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Abstract

This paper reports our findings on the impacts of information privacy, financial reward, and buyers' protection excess on consumers' utility using E-payment Gateways. We invited users of the G2C E-government Portal of Hong Kong to participate in an online experiment and collected data from 1,795 subjects. From our conjoint analysis, we find that monetary reward has the most significant impact on consumers' utility among the six design attributes of E-payment Gateways investigated in this study, i.e. monetary reward, online transfer of information, acceptability, buyers' protection excess, anonymity, and physical control. We also observe that there is a gender impact on the relative importance of these attributes.

Keywords

Conjoint Analysis, Prospect Theory, Monetary Reward, Buyers' Protection Excess, Information Privacy

INTRODUCTION

The development of E-business technologies in the past two decades has significantly changed the way of conducting retail businesses. With the help of the latest E-business technologies, online retailers, a.k.a. Business-to-Consumer (B2C) E-commerce operators, can conduct their retail businesses in the virtual world with minimal cost. Some of them, such as Amazon (http://www.amazon.com) and those e-Vendors operating on eBay (http://www.ebay.com), do not have any physical stores at all. This virtual business model has both pros and cons. On one hand, this virtual business model provides e-Vendors with the opportunities to get in touch with their potential customers from all over the world on a 24×7 basis. On the other hand, some potential customers prefer not to complete their transactions online due to the risk of Internet Fraud (Hu et al. 2004). As a result, many electronic marketplaces, like eBay, have developed their trust building features, such as the peer-evaluation system, to enhance the trust between buyers and sellers for their electronic marketplaces (Ba and Pavlou 2002, Dellarocas 2003, Lee et al. 2000), which can result in a higher successful rate of online transactions and/or a higher closing price of electronic auctions.

Apart from building trust between buyers and sellers, prior researches have shown that trust on E-commerce systems and payment gateways could be increased via the increase of perceived effectiveness on the Escrow services as well as the increase of trust on the payment intermediaries, such as PayPal (http://www.paypal.com) (Pavlou and Gefen 2004). Plus, the closing price of electronic auctions would be higher if the bidders of electronic auctions have an option to settle their payments using the Escrow services (Hu et al. 2004). This shows that online customers will be more willing to complete their transactions online if the e-Vendors can provide an e-Payment Gateway with suitable payment mechanisms and designs.

In this study, we would like to investigate how the E-payment Gateways design would affect consumers' utility under the premises of the Prospect Theory (Kahneman and Tversky 1979) with two major research objectives. First, we would like to examine the impacts of six key attributes of the E-payment Gateways on consumers' utility through a conjoint analysis (Green and Srinivasan 1990). Second, we would like to examine whether gender would have a significant impact on the relative importance of these design attributes. In brief, our study is important because it can help the E-commerce operators to improve their E-payment Gateways design through enhancing their consumers' utility. This can lead to a higher adoption rate of the E-payment Gateways and a possible increase of closing their online transactions.

This paper is presented as follows. In the next section, we will describe our research model and will develop our hypotheses. We will then report our methodology and the design of our online experiment in Section 3. Finally, we shall present our data analysis and will discuss the impact of this study on E-payment Gateways in Sections 4 and 5 respectively.

RESEARCH MODEL AND HYPOTHESES

Nowadays, many E-payment Gateways have been developed to facilitate online purchases. For example, many B2C E-commerce websites allow their customers to settle their payments using credit cards or debit cards through the B2C E-commerce systems embedded with Secure Sockets Layer (SSL) technology or via a third party verification system, such as VeriSign (http://www.verisign.com). Some B2C E-commerce websites also allow their consumers to use payment intermediaries, such as PayPal, to settle their payments online. The major reason for these B2C E-commerce vendors to provide these payment methods is to reduce the perceived risk faced by their online customers (Hu et al. 2004). This perceived risk maybe the major factor that prevents some potential customers from completing online transactions. In another word, the perceived risk factor reduces potential customers' urge to spend and they hesitated when attempting to complete their transactions with B2C E-commerce websites.

Prior researches have shown that some attributes of the E-payment Gateways will have significant impacts on the adoption of the Gateways. In this study, we use the Expectancy Theory developed Vroom (1964) as the basic framework for analyzing the impact of different attributes of the E-payment Gateways on consumers' utility. This approach has been used by Hann et al. (2008) for analyzing the impact of information privacy on E-businesses. In Expectancy Theory (Vroom 1964), the customers' utility is measured through Motivation Score, which can be analyzed through a conjoint analysis (Hann et al. 2008):

$$\text{Motivation Score} = \sum_{i=1}^{n} (E \rightarrow P)_i \times (P \rightarrow O)_i \times V_i$$

where (E → P) is the weight on the Effort-to-Performance relationship in relation to Expectancy and (P → O) is the weight on the Performance-to-Outcome relationship in relation to Instrumentality.

