisation
- ☐ Other: _____

3. Which of the following is a reason why Social Enterprises should grow in the city? *

(You may choose more than 1 answer)

- ☐ Help the disadvantaged
- ☐ Provide training and employment to people with disabilities
- ☐ To practise corporate social responsibility
- ☐ Increase philanthropic values in the city
- ☐ Increase environmental awareness
- ☐ "Social Enterprises should not grow more."

4. Should the government use social enterprises as a tool to fill the gaps of their work? *

- ☐ Yes
- ☐ No

5. Instead of setting up more social enterprises, should businesses take up more roles in tackling social and economic issues? *

☐ Yes

☐ No

6. Do you think social enterprises need more financial support from the government to continue operating in the city? *

☐ Yes

☐ No

7. Do you think having a social objective as a marketing strategy of an organisation to increase profits should be allowed? *

☐ Yes

☐ No

Part D: Intentions to buy products and services from social enterprises

1. What are your spending habits? *

(You may choose more than 1 answer)

- ☐ Frequent spending on small items
- ☐ Shopping as a habit
- ☐ Impulse buying
- ☐ Paying bills late
- ☐ Not tracking spending
- ☐ Missing saving goals

2. How often would you purchase from Social Enterprises? *

- ☐ Always
- ☐ Often
- ☐ Seldom
- ☐ Sometimes
- ☐ Never

3. What is important to you when making a purchase decision? *

(You may choose more than 1 answer)

- ☐ Affordable goods and/or services
- ☐ Unique goods and/or services
- ☐ Appealing aesthetics of goods and/or services
- ☐ Social status associated with purchasing goods/services
- ☐ High product/service quality produced by the company and/or brand
- ☐ Promotional activity of the company
- ☐ Trustworthiness of the brand/organisation
- ☐ Safety of the goods and/or services
- ☐ Emotional connection when purchasing goods and/or services
- ☐ Contributions made to a social cause

4. Despite many other alternatives, would you consider purchasing from a social enterprise to support their social objective like providing employment opportunities to people with disabilities? *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

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Part E: Public expectations of social enterprises

1. Based on your opinion, do you think Social Enterprises are a good alternative to ^{*} tackle social issues?

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

2. What do you think are the important social issues in Hong Kong that require ^{*} attention?

(You may choose more than 1 answer)

- ☐ Employment opportunities for vulnerable/disadvantaged groups Employment opportunities for vulnerable groups
- ☐ Affordable healthcare programmes and preventive therapies
- ☐ Skill development and training for vulnerable groups
- ☐ Affordable access to basic human needs
- ☐ Educational opportunities for vulnerable groups
- ☐ Mental health and well-being
- ☐ Increasing the earning power of the financially disadvantaged
- ☐ Environmental sustainability
- ☐ Capacity building for social organisations that serve vulnerable groups
- ☐ Education and early Intervention for children
- ☐ Gender equality
- ☐ Animal rights

3. For the options you selected in Q.2, please rate your satisfaction with efforts currently being made in Hong Kong to meet these social needs. "1" being least satisfied and "5" being most satisfied. *

(You may choose more than 1 answer)

	1 - Least Satisfied	2	3	4	5 - Most satisfied
Employment opportunities for vulnerable/disadvantaged groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable healthcare programmes and preventive therapies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skill development and training for vulnerable groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable access to basic human needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational opportunities for vulnerable groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mental health and well-being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increasing the earning power of the financially disadvantaged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental sustainability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Capacity building for social organisations that serve vulnerable groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Education and early Intervention for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gender equality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Animal rights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Declaration

I, Embuscado Jeshua Justin Mariano declare that this research report represents my own work under the supervision of Assistant Professor and Dr. CHU Man Ying, Amanda and that it has not been submitted previously for examination to any tertiary institution.

Signed

Embuscado Jeshua Justin Mariano

24/4/2023