One of our research objectives is to find out the level of trade-offs between monetary rewards provided by the E-payment Gateways and the buyers' protection excess imposed by the E-payment Gateways. While provision of monetary rewards would help to lock-in the users for using a particular E-payment Gateway, the provision of a low buyers' protection excess would also attract users as it provides a better financial protection to the buyers in the case that the buyers are fallen into Internet Fraud. For the E-payment Gateways, provision of monetary rewards provided as a discount is essential and thus, it is an advertising expense. Also, the level of buyers' protection excess imposed by the E-payment Gateways has a financial impact on the companies as it would affect the money to be written-off in the case of an Internet Fraud. As both of them would become operational expenses of the E-payment Gateways, it would be important for the E-payment Gateways to understand which of these two mechanisms would be more attractive, i.e. having a higher consumers' utility.

Monetary rewards per transaction, such as cash rebates or coupons, are frequently provided by E-payment Gateways to their consumers when they complete their transaction online. This arrangement is for attracting their customers to use their online payment services and to reuse their services in the future. Prior literatures, such as Smith (1976) and Smith and Walker (1993), have shown that the provision of monetary reward will have a significant but diminishing impact on consumers' decision making. Therefore, we conjuncture there will be a positive but diminishing impact of monetary reward on consumers' utility using the E-payment Gateways.

H1.1: The monetary reward provided by the E-payment Gateways has a positive but diminishing impact on the consumers' utility using the E-payment Gateways.

We study the impact of monetary reward on the consumers' utility using the E-payment Gateways with three different monetary levels, i.e. HK$5 (US$0.64), HK$10 (US$1.28), and HK$50 (US$6.41) respectively. These

three levels of monetary reward are approximately equivalent to the purchasing power of a can of soft drink, a TV magazine, and a set meal in a local restaurant in Hong Kong respectively.

While monetary reward can stimulate consumers to use the E-payment Gateways, buyers' protection mechanism is an alternative approach to attracting consumers to use the E-payment Gateways. Prior literature grounded on mental accounting (for example, Thaler 1985, Thaler 1999) and on Prospect Theory (for example, Kahneman and Tversky 1979, Tversky and Kahneman 1992) have provided a detailed foundation for predicting how consumers will act with uncertainty outcomes. Due to the risk of Internet Fraud (Hu et al. 2004), consumers will need additional incentives to compensate for their potential losses caused by using the E-payment Gateways to purchase the goods and services online, instead of using an offline system. Thus, many E-payment Gateways and third party payment systems now provide Buyers' Protection Programs for their users. Very often, consumers will only be responsible for the amount of lost within their buyers' protection excess. Here, we test the impact of this excess on the consumers' utility using the E-payment Gateways with three monetary levels of excess compensation, i.e. HK$500 (US$64.1), HK$1,000 (US$128.2), and HK$2,000 (US$256.4) respectively. We conjuncture there will be a negative but diminishing impact of the amount of excess on consumers' utility using the E-payment Gateways.

H1.2: The excess of the compensation provided by the E-payment Gateways has a negative but diminishing impact on the consumers' utility using the E-payment Gateways.

The second objective of this study is to investigate the impact of some of the standard features of E-payment Gateways on consumers' utility. This attributes include the acceptability of the E-payment Gateways by online merchants, authentication feature, and security features provided by the E-payment Gateways. The first feature is the acceptability of the E-payment Gateways. We anticipate the higher the level of the acceptability of the E-payment Gateways on the Internet, the higher the consumers' utility as it provides convenience access to their users. In this study, we test the impact of the acceptability on the consumers' utility at two levels, i.e. the E-payment Gateway is either accepted by all websites or being accepted only by some pre-selected websites. Thus, we have our H2.1 as follows.

H2.1: The level of acceptability of the E-payment Gateways has a positive impact on the consumer's utility of using the E-payment Gateways.

The second attribute that we are interested in is the authentication. In our study, we would like to investigate the impact of physical security feature in the authentication process on consumers' utility using the E-payment Gateways. Prior research reports that the provision of security features would have a significant impact on the consumers' utility using the E-payment Gateways (Cox and Rich 1964) and the use of physical security devices for authentication is now a common practice in information security (Whitman and Mattord 2009). We anticipate that such arrangement would enhance the trust of consumers on the E-payment Gateways and thus, enhance the consumers' utility. In this study, we use the Octopus Card (which we shall provide its background information in Section 3) as the physical control feature for the E-payment Gateways. Thus, we have our H2.2 as follows:-

H2.2: Consumers' utility of using the E-payment Gateways with the physical control feature is higher than that without the physical control feature.

The next two attributes that we investigate in this study are related to the security features provided for the payment process. Consumers often hesitate to complete their transactions online because they are afraid of the problem of identity theft. When personal data, such as names and credit or debit cards information, are transferred online, there is a possibility of unauthorized interception. This issue has become a more predominant problem as more and more users are using wireless-fidelity (Wi-Fi) network to get online. Therefore, we conjuncture users would prefer to have their payments be handled in anonymity as it would reduce the risk of identity thefts when they transmit their personal information online. It is because the criminal would not have the full access to their personal information even if an authorized party can intercept the data transmission. Also, we conjuncture users of E-payment Gateways would prefer to have their information be transferred offline compared with their information being transferred online due to the potential information thefts via the Internet. Thus, we have our following two hypotheses:-

H2.3: Consumers' utility of using E-payment Gateways with the anonymous payment method is higher than that with the named payment method.

H2.4: Consumers' utility of using E-payment Gateways with the offline transfer of information is higher than that with the online transfer of information.

Table 1 summarizes the six attributes of E-payment Gateways studied in this research.

Table 1. Attributes of E-payment Gateways

Attributes	Levels
Monetary Rewards per transaction (H1.1)	✧ HK$5
	✧ HK$10
	✧ HK$50
Buyers' Protection Excess (H1.2)	✧ HK$500
	✧ HK$1,000
	✧ HK$2,000
Acceptability (H2.1)	✧ The payment method is accepted everywhere online.
	✧ The payment method is accepted by a few Websites only.
Physical Control (H2.2)	✧ A user is required to present his/her Octopus Card to complete the payment process.
	✧ A user is not required to present his/her Octopus Card to complete the payment process.
Anonymous (H2.3)	✧ The payment reveals user's identity.
	✧ The payment is anonymous.
Online Transfer of Information (H2.4)	✧ A user inputs and sends information over the Internet.
	✧ A user does not need to input and to send information over the Internet.

Apart from studying the impacts of various attributes of E-payment Gateways on consumers' utility, we are also interested in the moderating effect of gender on these impacts. Prior researches reveal that gender factor always has an impact on the adoption of information systems (for example, Venkatesh et al. 2003). Thus, we anticipate that subjects of different gender would have different utility using E-payment Gateways with different attributes. Therefore, we have our last hypothesis as follows:

H3: Consumers' utility of using E-payment Gateways in respect of different attributes is gender dependant.

RESEARCH METHODOLOGY

Background of Conjoint Analysis

Conjoint analysis is one of the methods that researchers in economics (Debreu 1960) and psychology (Luce and Tukey 1964) use for analysing their research models developed based on the Expectancy Theory (Hann et al. 2008). In our conjoint study, the experimental subjects are first presented with a proposed version of the E-payment Gateway that includes a combination of particular levels within the six different attributes that we are investigating in this study. Each of these proposed versions is called a conjoint stimulus. In total, there are a maximum of $3 \times 3 \times 2 \times 2 \times 2 \times 2 = 144$ conjoint stimuli available in this study. To make our study manageable, we used the optimal orthogonal design proposed by Addelman (1962) to select 18 optimal designs for collecting our experimental data via an online experiment. The details of these optimal orthogonal designs are reported in the Appendix.

Background of Octopus Card

In this study, we use Octopus Card as an example to explain the attributes of the E-payment Gateway that we would like to investigate. Octopus Card is an RFID-based stored-value smart card, which is used commonly in Hong Kong. Initially developed as a stored-value card for the subway system in Hong Kong, Octopus Card has now evolved as the most predominant off-line payment smart card system in the metropolitan which carries most of the features of debit cards. While it can be used for paying the transportation fares for nearly all transportation systems in Hong Kong, Octopus Card can also be used for settling transactions in supermarkets and convenience stores. At the moment, there are two types of Octopus Card available in Hong Kong, i.e. anonymous card (with a unique ID) which can be purchased at the train stations in Hong Kong and personalized card with a user's photo imprinted in the card. The users of the Octopus Card can replenish the stored value of the card by cash in train

stations, supermarkets, and convenience stores, or by direct debit authorization via their saving or cheque accounts, or even their credit card accounts.

Design of the Online Experiment and Data Collection

To study the impacts of various attributes on the consumers' utility of E-payment Gateways, we conducted an online experiment using the Government-to-Citizen (G2C) E-government portal of Hong Kong Government. We invited all the 160,000 subscribers of the G2C E-government portal to participate in this online experiment. The number of person invited was approximate 2% of the Hong Kong population. To be able to participate in our online experiment, the participants must have an Octopus Card. A small amount of cash prizes as incentives were provided to our participants through a lucky draw. A total of 1,795 subjects had participated in this online experiment during the four-week data collection period and their demographic data are summarized at Table 2.

Table 2. Demographic Background of Subjects

	Overall	Male	Female
Number of Subjects	1,795	920	875
Average Age	29.0	30.2	27.6
Education Background			
✧ High school or below	1,246 (69.4%)	590 (64.1%)	656 (75.0%)
✧ Undergraduate	447 (24.9%)	257 (27.9%)	190 (21.7%)
✧ Graduate	102 (5.7%)	73 (8.0%)	29 (3.3%)
With online purchase experience	1,096 (61.1%)	636 (69.1%)	460 (52.6%)

When we conducted our experiment, the Octopus Hong Kong, i.e. the operator of the Octopus Card, was considering launching a new service to their customers by entering into the E-payment Gateway service market. Therefore, the Octopus Hong Kong would like to have a detailed market analysis on the impacts of different payment protection attributes on consumers' utility using the card through conducting an online experiment. As this was a proposed payment gateway, it was anticipated that the subjects were not familiar with the proposed format of the E-payment Gateways operation. Therefore, to enhance our subjects' understanding on this new business initiative, an online video was provided to demonstrate the operation of each of these attributes before our subjects participated in the online experiment.

Our online experiment consisted of two parts. In the first part of the experiment, our subjects were asked to provide their demographic information as well as their Octopus Card information. Afterwards, we introduced the different aspects of E-payment Gateways, which we would like to investigate in this study through the video mentioned. Then our subjects were asked to select those stimuli, which they would consider to use for making their online payment. After they confirmed their selections, we asked our subjects to rate their selected stimuli with a utility score ranged from 0 to 100. Their utility scores reported are actually the proxy of their consumers' utility and thus used as the dependent variable of this study.

DATA ANALYSIS

The data collected from our online experiment was analysed using multiple regression analysis with the following regression model:-

$$\text{Utility} = \alpha + \sum_{j\in\{\$10,\$50\}} Outcome_{Mon.\mathrm{Re}w.j} * PW_{Mon.\mathrm{Re}w.j} + \sum_{j\in\{\$1,000,\$5,000\}} Outcome_{Loss\,\mathrm{Pr}ot.j} * PW_{Loss\,\mathrm{Pr}ot.j} + Outcome_{Everywhere} * PW_{Everywhere} + Outcome_{Authetication} * PW_{Authetication} + Outcome_{Identity} * PW_{Identity} + Outcome_{Online} * PW_{Online} + \varepsilon$$

The coefficients of the regression equation, which are the part-worths (PWs) of this equation, are the marginal utility of the respective attributes in respect to the consumers' utility. The result of the conjoint analysis for the overall samples and for both genders are summarized in Table 3.

Table 3. Result of Conjoint Analyses

		Overall		Male		Female	
Attributes	Levels	Coefficients	Relative Importance (%)	Coefficients	Relative Importance (%)	Coefficients	Relative Importance (%)
Monetary Rewards	HK$5.00	n.a.	33.5%	n.a.	32.1%	n.a.	35.6%
	HK$10.00	1.793 ***		1.991 ***		1.586 ***	
	HK$50.00	5.595 ***		5.788 ***		5.378 ***	
Buyers' Protection Excess	HK$500	n.a.	12.3%	n.a.	13.1%	n.a.	11.3%
	HK$1,000	−1.168 ***		−1.386 **		−0.9259	
	HK$2,000	−2.064 ***		−2.362 ***		−1.710 ***	
Acceptability	Selected websites	n.a.	17.0%	n.a.	16.8%	n.a.	17.0%
	Everywhere online	2.838 ***		3.043 ***		2.572 ***	
Physical Control	No control	n.a.	6.6%	n.a.	5.3%	n.a.	8.6%
	Payment with Authentication	1.113 ***		0.9542 *		1.295 ***	
Anonymity	Anonymous Payment	n.a.	11.6%	n.a.	13.1%	n.a.	9.4%
	Payment with Identity	−1.941 ***		−2.361 ***		−1.418 ***	
Online Transfer of Information	Offline Data Transfer	n.a.	19.0%	n.a.	19.6%	n.a.	18.1%
	Online Data Transfer	−3.171 ***		−3.538 ***		−2.744 ***	

Notes: (1) *** $p < 0.01$; ** $p < 0.05$; and * $p < 0.1$; (2) "n.a." stands for not applicable

For the overall results, all coefficients of our regression model are having significant results, i.e. $p < 0.05$. The ranking of the relative importance of the attributes is monetary reward (33.46%), online transfer of information (18.97%), acceptability (16.97%), buyers' protection excess (12.34%), anonymity (11.61%), and physical control (6.65%) respectively. However, when we split our data based on gender, we noticed while physical control has marginal impact (i.e. $p < 0.1$) on the regression model of the male sample, the buyers' protection excess for the second level (i.e. with HK$1,000 excess) does not have any impact on the regression model for the female subjects.

DISCUSSION AND CONCLUSION

The Analysis of Relative Importance

Table 4 summarizes the ranking of the relative importance of all attributes of the three regression models we developed in this study. In general, the ranking of the relative importance of all attributes are basically the same, except for the indifference result of anonymity and buyers' protection excess in the male subjects for the fourth rank. As shown in our results, monetary reward is the most important attribute of the E-payment Gateways. This indicates that the provision of monetary reward to users of E-payment Gateways can significantly increase the consumers' utility of using the E-payment Gateways. Hence, this can attract more consumers to use the E-payment gateways. It is probably because cash rebates and coupons can provide immediate rewards to online buyers and thus, it can greatly affect the consumers' utility.

Table 4. Relative Importance of the Attributes

Ranking of Relative Importance	Overall	Male	Female
1st	Monetary Reward (33.5%)	Monetary Reward (32.1%)	Monetary Reward (35.6%)
2nd	Online Transfer of Information (19.0%)	Online Transfer of Information (19.6%)	Online Transfer of Information (18.1%)
3rd	Acceptability (17.0%)	Acceptability (16.8%)	Acceptability (17.0%)
4th	Buyers' Protection Excess (12.3%)	Buyers' Protection Excess (13.1%) Anonymity (13.1%) Note	Buyers' Protection Excess (11.1%)
5th	Anonymity (11.6%)	Physical Control (5.3%)	Anonymity (9.4%)
6th	Physical Control (6.6%)		Physical Control (8.6%)

Note: (1) The relative importance between buyers' protection excess and anonymity is indifference for male subjects.

Both male and female subjects ranked online transfer of information as the second important feature for affecting their consumers' utility on the E-payment Gateways. They both prefer to have their business transaction information be transferred offline as predicted in our H2.4. Nowadays, quite a number of people who used to participating in online transactions are reluctant to use the service due to the cases involving Internet information theft. Thus, even though it would be more efficient for the systems to transfer their data online, our subjects show that they prefer not to transfer their online transaction information via the Internet while using the E-payment Gateways.

Acceptability is the third important feature affecting consumers' utility on the E-payment Gateways. Our results show that acceptability has a consistent level of impact on consumers' utility for both male and female subjects. These consistent results across genders may arise from the similar level of impact of the convenience provided to the consumers as proposed in our H2.1.

The gender difference is observed on the fourth rank. While female users are in the view that buyers' protection excess is the fourth important feature affecting the consumers' utility of using the E-payment Gateways (and anonymity is the fifth important feature), male users rank both buyers' protection excess and anonymity indifferently as fourth important features. To sum up, anonymity is a significant factor affecting the consumers' utility as predicted by H2.3.

It is noted that physical control is the least important but yet significant feature among these six features of the E-payment Gateways, which supports H2.2. As Octopus Card is designed for micro-payments, its users would use it only for settling small amount payment. Thus, they would probably feel that it is not necessary to use the physical security feature in settling micro-payments. Hence, they rank it as the least important feature among these six highlighted features. Here, we also observe that gender difference has an interaction effect on the impact of physical control on the consumers' utility using E-payment Gateways. While we only observe a marginal impact (i.e. $p < 0.1$) from male subjects, we observe a very significant impact (i.e. $p < 0.01$) from female subjects. This implies that female subjects are probably more cautious in handling online transactions.

The Diminishing Return of Monetary Reward and Buyers' Protection Excess

To analyse the diminishing return of monetary reward and the buyers' protection excess proposed in our H1.1 and H1.2 respectively, we summarize our results in Table 5. As shown in Table 5, the ratios of per dollar impact of monetary reward on consumers' utility for HK$10 and HK$50 of our overall samples and for both genders are ranged between 2.907 and 3.391. This reflects that per dollar impact of monetary reward is positive but decreasing as the amount of reward increases, which supports our H1.1. Similar impacts are also observed for buyers' protection excess, which show that the per dollar effect of the negative impacts of buyers' protection excess is also decreasing as the amount of excess increases, which supports H1.2.

Table 5. Further Analyses on Monetary Reward and Buyers' Protection Excess

Category		Overall	Male	Female
Monetary Reward	Per HK$ Impact on Consumers' Utility for HK$10 Reward (a)	0.1793	0.1991	0.1586
	Per HK$ Impact on Consumers' Utility for HK$50 Reward (b)	0.1119	0.1158	0.1076
	Ratio of Impacts (c) = (a) / (b)	3.121	2.907	3.391
Buyers' Protection Excess	Per HK$ Impact on Consumers' Utility for HK$1,000 Excess (d)	–0.00117	–0.00139	–0.000926
	Per HK$ Impact on Consumers' Utility for HK$2,000 Excess (e)	–0.00103	–0.00118	–0.000855
	Ratio of Impacts (f) = (d) / (e)	1.767	1.704	1.847

There is a trade-off for the E-payment Gateways on providing a combination of monetary rewards and buyers' protection excess. If the E-payment Gateways have a fixed budget to provide monetary rewards to the consumers and to cover the lost for Internet fraud, the management would need to optimize the consumers' utility of using their Gateways by making an appropriate allocation of budget on these two aspects. As an extension of this research project, we shall develop a model to optimize the consumers' utility for E-payment Gateways.

Conclusion

Based on the results of our conjoint analysis, we find that all the six attributes in our model, i.e. monetary reward, buyers' protection excess, acceptability, physical control, online transfer of information, and anonymity, have significant impacts on consumers' utility using E-payment Gateways. In particular, our subjects prefer to have a high level of monetary reward with minimal (if possible no) buyers' protection excess. In addition, they would prefer their E-payment Gateways be able to help them settling transaction in all websites. Further, they would like to enjoy a high degree of protection of their personal information as they would like to have their transaction data be transferred offline with anonymity. For female users, they would like their payment be authenticated by physical devices. These results provide important insights into the design issues of E-payment Gateways for their operators.

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APPENDIX: THE CONJOINT USED IN THIS STUDY

The details of these 18 optimal orthogonal designs were reported in the following table.

Design	Monetary Rewards	Buyers' Protection Excess	Acceptability	Physical Control	Anonymous	Online Transfer of Information
1	HK$5	HK$500	All websites	Use Card	Anonymous Payment	Online Transfer
2	HK$5	HK$1,000	Selected websites	No Card	Anonymous Payment	Offline Transfer
3	HK$5	HK$2,000	All websites	Use Card	Payment with identity	Online Transfer
4	HK$10	HK$500	All websites	No Card	Payment with identity	Offline Transfer
5	HK$10	HK$1,000	All websites	Use Card	Anonymous Payment	Online Transfer
6	HK$10	HK$2,000	Selected websites	Use Card	Anonymous Payment	Online Transfer
7	HK$50	HK$500	All websites	Use Card	Anonymous Payment	Offline Transfer
8	HK$50	HK$1,000	Selected websites	Use Card	Payment with identity	Online Transfer
9	HK$50	HK$2,000	All websites	No Card	Anonymous Payment	Online Transfer
10	HK$5	HK$500	Selected websites	Use Card	Payment with identity	Online Transfer
11	HK$5	HK$1,000	All websites	Use Card	Anonymous Payment	Offline Transfer
12	HK$5	HK$2,000	All websites	No Card	Anonymous Payment	Online Transfer
13	HK$10	HK$500	All websites	Use Card	Anonymous Payment	Online Transfer
14	HK$10	HK$1,000	All websites	No Card	Payment with identity	Online Transfer
15	HK$10	HK$2,000	Selected websites	Use Card	Anonymous Payment	Offline Transfer
16	HK$50	HK$500	Selected websites	No Card	Anonymous Payment	Online Transfer
17	HK$50	HK$1,000	All websites	Use Card	Anonymous Payment	Online Transfer
18	HK$50	HK$2,000	All websites	Use Card	Payment with Identity	Offline Transfer

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